



Stormfire Productions

BRAND STYLE GUIDE

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Our promise

We believe stories matter.

Telling authentic stories that challenge the status quo and provide connection isn't easy, but it is vitally important. The growth of podcasting as a fiction medium allows us to reach new audiences in new ways. Shaping your story and connecting with an audience, and staying connected, can be challenging.

That's why we built **Stormfire Productions** — to tell stories that inspire and seek truths.

Stormfire Productions produces stories that matter, partnering with creatives to consult, develop and produce fiction podcasts that make people feel more connected with the magic and mystery of everyday life.

Our logo

Our logo is our visual identity and the face of our company. Treat it as you would your own. Be kind to it, pamper it and never abuse it. Always adhere to these guidelines to keep our brand smiling.

PRIMARY LOGO
(FULL-COLOR)



PRIMARY LOGO
(ALTERNATE COLORS)



Our colors

What's our favorite color? We're so glad you asked. We have a few actually. Every artist has their personal palette to express their true colors and these are ours. We love these so much they're all we use. They're all you should use too when designing for Stormfire Productions.



**STARRY
NIGHT**

HEX #211651
RGB 33 22 81
CMYK 100 100 33 36
PANTONE 274 C



CAMPFIRE

HEX #FF5B35
RGB 255 91 53
CMYK 0 79 83 0
PANTONE 171 C



DUSK

HEX 6D7BD9
RGB 109 123 217
CMYK 50 43 0 15
PANTONE 272 C



WIND

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0



CHARCOAL

HEX 505755
RGB 80 87 85
CMYK 66 47 47 37
PANTONE 445 C