

FIREXDISC[®]

BRAND BOOK & STYLE GUIDE



TABLE *of* CONTENTS X

Intro	2 - 3
Prologue	4 - 5
Creative Messaging	6 - 27
Style Guide Intro	28 - 31
Logo Usage	28 - 39
File Usage	40 - 41
Color Palette	42 - 43
Fonts Usage	44 - 45
Products	46 - 51
Website	52 - 57
Social Media	58 - 61
Point of Purchase	62 - 65
Photography	66 - 81
File Naming	82 - 83



FIREXDISC®

PROLOGUE

Food. It is filled with meaning. What we eat. Where we get it. How we prepare it. Who prepares it. And, who we share it with are all considerations that impact us each day. Extending beyond the basic needs for nutrition, food plays an important role in our lives while contributing to and defining the culture in which we participate.

What this book attempts to do is define what makes the FIREDISC brand messaging special while giving us the tools to help articulate, express and evaluate the complete experience in our daily work. This foundation is a beginning — a tool to help us speak with one voice.

Audiences

**HEAD COOKS AT HOME
NEIGHBORHOOD CHEF
GO-TO HEROES
FISH CAMP COOKS
ENTERTAINERS**





Insight:
THIS IS WHAT WE
KNOW OUTDOOR
COOKING TO BE.
Grilling. BBQ.

Then, THERE WAS FIREDISC.

- WHAT IS THIS THING?
- HOW DO I USE IT?
- HOW DOES IT FIT INTO MY CURRENT COOKING TOOL LINE-UP?

LOOKS COOL. SEEMS
LIKE A GOOD IDEA. NEW
CATEGORY. I FEAR I AM
MISSING OUT?

*Yes. And don't
be afraid.*



*A unique value proposition
is a clear statement that:*

#1

EXPLAINS HOW YOUR
PRODUCT/SERVICE
SOLVES THEIR PROBLEM
Relevancy

#2

DIFFERENTIATES YOUR
PRODUCT/SERVICE FROM
THE COMPETITION
Unique

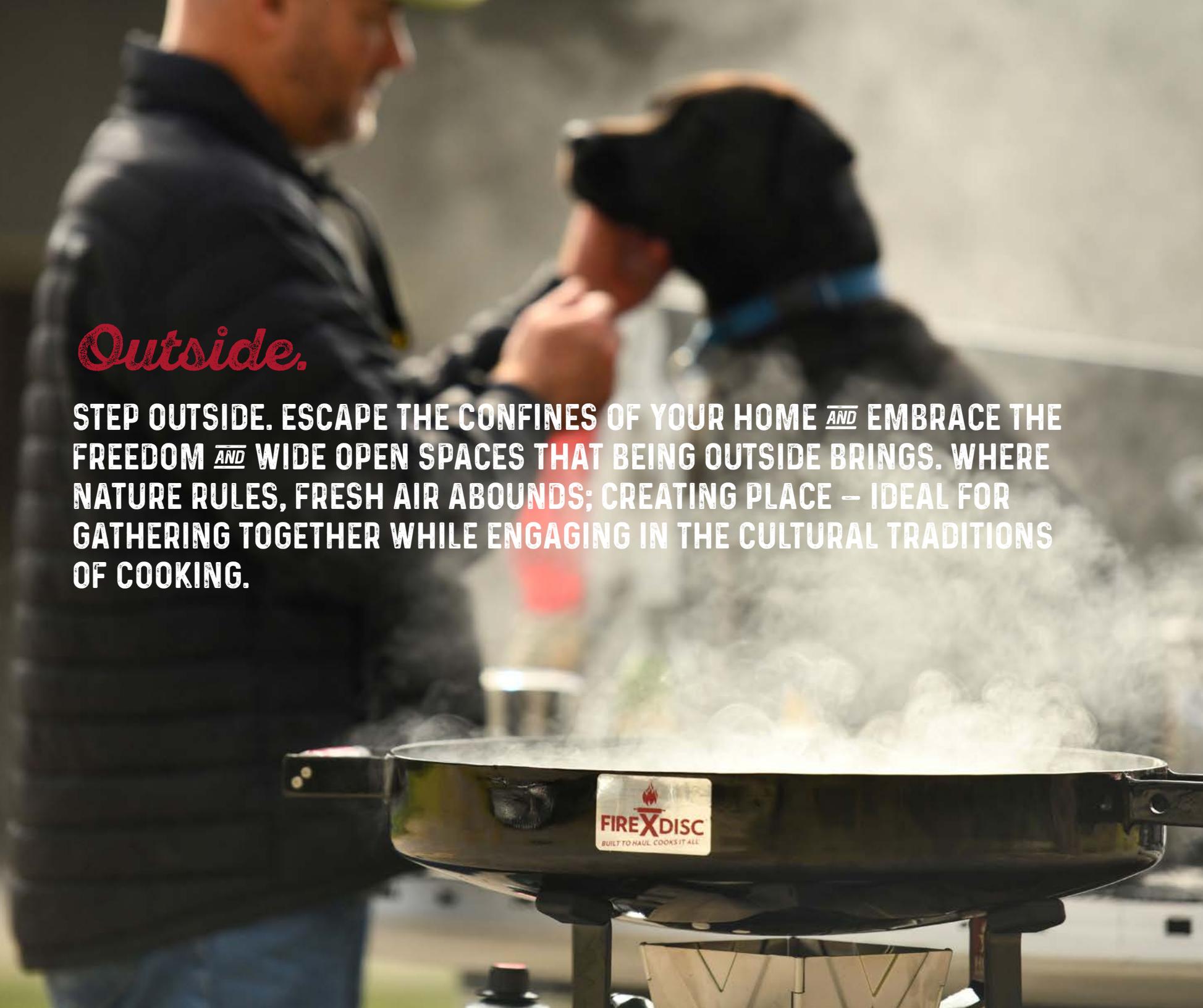
#3

GIVES THEM INTANGIBLE
AND TANGIBLE BENEFITS
TO BELIEVE IN
Credibility

#4

ALLOWS THEM TO
UNDERSTAND THE LONG-
TERM VISION ^{AND} BENEFITS
Durable

The
**NEXT FOUR UNIQUE
VALUE PROPOSITIONS WILL
SERVE AS THE CORNERSTONES
OF THE FIREDISC BRAND
MESSAGING.**
*Evaluate collectively
– then individually.*



Outside.

STEP OUTSIDE. ESCAPE THE CONFINES OF YOUR HOME ^{AND} EMBRACE THE FREEDOM ^{AND} WIDE OPEN SPACES THAT BEING OUTSIDE BRINGS. WHERE NATURE RULES, FRESH AIR ABOUNDS; CREATING PLACE – IDEAL FOR GATHERING TOGETHER WHILE ENGAGING IN THE CULTURAL TRADITIONS OF COOKING.

SIMPLE COOKING + *The Experience.*

PREP WORK IS COMPLETE. SPARK BECOMES FIRE. FIRE BECOMES FLAMES THAT DISTRIBUTE HEAT UNDER THE COOKING SURFACE. FOOD IS INTRODUCED; TAKING SENSES TO A HEIGHTENED STATE. SIZZLE SOUNDS. FLAVOR-FILLED SMELLS. LAUGHTER. JOY. AND A UNIQUE ^{AND} SIMPLE COOKING STYLE CREATES ANTICIPATION FOR A FEAST.

Shared.





Generational Durability.

STRONG. SEASONED. AND READY TO TAKE ON ANY CHALLENGE YOU CAN IMAGINE. OUR CARBON STEEL COOKING SURFACE IS VIRTUALLY INDESTRUCTIBLE [*Tank Tough*] TO COOK MEALS FOR GENERATIONS. ABOUT THE ONLY THING NOT TOUGH ON A FIREDISC — *is Cleaning it.*



Equals Statement

FIRE IT UP ^{AND} GATHER 'ROUND



Whether it's a quick dinner on a weekday or a gathering with family and friends on a special weekend, FIREDISC stands ready to perform. So, step outside into nature's expanse and engage in the rituals and traditions that surround the preparation of food;

**WHILE SAVORING THE MEMORIES CREATED
THROUGH THIS SIMPLE - *Yet Meaningful*
- COOKING EXPERIENCE.**

On the virtually indestructible, unique cooking surface...
food heightens the senses. And anticipation abounds as we gather 'round.

To connect. And share.





Why?
**CREATE CONNECTIONS
AND MEMORIES AROUND THE
CULTURAL FOCAL POINT OF
FOOD... for Generations.**

Franchise Statement.

FIREDISCS are the only outside cookers that offer a virtually indestructible cooking, seasoned surface that is easy to clean, super fun to cook on while creating place to share, socialize and engage in traditions for generations.





Vision

INSPIRED AND STRENGTHENED
CONNECTIONS WITH FAMILY
AND FRIENDS THROUGH THE
PREPARATION AND SHARING
OF FOOD.





*Role of
Communications*
GET PEOPLE TO RECONSIDER/
RETHINK THEIR OUTSIDE
COOKING TOOLS.

Social/Welcoming
SEEKING OR ENJOYING THE
COMPANIONSHIP OF OTHERS;
FRIENDLY; SOCIABLE;
Gregarious.





Community

SENSE OF COMMUNITY GIVES
PEOPLE A WAY TO BOND AROUND
TRADITIONS, SHARING PURSUITS
HELD IN COMMON.

Authenticity

THE QUALITY THAT SAYS THIS
IS THE REAL DEAL, TRUE TO ITS
ORIGINS, UNADULTERATED **AND**
Uncompromised.





Deliciousness

A NEW COOKING TOOL IS
TEASING PALATES WITH
NEW FLAVORS, TEXTURES

AND TASTE EXPERIENCES
WHICH MAKES MOUTHS
JOYFUL.

FIREXDISC
BBQ & GRILLING. COOKING. LIFE.

Tradition

WHETHER CENTURIES
OLD OR INVENTED ANEW,
TRADITIONS CONNECT
US TO CULTURAL AND
FAMILIAL REALITIES
BEYOND OUR OWN
TIME AND PLACE.





FIREXDISC®

STYLE GUIDE





WHAT IS A BRAND BOOK?

A brand book can also be referred to as a brands bible. Think of it as blueprint for building, in this case building brand. You must start with a strong level foundation on which to build. If the foundation isn't properly built, everything built upon it will be disjointed. It will never stand correctly and may eventually collapse. Essentially, this document is a blueprint, a set guidelines for building the FireDisc brand. Its purpose is to ensure consistent structure across the board and if adhere to, will construct a strong and lasting brand.

The brand is a company's personality—it's voice. If seen and heard in a consistent and cohesive voice, the brand will be heard. It conditions the consumer to recognize the FireDisc brand by its logo, its color scheme, its messaging and personality. This recognition establishes trust, a level professionalism and value in the brand and therefore the products the brand produces.



FIREDISC® BRAND IDENTITY

The Primary FireDisc® logo contains the "X-icon" along with the company name. The first being the original brand identity (IA) and that same design with a distressed or roughed texture added to it (2A). These are available in five colors and multiple file formats.

The Secondary logo is the "X-icon" only. This is to be used sparingly. The Primary logos are the main identifier and should be used whenever possible. The "X-icon" may be used as a bold graphic, when space is minimal or as a watermark.



PRIMARY LOGO
Original Brand Identity



SECONDARY LOGO
Icon Only

LOGO COLORS

There are (5) logo color options of the FireDisc logo, so be sure to use the proper logo for the right application. If the budget allows, use spot color (PMS I87). Pantone Matching System (PMS). A Pantone color is a standard color system used in most printing and printing-related industries. By utilizing a system such as PMS, spot colors can be consistently reproduced and ensure accurate production of printed goods, thus creating a more consistent look for the brand.

Use the preferred Pantone CMYK breakdown when only four color offset printing is available. (*See all color breakdown on pages ...*)

COLORS

ROUGHED PRIMARY LOGO
Original Brand Identity



ROUGHED SECONDARY LOGO
Original Brand Identity



Reversed White
Use this version when the logo appears on a dark, multicolor, such as photographic imagery. It should also be used over solid colored backgrounds are too dark to allow use PMS I87.

PANTONE I87
The deep red of Pantone I87 is primary color on the brand and should be used whenever possible. Pantone I87 should always be used at 100% and should NOT be tinted, screened or multiplied.



90% Black
90% black is equal in strength to PMS I87, but not as harsh as 100% black. Use this version when the printing is one color (black & white).



PANTONE Cool Gray 9
Cool Gray 9 is strong but not over powering. Use this version when the printing is one color (black & white).



PANTONE Cool Gray 4
The faint tone of Cool Gray 4 should be used when printing is limited in color or when darker colors maybe intrusive to body copy and imagery. It may also be used as a watermark. It should not be used in sizes smaller than 1/2 inch in height.



AREA OF ISOLATION

Always ensure there is a reasonable amount of space surrounding the brand identification of FireDisc®. This area, referred to as the area of isolation, must remain clear of all graphic imagery, edges, folds, and other visual elements. Also ensure that the logo is well within the live area on printed pieces. This rule applies to the use of all FireDisc logo lockups, including the "H-icon".

The preferred isolation area is one measure of height of the "X" of the logo lockup expressed by the "gray X" dimension.



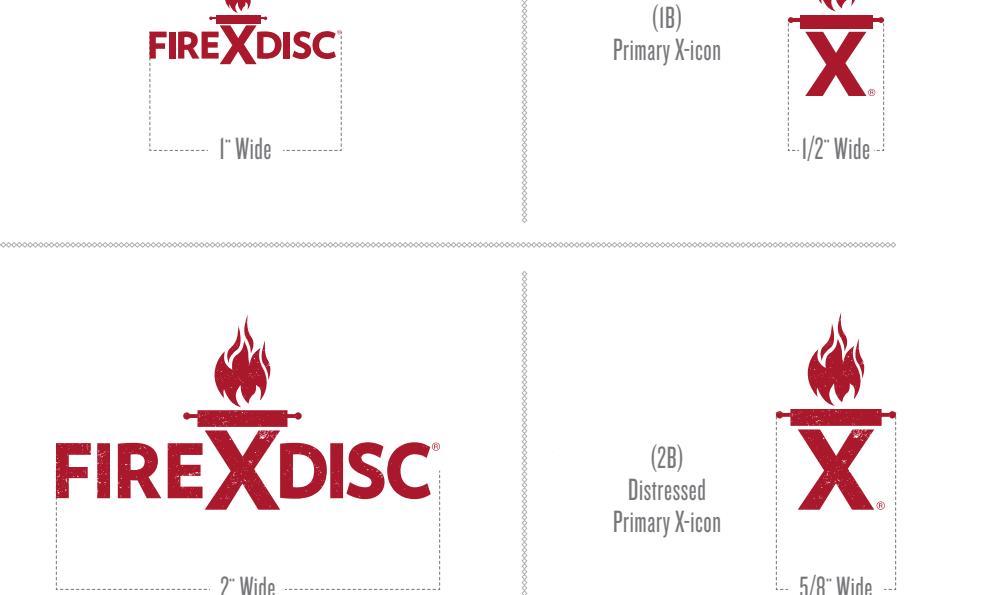
MINIMUM SIZINGS

The logo should not be reproduced smaller than the minimum size shown at right. The limitations of various media should be considered when placing the logo. Newsprint, for example, will not hold small 4-color marks cleanly. This minimal sizes ensures the brand identity always appear crisp and clean.

The Primary logo (IA) should appear at a minimum 1 inch wide or larger and 1/2 inch for the "X-icon" (IB).

The Roughed Primary logo (2A) should appear at a minimum 2 inches wide or larger and 5/8 inch for the "X-icon" (2B). This minimal size is necessary do to the small knocked out areas of the distressed texture will fill in during offset and digital printing.

The only exceptions to this rule is when a piece is printed in 1-color or a spot color.



THE DON'TS



DO NOT place the logo on contracting or disruptive backgrounds.



DO NOT place the logo on a background that does not coordinate with the approved logo colors.



FIREDISC® Tag line

A tagline much more than a catchphrase, it's a companies mantra (a statement or slogan repeated frequently). It tells consumers who you are and what you stand for in a few succinct positive words. It should be memorable and hopefully something that sticks in customer's mind, while reinforcing the identity of a brand.

Our tagline...

FIRE IT UP & GATHER 'ROUND

FIRE IT UP ^{AND} GATHER 'ROUND

FIRE IT UP & GATHER 'ROUND

**FIRE IT UP &
GATHER 'ROUND**

**FIRE IT UP &
GATHER 'ROUND**

Fire it up ^{AND} Gather'round

Fire it up & Gather'round



FIREXDISC®
The Original
PLOW DISC COOKER

FIREDISC has lead the industry of portable propane cookers and want it to be known for doing so. Our modern, high-performance version of an authentic plow disc cooker, is built to last and designed to be easily taken down for travel and storage. Many have tried to knock us off, but we're the original and want it to be known.

Use the product descriptor, "The Original Plow Disc Cooker" should always appear below the FIREDISC logo and should not alter the phrase in any way. Always use Prequel Rough and/or SantElia Rough fonts for the product descriptor.

The Original
PLOW DISC COOKER

The Original
PLOW DISC COOKER

THE ORIGINAL PLOW DISC COOKER

The ORIGINAL PLOW DISC *Cooker*

The Original
PLOW DISC COOKER

—ORIGINAL—
PLOW DISC
COOKER—

The Original
PLOW DISC COOKER

VECTOR FORMATS

Vector art is created using vector illustration software programs, such as Adobe Illustrator. These programs use mathematic equations and geometric (points, lines and shapes) to create art. These files are clean, sharp and can be scaled infinitely, without any loss of quality or fidelity. Vector images are scalable, meaning one vector art file, such as a logo, can be used to something as small as a business card and as large as a billboard, without any loss of quality.

EPS (Encapsulated PostScript)

EPS files are vector graphic files created using Adobe Illustrator or exported from publishing apps/programs such as Adobe InDesign. EPS files are the standard for offset and digital printing, as they can be easily manipulate in order to get the correct print settings. EPS files are completely editable using Adobe software such as Adobe Illustrator. EPS files saved or exported in all color formats, spot (PMS), 4 color (CMYK), RGB, grayscale, etc.

DO NOT alter or edit files in any way.

- Suitable for offset and digital printing
- Editable
- Scalable

AI (Adobe Illustrator)

Adobe Illustrator files are completely editable and able to be exported to other file types. AI files can sometimes become quite large as they contain all of the original, editable artwork, and are only able to be opened in Adobe Illustrator or other vector editing software. May also be used in the printing process, much like the Illustrator EPS. EPS files saved or exported in all color formats, spot (PMS), 4 color (CMYK), RGB, grayscale, etc.

DO NOT alter or edit files in any way.

- Suitable for offset and digital printing
- Supports transparency
- Editable
- Scalable

SVG (Scalable Vector Graphic)

SVG's are becoming increasingly popular. Their size and color can be altered with coding and edited with a variety of software. They can be used animation and interactive applications while retaining a small the file size. SVG's are excellent for use on the web and are suitable for print.

- Editable
- Suitable for both web and print
- Supports animation
- Supports transparency
- Scalable

PDF (Portable Document Format)

PDF's are widely used throughout the world, as they may be opened on almost every computer. If exported correctly, they can be editable, with Adobe Illustrator, Photoshop or InDesign.

PDF's are also the preferred format accepted by print shops and publications. Always follow the printer requested export options of optimal print quality.

- Editable
- Suitable for both web and print
- Supports transparency
- Scalable
- Small file size

RASTER ART FORMATS

Raster art and raster images use many colored pixels or individual building blocks to form a complete image. The following files formats are common raster image types. Most photographic images found on the web and in print are raster images. Because raster images are constructed using a fixed number of colored pixels, they can not be resized or scaled up without compromising their resolution (image quality). When these images are scaled to fit a space larger than the original image, the individual pixels are enlarged causing the image to pixelate and lowers it's resolution. The image may become visibly grainy. Vector art that has been rasterized (flattened into an image) will suffer the same loss of image quality.

JPEG/JPG (Tagged Image File Format)

TIFF's are not generally used for logo, but are acceptable. TIFF's are commonly used for photographs. They may be edited without losing quality. Unfortunately, TIFF's are designed to retain quality without being compressed, therefore their file sizes can be quite large.

- Best suitable for print
- Lossless compression
- Best option for photographic images
- Ideal for printing
- Supports transparency

PNG (Portable Network Graphic)

(Joint Photographic Experts Group)

JPEG/JPG's are primarily used for digital publishing and have become widely accepted in the printing process. One benefit of JPEG's is they can be compressed to reduce storage space. JPEG's are widely used for photographs, and can be used for logos used in digital applications. JPEG's are not scalable and are not ideal for offset printing, however they have became widely accepted most print shops and publications.

- Suitable for web
- Lossless compression
- Great for photographic images
- Smaller file size
- NOT TRANSPARENT
- NOT SCALABLE
- DO NOT USE FOR PRINT

GIF (Graphics Interchange Format)

A GIF is a common file format for animation. They are best suited for simple graphics, because they are limited to 256 colors. GIF's aren't ideal for photos or detailed graphics so aren't ideal for photos or detailed graphics. Adjustments to color settings and compression options, GIF's can have very small file sizes, making them well suited for the web.

- Ideal for web applications
- Small file size
- Supports animation
- Supports transparency
- NOT SCALABLE
- DO NOT USE FOR PRINT
- LIMITED TO 256 COLORS

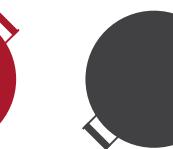


Primary Color Palette

The deep red of Pantone 187 is primary color on the brand and should be used whenever possible. Pantone 187 should always be used at 100% and should NOT be tinted, screened or multiplied. Other than white reversed. The FireDisc logo should ALWAYS appear in the colors shown below.



PANTONE 187
CMYK 7/100/82/26
RGB 166/25/46
HEX/HTML - A6192E



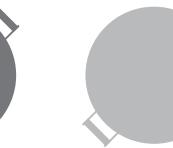
90% Black
CMYK 0/0/0/80
RGB 25/25/25
HEX/HTML - I9I9I9



WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX/HTML - FFFFFF



PANTONE
Cool Gray 9
CMYK 0/5/7/16
RGB 200/201/199
HEX/HTML - C8C9C7



Pantone
Cool Gray 4
CMYK 0/5/7/16
RGB 0/163/224
HEX/HTML - 00A3E0



PANTONE 465
CMYK 0/6/8/0
RGB 0/163/224
HEX/HTML - 00A3E0



PANTONE 5797
CMYK 0/6/8/0
RGB 0/163/224
HEX/HTML - 00A3E0



PANTONE 463
CMYK 90/50/0/0
RGB 0/94/184
HEX/HTML - 005EB8



PANTONE 302
CMYK 90/50/0/0
RGB 0/94/184
HEX/HTML - 005EB8



PANTONE 300
CMYK 90/50/0/0
RGB 0/94/184
HEX/HTML - 005EB8



PANTONE 299
CMYK 86/8/0/0
RGB 0/163/224
HEX/HTML - 00A3E0



PANTONE 357
CMYK 90/50/0/0
RGB 0/94/184
HEX/HTML - 005EB8



PANTONE 356
CMYK 86/8/0/0
RGB 0/163/224
HEX/HTML - 00A3E0



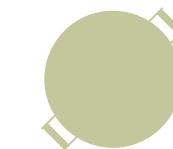
PANTONE 376
CMYK 46/0/0/0
RGB 151/215/0
HEX/HTML - 97D700

Sportsman's Color Palette

These earth tones were selected for hunting or fishing related audiences or products. They should ONLY be used in conjunction with the Primary Color Palette.



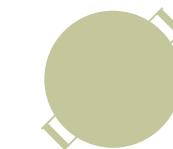
PANTONE 468
CMYK 8/5/7/16
RGB 200/201/199
HEX/HTML - C8C9C7



PANTONE 5767
CMYK 86/8/0/0
RGB 0/163/224
HEX/HTML - 00A3E0



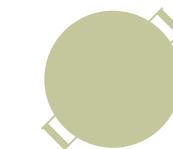
PANTONE 463
CMYK 90/50/0/0
RGB 0/94/184
HEX/HTML - 005EB8



PANTONE 357
CMYK 90/50/0/0
RGB 0/94/184
HEX/HTML - 005EB8



PANTONE 356
CMYK 86/8/0/0
RGB 0/163/224
HEX/HTML - 00A3E0



PANTONE 376
CMYK 46/0/0/0
RGB 151/215/0
HEX/HTML - 97D700



GENERAL FONT USAGE

FireDisc has two approved san serif typefaces, Verlag and Knockout. Each of these typefaces contain various weights and widths. Always use the following fonts on all FireDisc materials.

Only use the selected versions of all fonts, they are shown on the right.

Verlag font family contains a total of 10 different versions. From the ten we have selected two for headlines and subheads, Verlag Black and Black Oblique.

Knockout family contains 32 variations. From those four have been selected. From sub-headlines and call-outs, use Knockout Welterweight and Knockout Liteweight. Knockout Junior Welterweight and Junior Bantamweight should always be used for all body copy, Instructions and disclaimers.

DISPLAY FONT USAGE

Headlines and other short phrases or blocks of text that need a bit more emphasis are often set in display fonts that are generally larger in size, set in 14-point type or larger. They should be used to draw attention to a particular statement and produce a specific style for the brand, therefore their usage should be limited. Display fonts are more decorative in design or heavier in weight than correlating text, while retaining readability. The color and style of a display font can greatly affect the tone of the design or page, therefore greater leeway is granted, but the copy should always remain readable and aesthetically pleasing.

Two fonts have been selected for a display style fonts. The primary being, Prequel Rough. Prequel contains full set includes 330 glyphs with numbers, many symbols and language support for many countries. It also features eight unique ligatures to add interest to a design. (*AND AT BY IN OF ON THE TO*). The use of these special characters should be limited.

SantElia Rough Alternate is another display font that should only be used in conjunction with Prequel. It should only be used as an accent to Prequel and should be used sparingly. Never use as SantElia Rough Alternate for stand-alone copy. Never use other weights of the SantElia font family.

PLEASE NOTE: Serif typefaces, such as Times New Roman, Adobe Garamond, etc., should not be used at any time.

HEADLINES/SUB-HEADLINES

Verlag Black

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *

Verlag Black Oblique

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *

SUB-HEADLINES/CALL-OUTS

Knockout Welterweight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *

Knockout Liteweight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *

BODY COPY

Knockout Junior Welterweight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *

Knockout Junior Bantamweight

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *

DISPLAY FONTS

PREQUEL ROUGH

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *
AND AT BY IN OF ON THE TO

SantElia Rough Glt

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & ? *
AND AT BY IN OF ON THE TO

**NOTHING
BETTER THAN
THE
ORIGINAL**

Our Fine Products





**THE ORIGINAL FIREDISC
SKILLET DISCADA - 24" SHORT**

PORTABLE PROPANE SKILLET DISCO

TCGFDGW24R



**THE ORIGINAL FIREDISC - 24" SHORT
PORTABLE PROPANE COOKER**

TCGFDM22HRR



**THE ORIGINAL FIREDISC - 36" TALL
PORTABLE PROPANE COOKER**

TCGFD22HRR



**FIREDISC®
UNIVERSAL COVER**

N/A



**ULTIMATE
COOKING WEAPON™**

TCGSV



**ULTIMATE
FRYING WEAPON™**

TCGSKM



**FIREDISC®
WIND HELMET**

TCGWH4L



**6' COMBO MULTI-LOOP
CABLE LOCK**

TCGDSMLC6



**FIREDISC®
FISH KEY**

FISHKEY



**4' CONVERSION ADAPTER
HOSE WITH GAUGINATOR**

TCG4FTGA



DISC CLEATS®

DISCLEAT



FIREDISC® BODACIOUS
BEEF SEASONING
SPICEBEEF



FIREDISC®
CHA CHA CHA CHILI
SEASONING
SPICECHILI



FIREDISC®
DIANE'S SECRET
SEAFOOD SEASONINGS
SPICEDIANSEA



FIREDISC®
FREAKIN' A FOWL
CHICKEN SEASONING
SPICECHICK



FIREDISC®
FULLY FIRED UP FAJITA
SEASONING
SPICEFAJITA



FIREDISC®
SUPER SAVORY STIR FRY
SEASONING
SPICESTIRFRY



FIREDISC®
6 PACK OF MIXED
SEASONINGS
SPICEMIXED

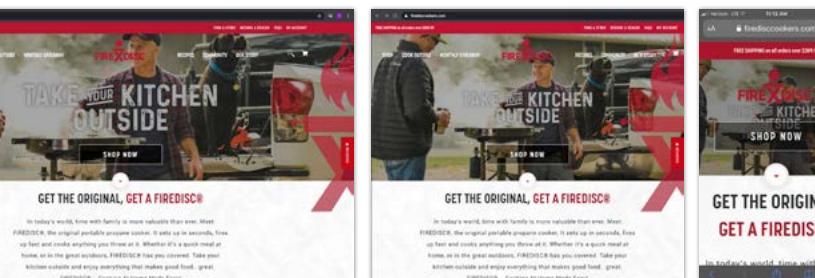


FIRE IT UP AND GATHER 'ROUND

FIREDISC® WEBSITE

THE FIREDISC® WEBSITE IS DESIGNED TO BE RESPONSIVE. "WHAT DOES THAT MEAN?"

With a responsive site the layout and/or the content responds or automatically adapts and scales to fit the device you're viewing it on. Meaning the graphics and copy will appear similar on, iPad, iPhone, Android, laptop and desktop computers. For this to be a successful, the text and graphics must be readable and aesthetically pleasing on the smallest devices, as well as a larger desktop monitor or flat screen television.

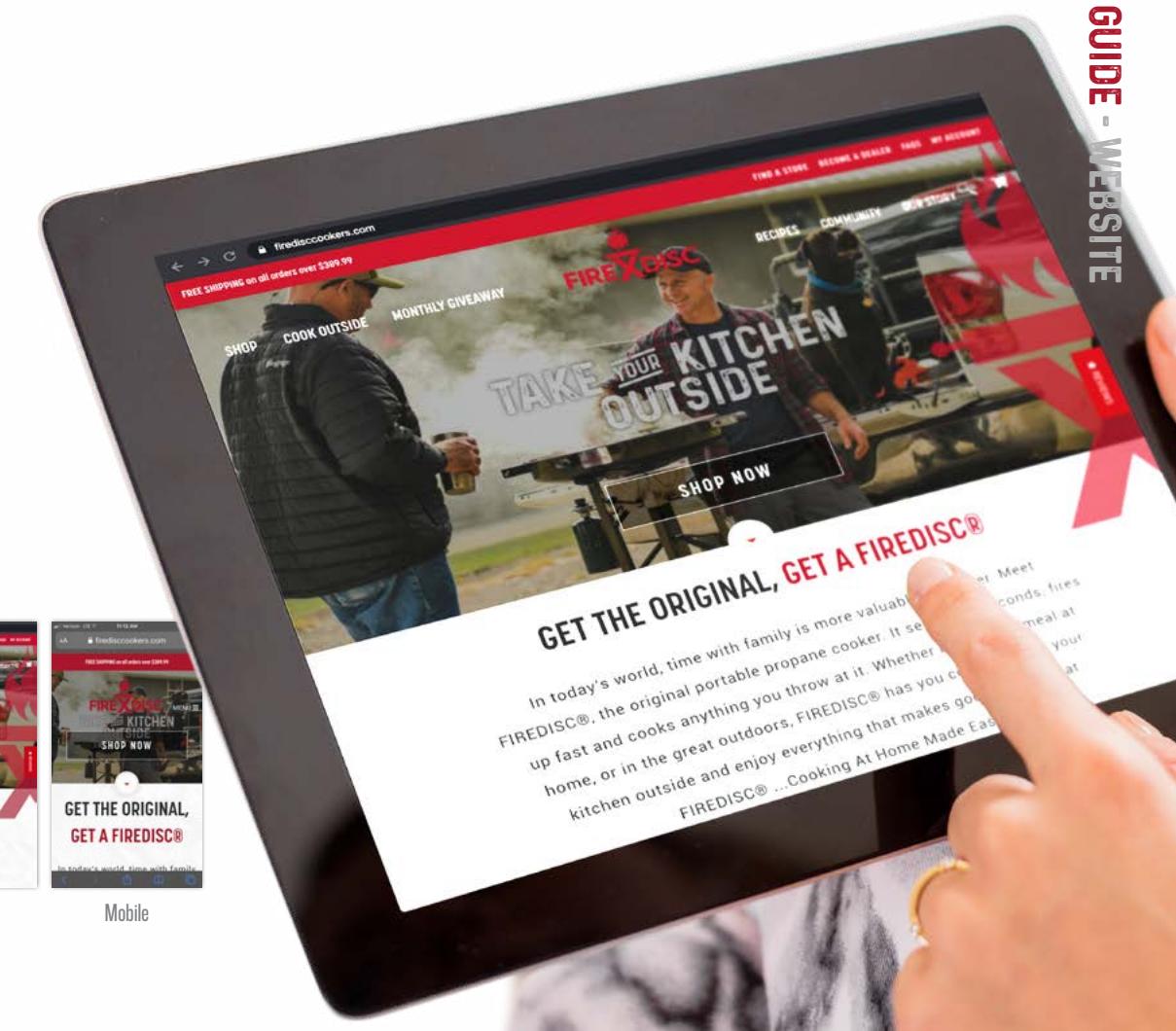


Desktop

iPad

Mobile

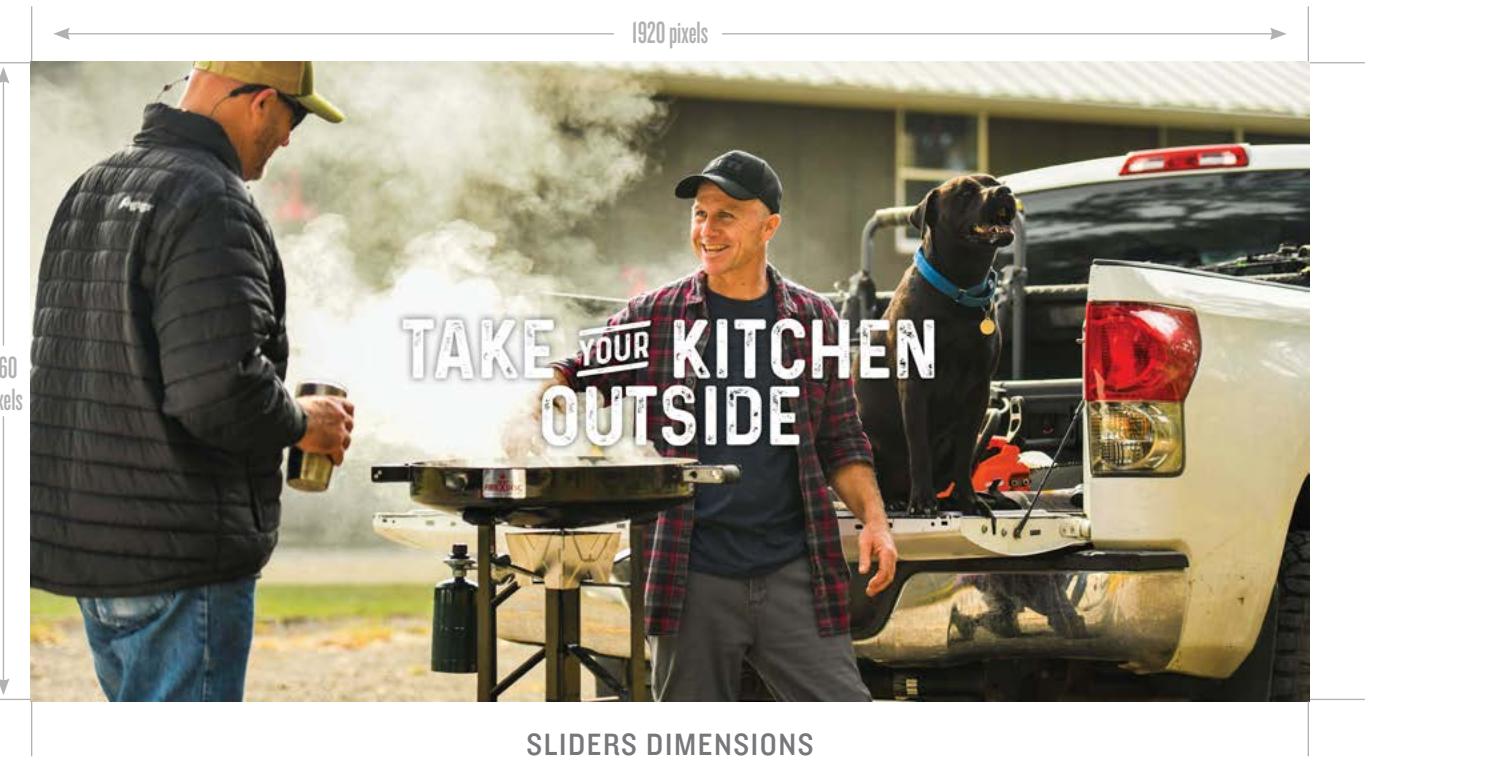
The lifestyle image (with the message) and the header, menu, shop now button and "X" icon located on the right, move and scale independently of one another to fit the devices screen.



WEBSITE SLIDERS

A slider is a term that refers to a slideshow on a website. The FireDisc website sliders are a revolving carousel to showcase or promote products. They may also promote the brand with lifestyle images and messaging.

The following shows the dimensions and guidelines needed to produce website sliders.



firedisccookers.com

FREE SHIPPING on all orders over \$389.99

FIND A STORE BECOME A DEALER FAQS MY ACCOUNT

SHOP COOK OUTSIDE MONTHLY GIVEAWAY RECIPES COMMUNITY OUR STORY

TAKE YOUR KITCHEN OUTSIDE

MESSAGING LIVE AREA (1400 X 425) pixels

SHOP NOW

GET THE ORIGINAL, GET A FIREDISC®

In today's world, time with family is more valuable than ever. Meet FIREDISC®, the original portable propane cooker. It sets up in seconds, fires up fast and cooks anything you throw at it. Whether it's a quick meal at home, or in the great outdoors, FIREDISC® has you covered. Take your kitchen outside and enjoy everything that makes good food...great.

FIREDISC® ...Cooking At Home Made Easy!

LIVE AREA (1400 X 425 PIXELS): The live area is an area within a page that is designated a safe area for all messaging. Any type outside of this live area (highlighted in **BLUE**) may not be clearly seen or completely covered by essential items, such as the header, menu, shop now button and "X" icon (highlighted in **PINK**),



TYPICAL SLIDER DESIGN SAMPLES



COPY: This copy should be short and sweet. The copy should be clever or amusing in some way.

TOPICS: It should be informative, telling the features and benefits of a product. A slider may aimed at a particular audience, lifestyle or sport (tailgating, fishing, camping or hunting). They may also be directed toward the foodie or focus on cooking good food. Sliders may be used to promo a sale or specials. Most importantly it should be persuasive and influence the consumers to buy the product.



Prequel Rough only



Prequel Rough and SantElia Rough Alternate



\$50 OFF
+ FREE SHIPPING ON ALL
COOKER BUNDLES
*LIMITED TIME. USE CODE: BUNDLES2020



\$50 Off
+ FREE SHIPPING ON ALL
COOKER BUNDLES
*Limited Time. Use Code: BUNDLES2020

FONTS: We have adopted the use of two distinctive typefaces. Prequel Rough is the primary font for use in headlines and/or the sub-head. The script font is SantElia Rough Alternate. It should be used sparingly and as an accent to Prequel Rough. SantElia should be used to draw attention to an important element of the message.

PREQUEL ROUGH & *SantElia Rough Alternate*

To learn more about the FireDisc font usage on pages 44-45





TYPICAL SOCIAL MEDIA SAMPLES - FACEBOOK

TYPICAL SOCIAL MEDIA SAMPLES - INSTAGRAM



FIREDISC®

THE ORIGINAL PLOW DISC COOKER



TRADE SHOW &
POINT OF PURCHASE
DISPLAYS





FIREDISC® STYLE GUIDE - POINT OF PURCHASE DISPLAYS



FIREDISC® STYLE GUIDE - POINT OF PURCHASE DISPLAYS



PHOTOGRAPHY

Brand



PRODUCT FOCUSED PHOTOGRAPHY

All products should also be photographed with and without the packaging in a studio setting on a white background. With proper lighting, shooting products on a white background removes distracting backgrounds, minimizing reflections and harsh shadows. In post production the images need to be clipped out in Adobe Photoshop. A clipping path cuts out or masking the product completely removing shadows, thus creating a sharp and clean image. It also allows a product image can be placed over a colored background or another photographic image.

NOTE: NEVER, ever use the Photoshop Magic Wand Tool to mask or remove a background.

All product images should be saved in the following file formats: PSD, Tiffs, JPEG and PNG.

See page 40-41 for more information on photographic file formats.

All lifestyle and product images should named properly.

See page 82-83 for more information on file naming.



PRODUCT FOCUSED PHOTOGRAPHY

It's pretty simple, FireDisc products are for use in the outdoors and are shot with natural light.

BEST LIGHTING: The early morning and late afternoon provide the best lighting for outdoor photography. Beautiful, diffused lighting, with fewer harsh shadows can usually be found during these hours. Avoid shooting at midday, it's a difficult time to shoot outdoors. Harsh shadows and blown out highlights can ruin a photo and are difficult to work around. It will also cause the models in the shot to squint.

BACKLIGHTING: Use the sunlight to create backlight behind your subject. Shooting when the sun is low (in the sunrise or sunset) creates beautiful, golden glow.

SILHOUETTE THE SUBJECT: Placing the subject is against a dark background or a contrasting color will make the subject stand out, add depth and make the image more dynamic.

SEIZE THE MOMENTS: Capture the action and the candid moments, when the models forget they are being photographed usually produces the best and most interesting photos.

AVOID DISTRACTIONS: Avoid distractible backgrounds. A shallow depth of field creates a wonderful smooth blurred background called "bokeh", which allows the subject to standout from what would normally be a distracting background.

COMPOSITION: The rule of thirds is a guideline for composing an aesthetically pleasing image. An image can be evenly divided into thirds, on the horizontal and vertical. Breaking down the image into 9 equally sized shapes (three-by-three grid) which creating 4 focal points. The primary subject of the photo should align or intersect of those dividing lines, or along one of the lines itself creating a strong and balanced composition. This may also be known as, "Avoid the bullseye," not placing the subject of the photo dead center. Avoid the "bullseye," in other words, don't place the subject of the photo dead center.

See the rule of thirds applied to the image on the right.





FOOD FOCUSED PHOTOGRAPHY

Creating appetizing food photography isn't as easy as it seems. To get the viewer's taste buds tingling there are several things to keep in mind while cooking and shooting.

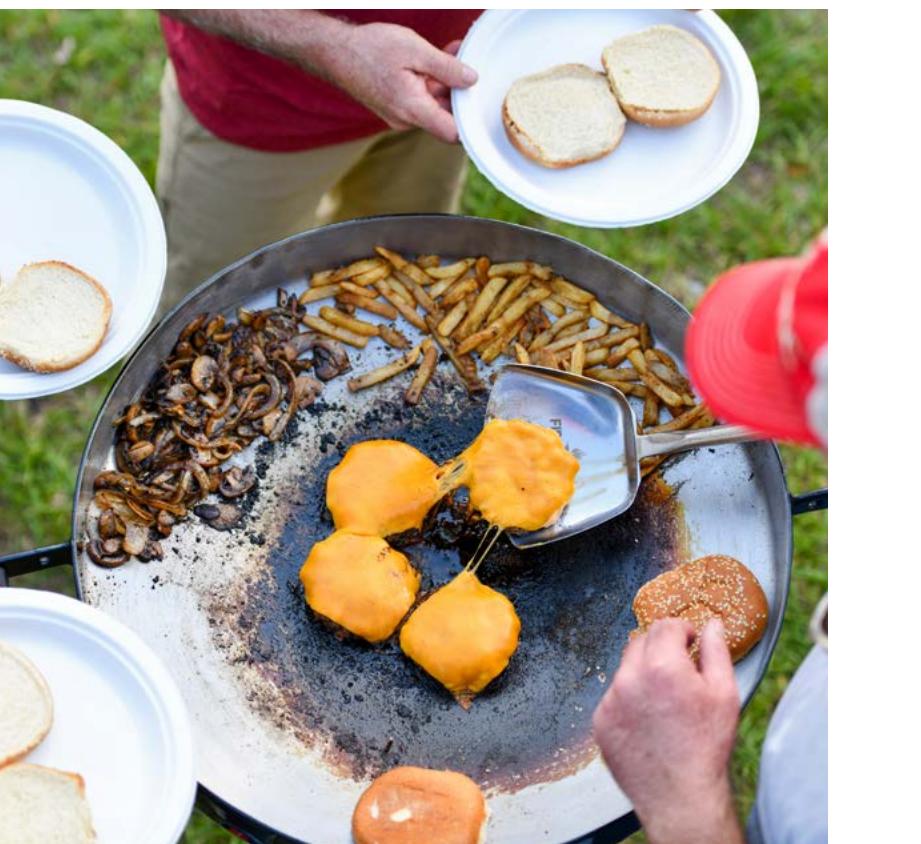
Appropriate lighting is key no matter what you're photographing, but it comes to food it's got to be spot on. Here are things to keep in mind while shooting food and the cooking process. Never use overhead lights or built-in flash, natural light is always best.

Unless you plan to cook a ton of food, you have to get all the shots needed in a limited amount of time. Try to find the best positions and angles before the cooking starts. Keep in mind that some foods look better from above, others from the side or above. Take as many shots as possible while varying the angles and altering the camera's position throughout the cooking process. Capture as much as possible from prep to plate. You can always cull out bad shots later.

Keep the focus on the food, so minimize clutter in and around the prep, cooking and dining areas. If a spoon or napkin isn't adding to the photo, it's detracting from it. Be mindful of food wrappers, packaging or used paper towels in the backgrounds. This can ruin a shot or the entire shoot.

Colors need to pop, but stay true to life. Avoid using color filtered lenses and color filters in post production. Green tinted bacon is not appetizing!





LIFESTYLE FOCUSED PHOTOGRAPHY

Authenticity is paramount for building the brand. You must know the target audience and speak their language. Sounds simple, right? You would think so, but industry leading companies that have massive marketing budgets screw it up all the time.

EXAMPLE: *The setting, a small pond with sunlit cattails in the background. An elderly man and his grandson sitting on a dock fishing. Grandpa is wearing a fly vest while holding a spinning reel upside down and reeling it backwards. The old man smiles as little Jimmy is reeling in a rainbow trout that looks like it's been dead for three days!*

If you think no one will notice, you'll be wrong. They will, especially if your target audience are fishermen. They may be offended. Most importantly it tells the consumer the company is not authentic and you most likely will lose a potential customer.

SOME TIPS FOR HAVING A SUCCESSFUL PHOTOSHOOT

Have a plan for every shoot. The most important part of a plan is the schedule. If you want to get a lot of great photos within a short period of time, you have to do some directing and stick to the schedule. If not, you'll spend too much time on one shot or a group of shots, which will push back the next shot, and the one after that. Eventually running out of time or be rush to get remaining shots.

Know the following for each shot, ahead of time will ensure the shoot runs smoothly.

- Where each shot will be taken
- What the lighting will be at that time
- Who will be in the shot
- What the subject will be wearing
- What each person will be doing

If props are needed, ensure all props are sorted for each shot and stored together.

It's also helpful to know your model's personality and capabilities, prior to the shoot. Knowing they are physically able to and have the skills necessary to do what you're expecting them to do. Know this can eliminate surprises that can derail a shoot.

If you are not supplying the models clothes. Ask the models to bring a variety of shoes, shirts, pants, etc. They should wear clothes and makeup they would normally wear – but they shouldn't wear something new just for the shoot. If the models are comfortable they will act more natural. Avoid bright color or busy patterns that might distract the viewer from the subject of the shoot.





We have all wasted time searching for files, photos and logos because we had no idea what it was named or where it was saved. Back in the old days when everything was on paper companies had a file room, usually manned by a clerk that kept all the files and documents for the business stored and organized properly. In today's fast-paced digital world, file organization has fallen to the wayside. File disorganization can cost companies thousands each year. It's measurable cost, but it can be easily eliminated, by committing to a consistent and descriptive file naming system. It's a simple way to help everyone within a company and its affiliates to streamline production, while illuminating lost files, downtime and most of all frustration.

Below are a few guidelines and a file naming template that will help everyone work smarter, not harder.

- Keep the name short, long file names may not be accepted by some software apps
- Avoid special characters such as ~!@#\$%^&*()`;<>?,[]{}‘”
- Do not use spaces, some software apps will not recognize spaces. Underscores or dashes should be used to create separations in the name, e.g. file-name.xxx
- Use camel case (where the first letter of each section and each word is capitalized, e.g. FileName.xxx)
- Keep the sequential numbering created by the camera. Large photo shoots may have hundreds of images
- Include a date. This ensures all files stay in chronological order

EXAMPLE: FireDisc_EveningParty_FiremanRed36_Oct2019_0725.jpeg

FireDisc_EveningParty_Red36_Steak_Oct2019_0725.jpeg

Use the company name or an abbreviation of the name, e.g. FireDisc or FD

A brief or abbreviated description of the image that will separate it from other photos.

A brief or abbreviated description of primary product shown in the photo, including the color and size.

File format extension

Keep the sequential numbering created by the camera.

INCLUDE A DATE. This ensures all files stay in chronological order.

A brief description on the food being cooked.



EXAMPLE: FireDisc_Barn_Black36_Steak_Nov2019_0187.jpeg



EXAMPLE: FireDisc_Barn_Red36_Breakfast_Oct2019_0725.jpeg



EXAMPLE: FireDisc_CoupleOnDeck_Red36_Salmon_Oct2019_0725.jpeg



EXAMPLE: FireDisc_UltimateWeapon_Clipped_Oct2018.png

FIRE IT UP AND GATHER 'ROUND

16840 Barker Springs Suite C300 • Houston, TX 77084
customerservice@firedisccookers.com • p 281.206.2678 • firedisccookers.com