



**incendiary software**  
explosively cute.

# LOGO

The logo mark is a fiery character lovingly named “Burnard”. His creation was inspired by all the characters that came before him with a “kawaii” Japanese twist.

The logo type is set in Solomon Bold, the tagline in Solomon Book. This typeface was chosen for its geometric shapes; the mix of soft curves and gentle corners play well with Burnard’s features.

This logo is meant to ooze the “Explosively Cute” mantra.



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## LOGO ALTERNATIVES

The first two logos are variations using Burnard as an icon/avatar while the third is a variation of the primary for horizontal layouts.



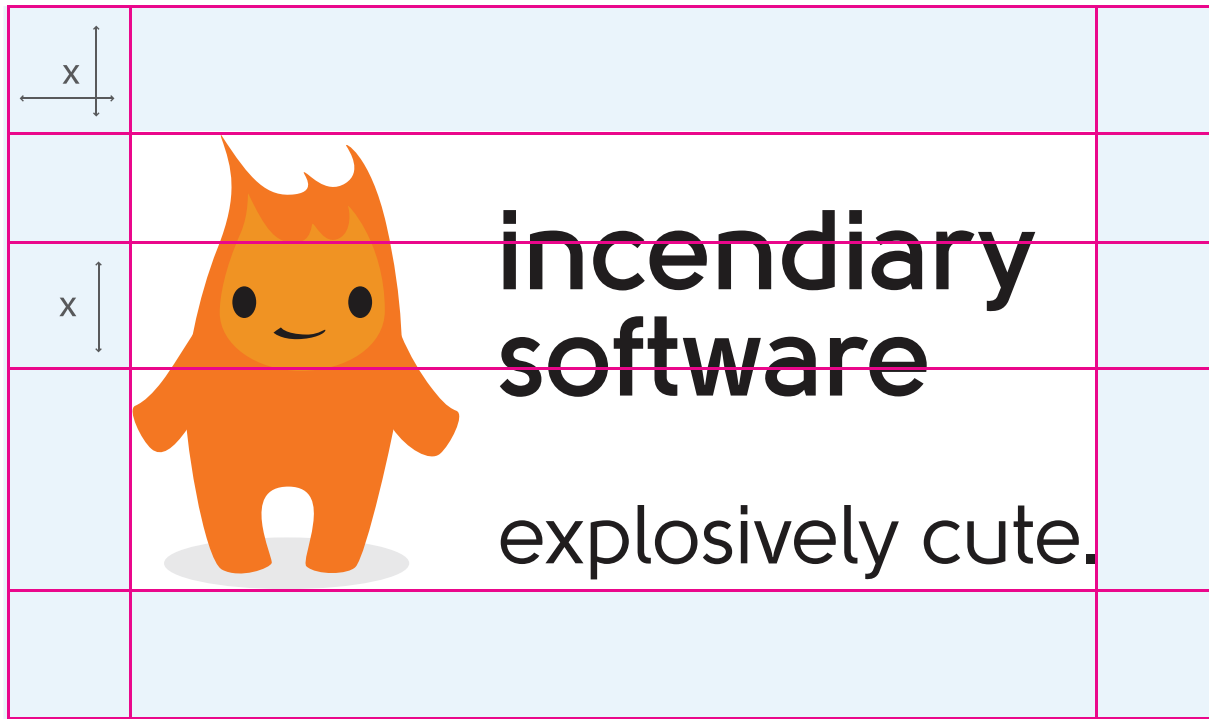
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## LOGO USAGE

### Area of isolation

The logo should always be surrounded by an adequate amount of white space.

For the primary logo, the clearance is equal to the height (x) of Burnard's face :)

**Magenta:** Demonstrates boundaries and proportion.

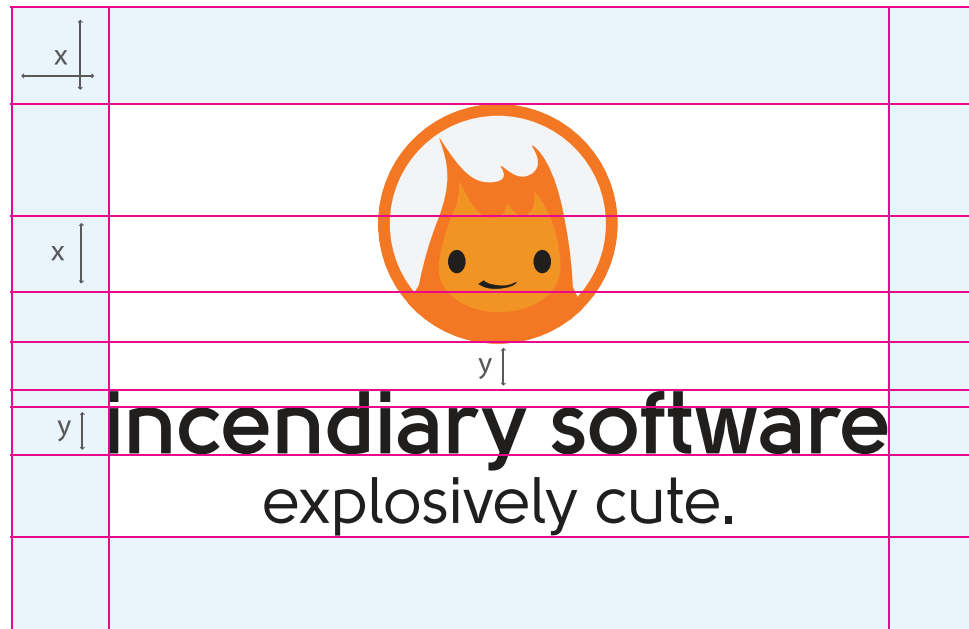
**Cyan:** Represents minimum clearance area (x)

# LOGO USAGE ALTERNATES

For the secondary logos, the clearance is also equal to the height (x) of Burnard's face. The spacing between the logo mark and logo type is equal to the font's x-height (y).

**Magenta:** Demonstrates boundaries and proportion.

**Cyan:** Represents minimum clearance area (x)



# DON'T ABUSE YOUR LOGO

Don't stretch or distort



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Don't change element position



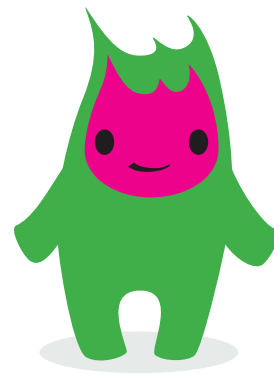
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Don't change element size



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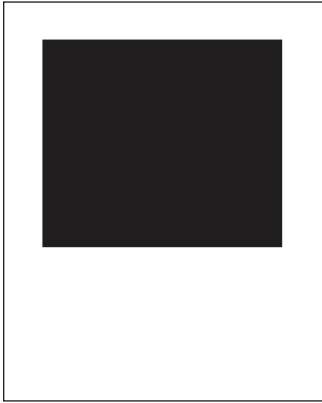
Don't change fonts/colors



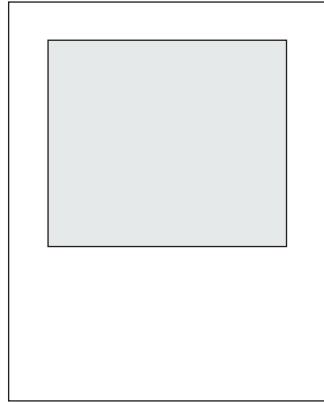
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# COLOR SPECIFICATIONS

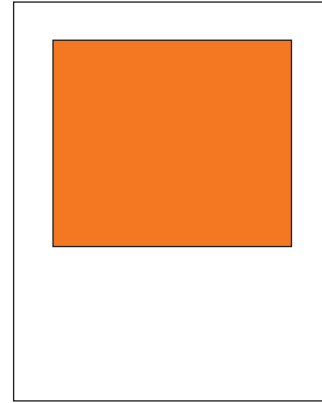
## Logo colors



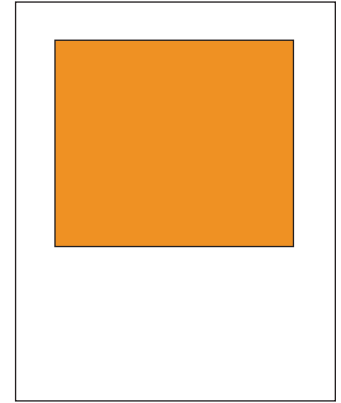
Logotype/Accents  
C70 M67 Y65 K75  
#221F1F



Shadow/Background  
C09 M05 Y06 K00  
#E6E7E6

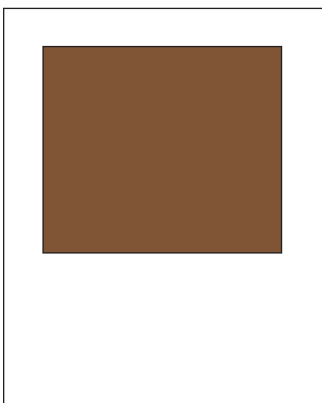


Burnard Primary  
C00 M66 Y100 K00  
#F27720

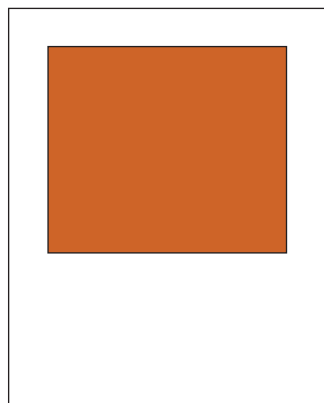


Burnard Secondary  
C04 M50 Y99 K00  
#EE9223

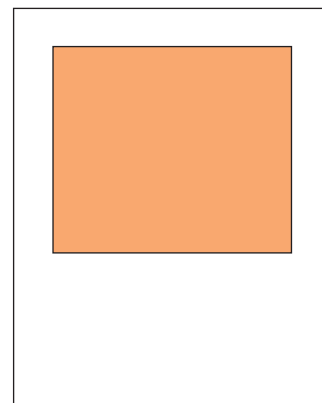
## Complementary colors



C38 M63 Y81 K29  
#805537



C15 M72 Y100 K04  
#CB6427



C00 M40 Y60 K00  
#F9A870

# TYPOGRAPHY

Solomon Bold

Logo type - primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&\*()-=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ut ligula metus. In hac habitasse platea dictumst. Donec in aliquam lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nulla nec mattis urna. Vivamus pretium metus sit amet condimentum porta. Aliquam sed nulla sed sapien ornare convallis in id nibh. Morbi lorem massa, imperdiet sed sem nec, placerat semper nisl. Quisque sit amet nisi luctus ligula consequat blandit vitae at sem. Donec ullamcorper placerat augue, non scelerisque eros vulputate sed.

Solomon Normal

Logo type - tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&\*()-=+

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ut ligula metus. In hac habitasse platea dictumst. Donec in aliquam lorem. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nulla nec mattis urna. Vivamus pretium metus sit amet condimentum porta. Aliquam sed nulla sed sapien ornare convallis in id nibh. Morbi lorem massa, imperdiet sed sem nec, placerat semper nisl. Quisque sit amet nisi luctus ligula consequat blandit vitae at sem. Donec ullamcorper placerat augue, non scelerisque eros vulputate sed.