

PRIMARY LOGO



**WORLD FIRE
SAFETY DAY**

LOGO MARK



Aa

HEADER

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

BODY COPY

Poppins Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

STEEL

#05506a
RGB 5.80.106
CMYK 95.63.40.22

ASH

#000000
RGB 0.0.0
CMYK 0.0.0.100

BLAZE

#f26a30
RGB 242.106.48
CMYK 0.73.90.0

SMOKE

#ffffff
RGB 255.255.255
CMYK 0.0.0.0