



# Brand Guidelines

Download zip file of [logo assets here](#)

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# Introduction

## About Aquafire

Have you ever seen water burn? Discover the incredible benefits of an eco-friendly water vapor electric fireplace insert with real cold flames in adjustable colors.

For spaces where open flames and noxious gas could pose problems, Aquafire's 3D water vapor electric fireplace with real flames is the ideal alternative.



# Aquafire<sup>®</sup>

by LUMINA PRODUCTS

A stylized red flame logo consisting of three curved, overlapping shapes that resemble fire.

# Aquafire<sup>®</sup>

# Color Palette

## About Aquafire

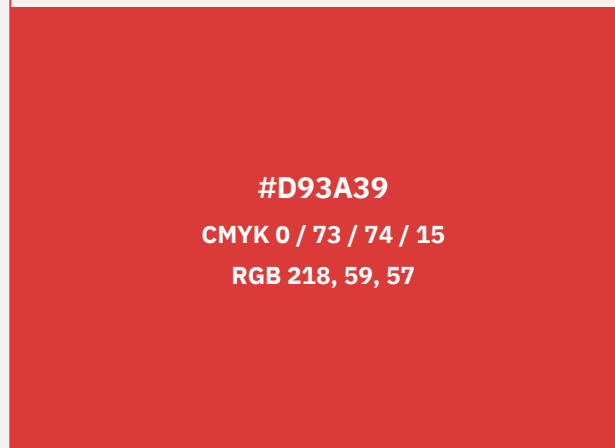
Have you ever seen water burn? Discover the incredible benefits of an eco-friendly water vapor electric fireplace insert with real cold flames in adjustable colors.

For spaces where open flames and noxious gas could pose problems, Aquafire's 3D water vapor electric fireplace with real flames is the ideal alternative.

Note:

Use HEX values for web outputs  
Use CMYK values for printed outputs.  
Use RGB values for digital outputs.

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**#D93A39**

**CMYK 0 / 73 / 74 / 15**

**RGB 218, 59, 57**



**#272727**

**CMYK 71 / 65 / 64 / 69**

**RGB 39, 39, 39**



**#F2F2F2**

**CMYK 4 / 2 / 2 / 0**

**RGB 242, 242, 242**

## Fire Engine Red

Fire Engine Red is a bold and attention-grabbing color associated with passion, energy, and warmth, and evokes the feeling of a roaring fire.

## Nero Black

Nero Black creates a sense of sophistication, elegance, and high-end luxury.

## Concrete Gray

Concrete Gray conveys a sense of balance, neutrality, and modernity.

# Typography

## About Aquafire

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## Primary

**Aa**

## Secondary

**Aa**

## Poppins Bold

**ABCDFEGHIJKLM**

**abcdefghijklmopq**

**rz 0123456789**

## IBM Plex Sans

ABCDFEGHIJKLM

abcdefghijklmopqrs

0123456789

# Typography Applied

## About Aquafire

Have you ever seen water burn? Discover the incredible benefits of an eco-friendly water vapor electric fireplace insert with real cold flames in adjustable colors.

For spaces where open flames and noxious gas could pose problems, Aquafire's 3D water vapor electric fireplace with real flames is the ideal alternative.

**Have you ever seen water burn?  
Discover the incredible benefits of an  
eco-friendly water vapor electric  
fireplace with real cold flames.**

**18 Pt**

For spaces where open flames and noxious gas could pose problems, Aquafire's 3D water vapor electric fireplace with real flames is the ideal alternative.

14 Pt

What if there were a real fireplace with real flames that didn't pose any danger to children or the people around you? A cool-flame fireplace that could be installed anywhere, even in spaces that are open to the public, without constraints. And what if you could make a fireplace run without fuel and therefore without pollution, just with water and light?

10 Pt

# The Logo

## Primary Logo

Our logo should always be black with a red symbol, or white with a red symbol.

## Logo + Color

It never takes on any additional colors, but may be placed on top of any color within the Aquafire brand palette.

### Primary



### Secondary



### Flame



# The Logo

## With Tagline

Where space allows & messaging is limited, the logo with tagline may be used, however, its usage is on a case-by-case basis.

## Logo Orientation

Our logo may be placed in either a horizontal or vertical orientation.

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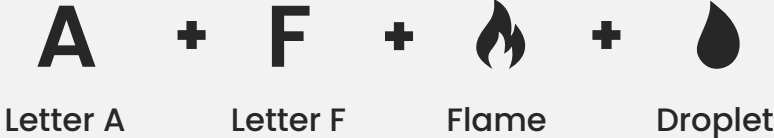
# The Logo

## The Flame

The Flame is our icon of energy, passion & creativity. It is the visual representation of our brand.

The Flame can be used as a stand-alone graphic, however, the Aquafire logo should appear somewhere in the layout to enforce brand recognition.

The Flame should never be used as a symbol within text or altered in any way.



# The Logo

## Alternate Logo

Our alternate logo can be used from time to time on B&W, over colors, and on top of images where necessary.

### Black & White

The logo may be used as all black on white or all white on black.

### Logo Over Color

Black can be used on top of any of the colors from our palette with the exception of Black and Gray. White should only be used on top of Black, Gray, and more vibrant colors.

### Logo Over Image

Logo can be placed over images. For best results choose the most contrasting logo version.

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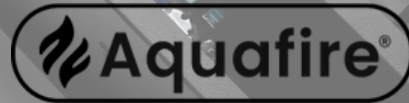
### Black & White



### Over Color



### Over Image



# The Logo

## Best Practices

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

Do NOT blend into the background.

Do NOT replace type with the Spark.

Do NOT blend into the photography.

Do NOT alter the orientation of the logo.

Do NOT distort or alter the logo.

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**No rotation**



**No re-color**



**No breaking or spacing**



**No low contrast backgrounds**



**No drop shadow**



**No busy backgrounds**



# Clear Space

## Uniformity

The rules about how to use the logo are meant to make sure that it is used the same way every time. This can help the logo gain value and recognition over time.

## Sizing

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority



## Clear Space

To maximize visibility and impact, ensure our logo has clear space for it to breathe.

Clear space should be full width of the icon on all sides for best legibility and impact. Avoid putting any text or graphics within the clear space.



# Photography

## Lifestyle

Our lifestyle photography captures the diverse applications for Aquafire inserts reflecting modern and inspiring interior environments and edgy style.

## Product

Our product photography captures detailed and in-depth shots of our inserts giving the installer a sense of comfort and familiarity with our product line.

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## Lifestyle



## Product





## BRAND GUIDELINES

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