

FB STARTER™

Brand Bible v1

WHAT WE DO

360° BRAND TRANSFORMATION FOR REBELS WITH A CAUSE AND A BURNING AMBITION TO SCALE

Fusing fearless, collaborative ingenuity with the power of psychology, we create identities that make meaningful impact. ✨ We understand people. ✨ Tap into intuition. ✨ Connect with hearts and minds. ✨ In other words: we craft powerful brands that work from the inside out to drive growth, build businesses and shape the future!

THE
BRAND



CONTENTS

Vision. Mission. Purpose.	04
5 Core Values	09
How We Show Up	15
Brand Voice	18
Our Fuse Logo	24
Colour	31
Typography	35
Photography	44
Illustration	49
Appendix	57

**VISION.
MISSION.
PURPOSE.**

**FIN
STARTER**

ONE VISION:

(Business + Purpose) × Creativity =
FUTURE FREEDOM FOR ALL



ONE MISSION:

We use fearless, collaborative
ingenuity to create impactful
brands for rebels with a cause.



ONE PURPOSE:

Entrepreneurship can solve today's most critical problems. We're here to supply the spark and the rocket fuel.



Inspired by ingenuity ✦ United by uniqueness ✦ Powered by purpose

FINN STARTER

5 CORE VALUES

FIN STARTER

CORE VALUES

INGENUITY

We love to be creative. We live to be ingenious.

- Always exploring: Why? How? Could we? What if?
- Keeping our clients and their clients front of mind
- Finding the missing piece that solves 100 problems



CORE VALUES

COURAGE

We dive in. Determinedly. Wholeheartedly.

- Acting, not without fear but despite it
- Challenging convention, questioning limitation
- Choosing to rebel, but only ever with purpose

Conformity is the
jailer of freedom
and the enemy
of growth.

JFK

CORE VALUES

AUTHENTICITY

Because daring to be ourselves is the only way to realise our true potential.

- 🧠 Listening attentively, never assuming to have all the answers
- 🔪 Carving niches and not following grooves
- 🧠 Guided by intuition but ever open-minded

Who looks outside
dreams; who looks
inside awakes.

CARL JUNG



CORE VALUES

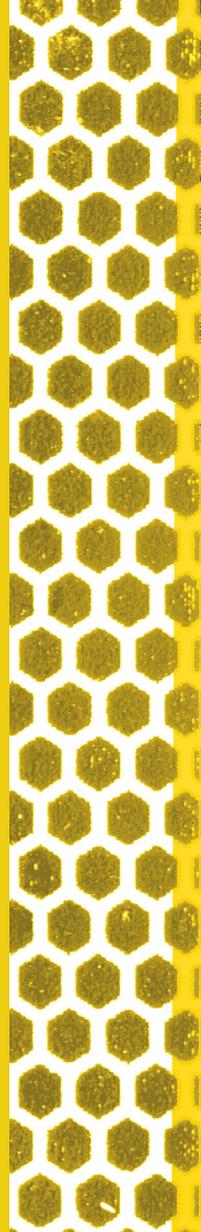
PLAYFULNESS

We take play seriously. Kind of.

- Creating a playground for curiosity and freedom
- Daring to dance, dream, diverge and deviate
- Crafting stories that captivate, and that matter

**We all want to be
a little glamorous,
a little playful and
a little mischievous
at times.**

JASON WU



CORE VALUES

UNITY

**Impactful individually.
Transformational together.**

- Relationships before revenue, people ahead of process
- Unified through purpose to serve with passion
- Sharing triumph, angst, highs, lows... and truly great food!



**Never doubt that a small group
of thoughtful, committed people
can change the world. Indeed it
is the only thing that ever has.**

MARGARET MEAD

HOW WE
SHOW UP

PRG STARTER

OUR BRAND PERSONALITY

Archetypes spark ideas and insights for strategies, communications and campaigns. Our Magician archetype is our Authenticity Guardian, working to reconnect us at any point with the essential humanity of our business. Keeping us on brand purpose.

WE SHOW UP AS THE
MAGICIAN

WHY?

**Because
behind every
great hero is a
MAGICIAN**

**Transforming vision
into reality.**

Magicians are knowers, navigators and creators. Bringing together countless philosophies, perspectives and disciplines to create fresh sparks.

Sometimes, a Magician's transformative power is not in metamorphosis. But in transforming the way a hero views their world and themselves. In guiding people to realise their own inner power, truth – and magic.

This means we...

- ✦ Combine meaningful elements to create the extraordinary
- ✦ Stay curious, exploring the world and its infinite wisdom.
- ✦ Harness mischief and play to spark the unexpected.
- ✦ Trust in our intuition.
- ✦ Lead others to their authentic selves.

OUR BRAND VOICE

Our voice expresses our unique personality, and is tightly entwined with our values, mission, vision and purpose. Its job is to build a meaningful, memorable impression of who we are. To do this, our voice stays balanced and consistent.

OUR BRAND VOICE IS
BOLD & **BRIGHT**

BOLD

In what we say, and how we say it.
Communicating with power, clarity
and conviction.

- Breaking the rules, purposefully.
If it's for the greater good.
- Being playful. Unexpected. And
bravely controversial at times.
- Proud of our passion. Fearlessly
leading with emotion.



BRIGHT

Fresh and vibrant. Insightful, intelligent and confident.

- ✦ Energising. Always.
- ✦ Balancing creativity and flair with thoughtful, knowledgeable and specific.
- ✦ Bringing our words to life in vivid, colourful ways.

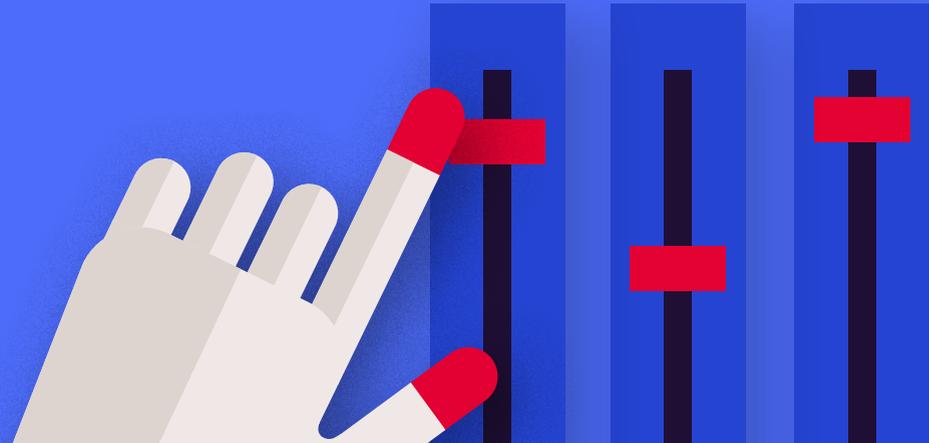
OUR BRAND TONE

Tone is in the details. It's about flexing how we sound depending on when, where and who we're with. While staying true to our voice and values.

ENERGISING

CURIOUS

TRUSTWORTHY



ENERGISING

For attention-grabbing headlines, invigorating social media, and motivating calls to action.



CURIOUS

To playfully inject spark and originality into longform text or anything that feels dull and ordinary.

TRUST WORTHY

To ground curious and balance energising. Adding clear explanations, evidence of our expertise, and compassion.

OUR BRAND TONE

ENERGISING

- ✦ Break up sentences into shorter ones. They're not just easier to understand, but punchier and more confident. Just make sure to vary it with some longer, flowing sentences.
- ✦ Inspire action with imperatives and calls to action. For example, instead of "This brand transformation programme is designed for accomplished entrepreneurs...", we say "Transform your brand..."
- ✦ Dial up the energy with lively verbs. Anglo Saxon words like "give", "get", "work together" and "near" are better at this than their Latin friends. "Provide", "obtain", "collaborate" and "adjacent"? Yawn.

CURIOUS

- ✦ Avoid clichés that feel tired and unimaginative. Instead, put a spin on them. Or choose an inventive metaphor that brings your point to life and makes people ponder.
- ✦ Feel free to be funny when it comes naturally and is appropriate. Just don't go too far - forced humour is a fire blanket for fun.
- ✦ Throw in some Flamenglish. That is, occasionally, create your own Firestarter words to add surprise and a sprinkling of delight. For example, "let's jingle and flamingle."

TRUSTWORTHY

- ✦ Start with "you", instead of "we". It shows we genuinely care about our clients. The basic structure is: "You are facing X. We can do Y for you."
- ✦ Watch out for vague or half-hearted words. Instead of describing experience as "considerable", "extensive", or "impressive", we use concrete phrases like "We are experts in..." and "We have helped hundreds of..."
- ✦ Focus on content. Make sure you're saying something that's beautiful or useful, and never just fill space with words that are neither.

OUR
FUSE
LOGO

FUSE STARTER

FS STARTER™

LOGO

Our logo is a unique and bold signifier of our brand. The tightly packed monoline letterforms represent the fuse we light for our clients when we ignite their brand for success.



The logo features the word "FUSE" in a highly stylized, monoline font where the letters are interconnected. The "F" has a horizontal bar that extends to the right, overlapping the top of the "U". The "U" is formed by two parallel lines that meet at the bottom. The "S" is a single continuous line that loops around the "U". The "E" is also formed by two parallel lines. To the right of "FUSE" is the word "STARTER" in a similar monoline font, but with more distinct letter shapes. A small "TM" trademark symbol is positioned to the upper right of the "R".

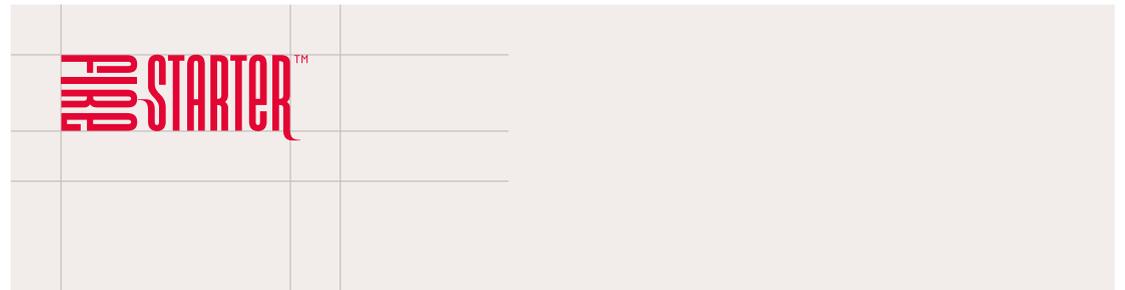
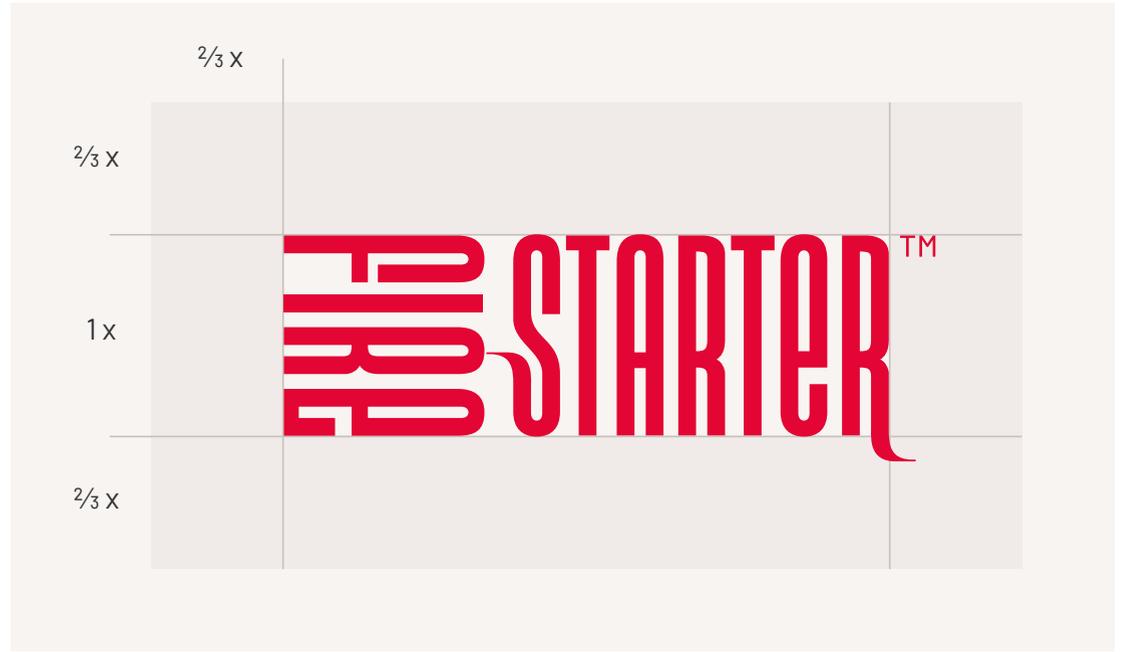
LOGO VARIATIONS



LOGO CLEAR SPACE

The clear space is the minimum margin required around the logo to ensure it remains legible and recognisable. Use the measurements to make sure no other elements encroach on this space.

- The same measurements can be used to create the logo tag (see page 28).
- When centering the logo, the trademark (TM) and the tail of the 'R' should be disregarded.
- The trademark symbol (TM) should be dropped whenever it appears too small to be legible.



LOGO TAG

The logo can be placed inside a tag on top of full bleed photography, or in navigation menus. Choose the colourway that best compliments the content.



VERTICAL LOGO

The logo can be rotated 90° for applications where it needs to be minimised or locked to a corner.



COL OUR

FM STARTER

PRIMARY BRAND COLOUR

Flaming hot

Fun, fiery and flamboyant, Flame is our brand colour. The one we always look good in. It should appear on every touchpoint, and when we're feeling really loud it fills the whole page.

FLAME

HEX : E40434



SECONDARY BRAND COLOURS

Designing in the dark

DEEPSPACE

HEX : 200F35

INFRARED

HEX : 730D2D

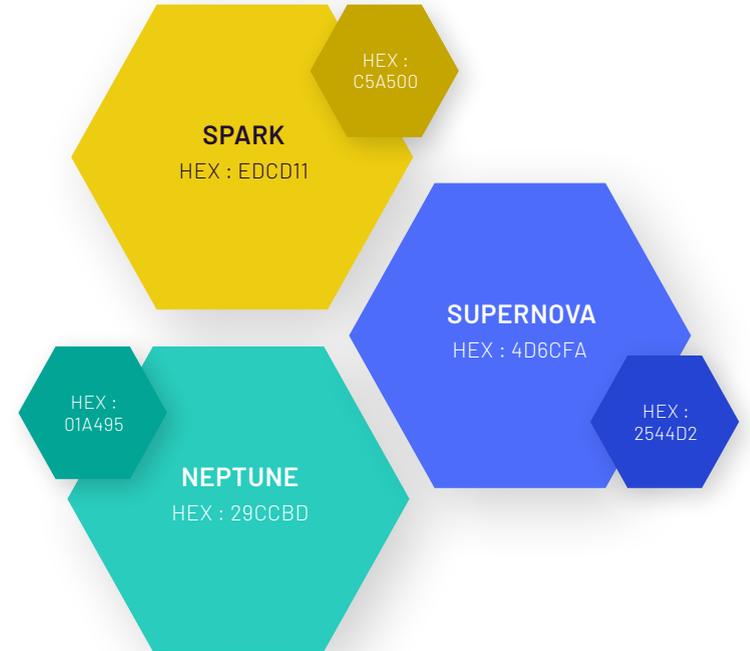
NEUTRALS

Navigating neutrals



ACCENT COLOURS

Playing with pop colours



TYP:O) GRAPHY

PM STARTER

BRAND TYPEFACE

Barlow

Barlow is highly versatile with enough personality for headlines and enough legibility for paragraph text. We use the full range of weights to achieve a varied type hierarchy. All caps are permitted for labels and short titles.

Barlow bold
all caps

FjallaOne
sentence case

Barlow bold
all caps

Barlow regular
sentence case

PRE RE-IGNITION

The Quick Firetest

ONLINE BRAND TEST

Answer 12 key questions to indicate whether it's time to rebrand.

TITLE TYPEFACE

AUTHENTICITY
AUTHENTICITY

CITRUS GOTHIC vs **FJALLA ONE**

DECORATIVE TYPEFACE

CITRUS GOTHIC

Citrus Gothic is a decorative version of FjallaOne. We save it for occasions where we want to dial up our personality; where impact trumps legibility. It comes in five styles, which can all be used in creative lockups (see page 44). Our default is Citrus Gothic Regular.

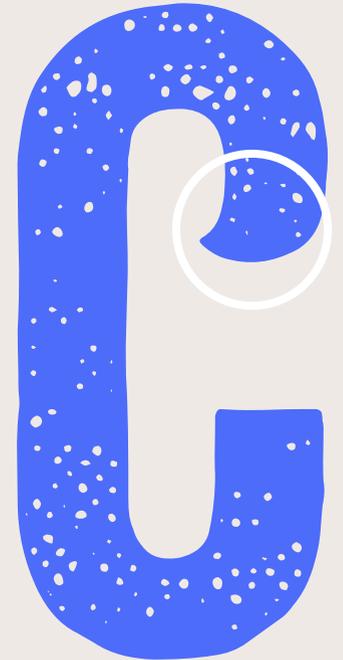
Rough edges
add a burnt look



In-built distressed texture
mimics our illustration style



Curled terminals add flair
and reference our logo



TITLE TYPEFACE

FjallaOne

FjallaOne is playful yet clean. We use it for headings and occasionally for decorative text (see page 44 for guidance on creative lockups).

FjallaOne
all caps

Citrus Gothic
solid

TOGETHER, WE
**WRITE YOUR
CREATIVE BRIEF**

FjallaOne
sentence case

Barlow regular
sentence case

Is your brand firing on
all cylinders?

Take the Firestarter Brand Scorecard to find out. We'll send you a customised report with valuable insights and actionable advice.

LOCKUPS

We use type to create graphics that are almost illustrations on their own. Citrus Gothic is ideal for making high-impact lockups.



***“IT’S MADE ME
FALL BACK IN LOVE
WITH OUR COMPANY!”***

FOUNDER, COMPANY

LOCKUPS

Follow these five rules to create punchy (yet readable) text lockups that spice up our marketing materials.

CREATE A VISUAL HIERARCHY



Simply put, decide what's important. You can't emphasise every word in a sentence. Choose one key word or phrase to highlight in some way.

PLAY WITH ALIGNMENT

Left-aligned text is boring. Try to "stack" each line (or word) like a building block, paying attention to the vertical interplay between the letters, and the overall shape of the lockup.

TIGHTEN YOUR LEADING



Leading, or space between lines, should be kept to a minimum. This helps the text read as a single graphic or block, and increases visual impact.

USE
CAPITAL
LETTERING

Typeset in all caps to create tighter and more consistent spacing between letterforms. This also creates more continuity between the Citrus Gothic and FjallaOne typefaces.

RULES were
made
to **BE BROKEN**

Good typography is about patience and consistency. But sometimes it's about being brave. Don't let the rules hold you back from an extra creative lockup once in a while.

[•]

PHOTO GRAPHY

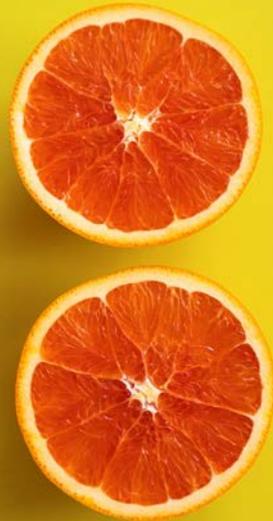
FOR STARTER



COLOUR



BLOCK



FUN



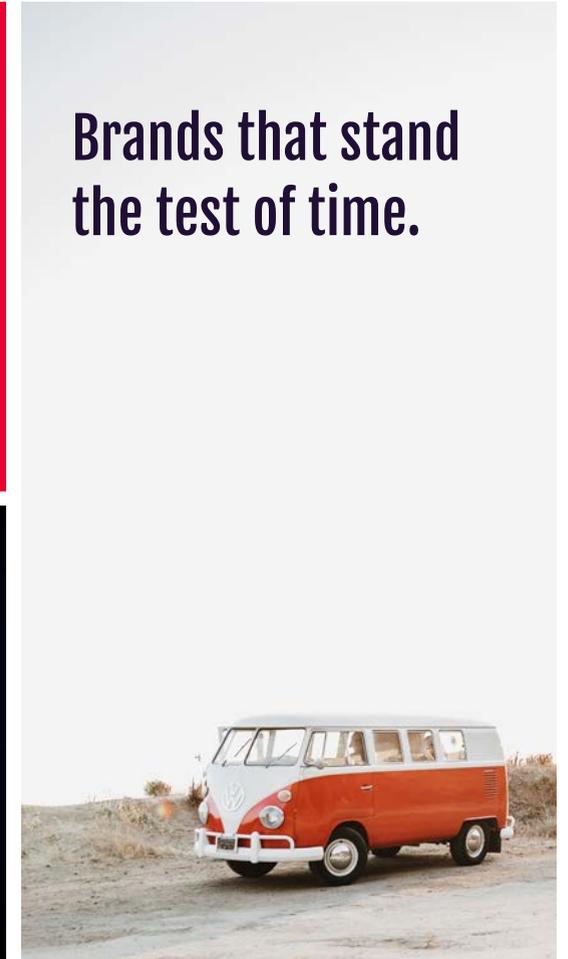
Isolate images onto pop colour backgrounds, especially when type space is needed. Always retain the shadows and light source from the original image. Use images with a deep depth of field (all areas in focus).





INTEGRATING TEXT

Text can be easily integrated with colour block photography, and occasionally in full-bleed imagery if there is enough natural space.

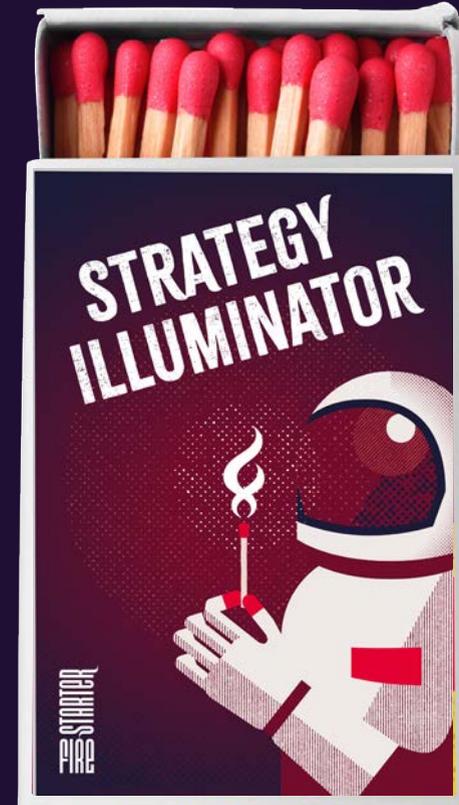


ILLUSTRATION

PRG STARTER

FIRESTARTER BRANDED MATCHBOXES

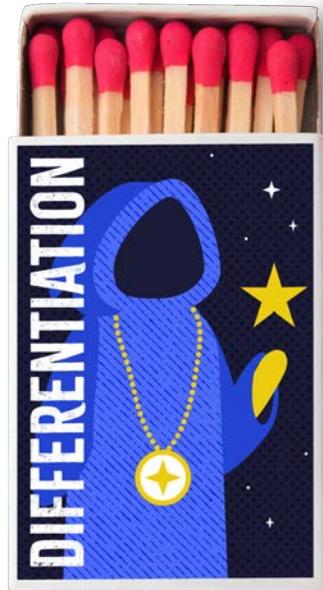
Our signature matchbox illustrations introduce each product offering in a memorable package.



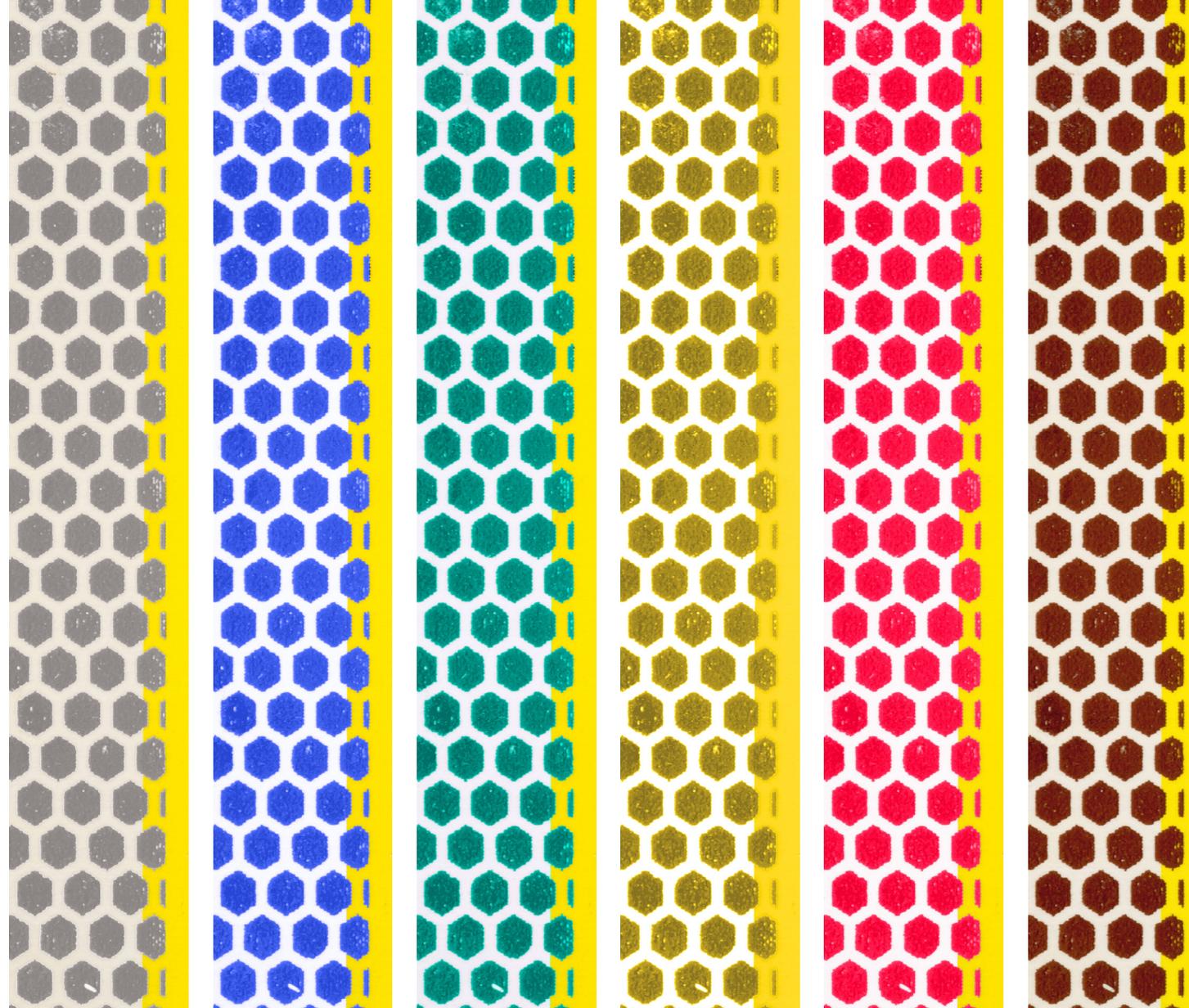
FIRESTARTER BRANDED MATCHBOXES



FIRESTARTER DARE MATCHBOXES



FIRESTARTER STRIKE
GRAPHICS



MATCHES AND FLAMES



INTEGRATED IMAGE STYLES



BRANDS FUELLED BY INGENUITY

firestarter.live

FIRE STARTER

APP END IX

FIN STARTER

THE NITTY GRITTY ON WRITING STYLE

Voice and tone are about what makes you – specifically, uniquely – you. But writing well in a way that builds trust, expands thinking, and creates change needs more than that. You need to be clear, precise, and consistent. This guide will help you do just that.

FASHION
YOU CAN BUY
BUT **STYLE**
YOU POSSESS

– IRIS APFEL

WRITING STYLE

Active voice

Choose the active voice over the passive voice. The active voice is strong, clear, direct and gets to the point. It makes it clear who's doing what.

But

Avoid overusing the word "but". It can appear to exclude or lead to a negative. "And" is a useful alternative that builds and includes.

But, And, So, Or, Because

Starting a sentence with "but", "and", "so", "or" and "because". It is perfectly good English, and makes for pacier and chattier language. Just don't overdo it.

Case

We use sentence case rather than title case throughout our writing. This is because it's more accessible, easier to spot proper nouns, and easier to implement throughout the entire team.

Contractions

A simple way to sound conversational is to use contractions. "You'll" not "you will". But avoid less common or ambiguous contractions such as 'should've'.

Emojis

Use emojis to add context and let our personality shine through. Research suggests they make for more effective communication – but not everyone will know what they mean. So don't use them to replace words.

English

We use British English throughout our copy.

Fewer nouns, more verbs

When we're writing, we tend to swap out verbs for nouns. That's because nouns are seen as business-ey. But by choosing verbs over nouns – as we do when speaking - we inject our writing with action, e.g. "We analysed" rather than "We conducted analysis."

Fragments

Feel free to use sentences without verbs for effect. Just not too often.

Inclusive

We always use inclusive language. Being careful to avoid any subconscious bias.

Jargon

Be careful with jargon or industry buzz-words. If it helps make your writing clearer and more understandable for your chosen audience, then go for it. If not, choose something simpler.

Swap formal words for normal ones

Use the kind of language you'd use if you were talking with the person you're writing to, and avoid business-speak. Choose "give" instead of "provide", "need" instead of "require", for example.

WRITING STYLE

Numbers

We use words to write numbers from one to nine and digits from 10 upwards, e.g. “Here are our five tips on...” and “Here are our 15 tips on...” This also applies to ordinal numbers, e.g. “first” and “13th”.

The exception to this rule is headings and at the start of sentences. In headings, always choose the digit rather than the word, e.g. “5 tips for..” At the beginning of a sentence, always choose the word, e.g. “Eleven things to bear in mind...”

When writing numbers over three digits, include a comma for readability, e.g. “10,315”.

Oxford comma

We avoid using Oxford commas in simple lists, e.g. “She ate chocolate, crisps and biscuits.” But do use them if we think they will help the reader make sense of something, e.g. “She ate cereal, bacon, eggs, toast and marmalade, and tea.”

Sometimes, Oxford commas are absolutely necessary, e.g. “I sent this book to my parents, Mickey and Chris” versus “I dedicate this book to my parents, Mickey, and Chris.”

Present tense

Use present tense as much as possible. Words like “will”, “can” and “could” are less assured and imply less certainty than “is”.

Questions

Want to challenge and empower the reader? Use rhetorical questions to connect with them.

Quotations marks

We stick to double quotations as much as possible, for both actual quotes and words that aren’t being spoken. Use single quotation marks for quoted words within a quoted section.

Semicolons

We prefer full stops, dashes and colons to semicolons. Semicolons are less precise, less assertive and more pretentious.

Sentence length

Sentences longer than 25 words? Break them up or condense them.

THE LOWDOWN ON COLOUR & CONTRAST

Not all colours work together. Fact. We've all heard that red and green should never be seen... although try telling Christmas that. Anyway, here's a handy guide on using our colour palette.

**COLOUR AND
CONTRAST**

COLOUR & CONTRAST

WHITE	○○○	WHITE	○○○	WHITE	○○○	DEEPSPACE	○○○
MOON	○○○	MOON	○○○	MOON	○○○	INFRARED	○○○
FLAME	○○	FLAME	○○	DEEPSPACE	○○	FLAME	○○○
SPARK	○○○	SPARK	○○○	INFRARED	×	SPARK	×
NEPTUNE	○○○	NEPTUNE	○○○	SPARK	○○	NEPTUNE	○○
SUPERNOVA	○○	SUPERNOVA	○○	NEPTUNE	×	SUPERNOVA	○○○
SUPERNOVA	○○	SUPERNOVA	○○	SUPERNOVA	×		
White paragraph text only		White paragraph text only		White paragraph text only		Dark paragraph text only	

○○○ GOOD CONTRAST

○○ ACCEPTABLE CONTRAST; MINIMISE USE

× POOR CONTRAST; DON'T USE

COLOUR & CONTRAST

How we work

We fuse creativity + psychology to build better brands.

OUR WORK

Venture beyond the firewall

Receive sparks of inspiration and insubordination direct to your inbox.

SIGN UP

Hello Trailblazer!

We build brands for rebels with a cause.

LEARN MORE

Lost in the dark?

Book your strategy illuminator to find out how we can ignite your business.

BOOK NOW