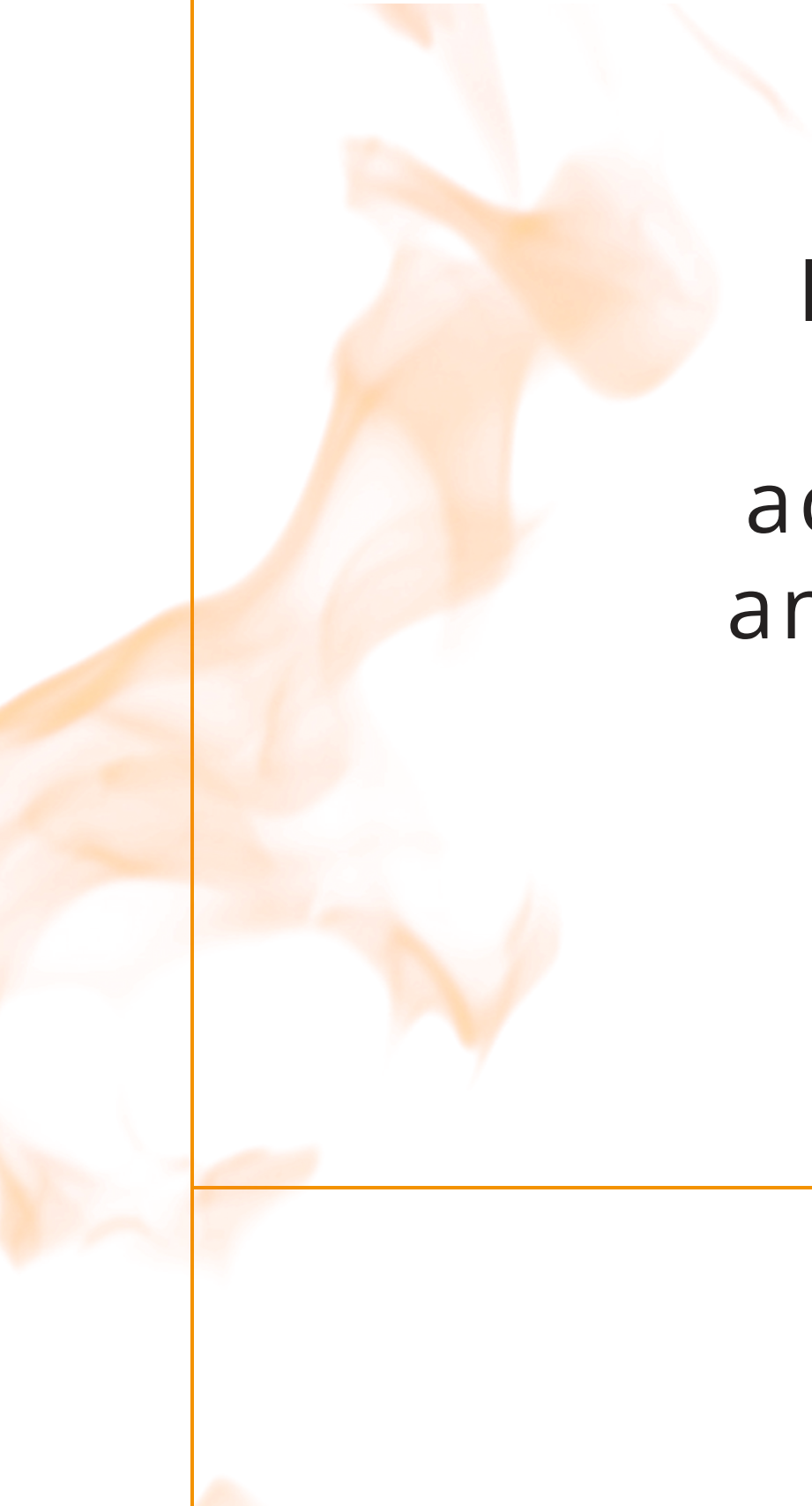




BRANDING GUIDE



MISSION STATEMENT



FlameBlock is a South African company specialising in fire-retardant products across engineering, mining, construction, and industrial sectors. The brand revolves around protection, safety, innovation, and sustainability.

MISSION STATEMENT

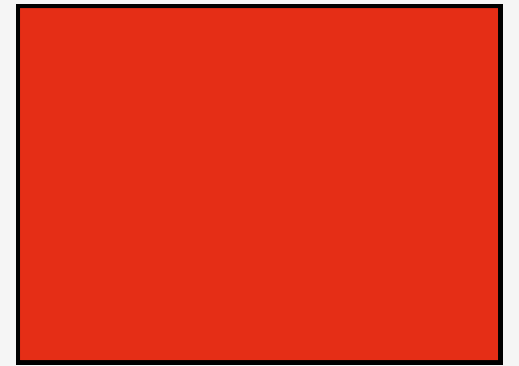
BRAND COLOURS

COLOUR PALETTE

PRIMARY COLOURS



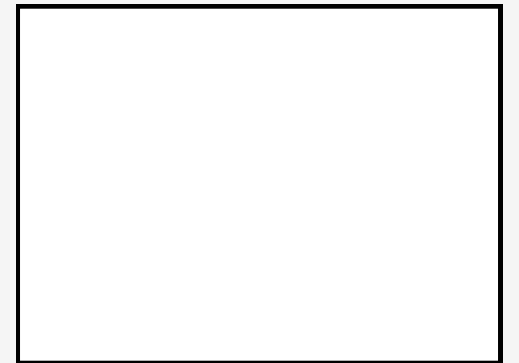
Black #000000



Flame Red #D62828



Safety Orange #F77F00



White #ffffff

BRAND COLOURS

COLOUR
PALETTE
PRODUCT COLOURS



PURPLE #5D04D9



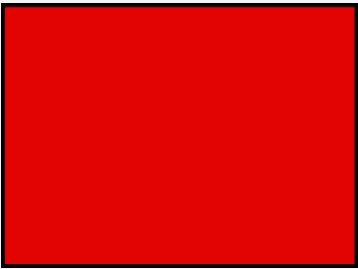
YELLOWBROWN #F29F05F



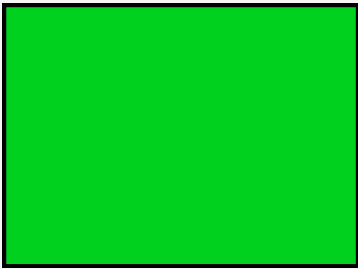
TURQIOUS #5FB8B1



BLUE #044BD9



RED #E20303



GREEN #00D01E



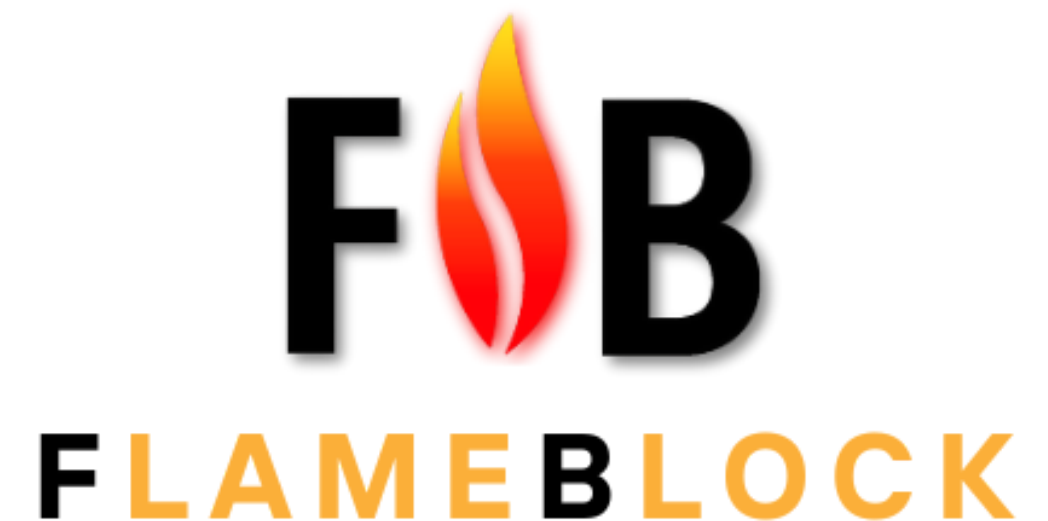
OLIVE #94950E

BRAND LOGO

PRIMARY LOGO

The redesigned FlameBlock logo maintains elements of protection while adding modern elements that communicate technological innovation:

- Symbol: A stylised flame shield icon with dual flame motif (representing both fire and protection)
- Wordmark: “FLAMEBLOCK” in a strong, industrial sans-serif typeface
- Tagline: “Advanced Fire Protection” (optional for certain applications)



BRAND LOGO

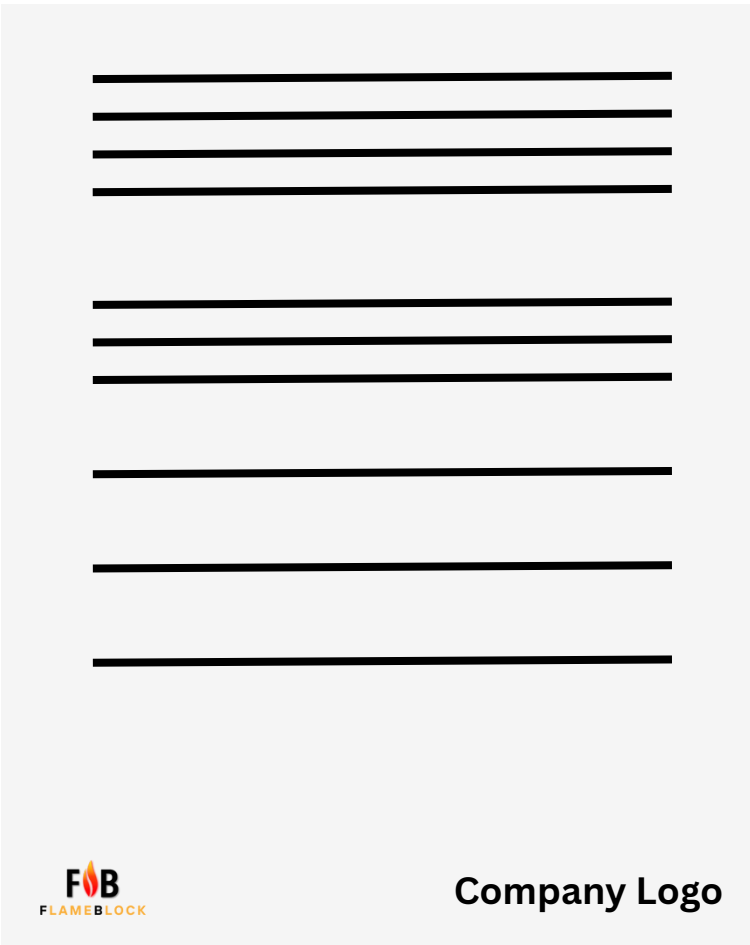
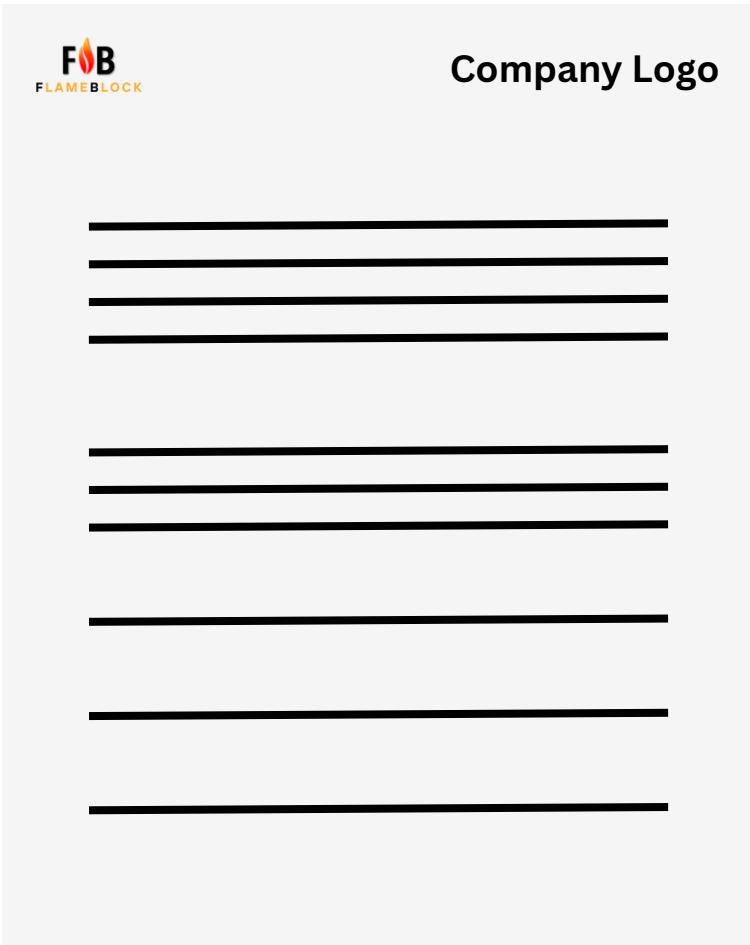
LOGO PLACEMENT

Consistent and strategic logo placement is key to maintaining a strong and recognisable brand identity. This section outlines the correct positioning of the logo across various applications to ensure visual harmony and brand integrity.

SOCIAL MEDIA POSTS



BROCHURES OR DOCUMENTS



PRODUCT LOGO PLACEMENT: INTRODUCTION

Consistent and strategic logo placement is essential to maintaining the integrity and recognition of our brand across all products. This section outlines the correct usage and positioning of the logo on product graphics for social media. By following these guidelines, we ensure that our brand remains clear, professional, and instantly recognizable—no matter where it appears.

Proper placement not only reinforces brand identity but also enhances visual impact and customer trust. Please refer to the following specifications to ensure all product applications align with our brand standards.



There is a different coloured logo for every product.

BRAND LOGO

PRODUCT LOGO PLACEMENT: INTRODUCTION

When designing a graphic for a product-related post, it's essential to use the specific logo assigned to that product. Each product has its own distinct logo colour, and this colour must be accurately reflected in the design to maintain consistency with the product's visual identity. Using the correct logo and colour ensures the post aligns with the overall brand guidelines and reinforces recognition of the individual product.



LOGO PLACEMENTS

PRIMARY PLACEMENT

The primary position of the logo should always be the top-left corner of a layout—this includes websites, documents, and presentations. This is where viewers naturally begin scanning a page, making it ideal for reinforcing brand recognition.

CLEAR SPACE

Always maintain adequate clear space around the logo to protect its visibility and impact. No text, imagery, or other elements should encroach within the logo's defined clear space. As a rule of thumb, this space should be at least the height of the logo symbol or the capital letter in the logotype.

ALTERNATIVE PLACEMENTS

In cases where the top-left placement is not suitable due to design constraints, the following alternatives may be used:

- Centered at the top – often used in digital ads or posters.
- Bottom-right corner – acceptable for internal documents or secondary branding elements.
- Watermark-style center placement – reserved for subtle background branding in presentations or letterheads.

DON'TS

To preserve the integrity of the brand, avoid the following:

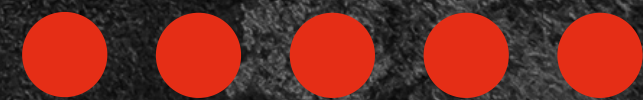
- Placing the logo too close to the edge of a layout
- Aligning the logo off-grid or asymmetrically without purpose
- Using the logo as a repeating pattern or background element
- Placing the logo over busy or clashing backgrounds



Logo placement for other companies

HEADING

Subheading



Company
Logo

Company
Logo

HEADING

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Presentation template 2



PRODUCT LOGO AND ADDITIONAL LOGO OPTIONS



Typography

Typography plays a key role in expressing our brand's personality and ensuring consistency across all communication. The chosen fonts reflect our tone, values, and visual identity, and they should be used thoughtfully and consistently in all design applications.

Primary Font:

Our primary font is **Montserrat**. This font is used for headings, titles, and other prominent text. It represents the brand's [insert tone: e.g., modern, professional, approachable, bold, etc.] character and ensures readability and impact.

Secondary Font:

Our secondary font is **Open sans**, and it complements the primary font. It is used for body copy, descriptions, and supporting text. This typeface is selected for its clarity and legibility across various screen sizes and print materials.





BRAND ELEMENTS

Iconography

- Simple, bold line icons with consistent stroke width
- Incorporate shield and flame motifs where appropriate
- Use orange accents for attention/warning icons

Photography Style

- Industrial photography: High contrast, showing products in real-world applications
- Detail shots: Close-ups of product features and materials
- Safety scenarios: Before/after demonstrations of fire protection
- Environmental context: Show sustainable aspects of products

Graphic Elements

- Shield shapes for containment imagery
- Flame patterns (stylised, not realistic) for energy/power themes
- Honeycomb patterns for technical/structural strength
- Wave patterns for fluid/spray product lines



ICONOGRAPHY



BRAND VOICE & MESSAGING



TONE	KEY MESSAGES	TAGLINE OPTIONS
Authoritative but accessible Technical but not jargon-heavy Safety-focused but forward-thinking Emphasise protection, innovation, quality, and sustainability	“Advanced protection for people, property, and environment” “South African innovation for global fire safety” “Sustainable fire protection solutions” “Trusted by mining, construction, and industrial leaders”	“Protection Beyond Fire” “Innovation That Safeguards” “Advanced Fire Protection”