FIRE3ACK

BRAND PLAYBOOK 2023

[MASTER ISSUE 2]

FIREBACK by Steven Porwal | NOT FOR REPRODUCTION

UNSPLASH IMAGE | Credit: Tobias Rademacher

ADOBE STOCK | 594999626 (Extended License)

FIREBACK

Welcome to the Fireback brand playbook.

Fireback is an exciting new casual Thai restaurant and bar concept created and operated by EHV International. The name is borrowed from the Thai national bird, the Siamese Fireback.

Multi award-winning chef, David Thompson, is the Culinary Director for Fireback.

Chef Thompson's legendary authentic Thai curries and stir fries are supported by a large small plate and grill menu.

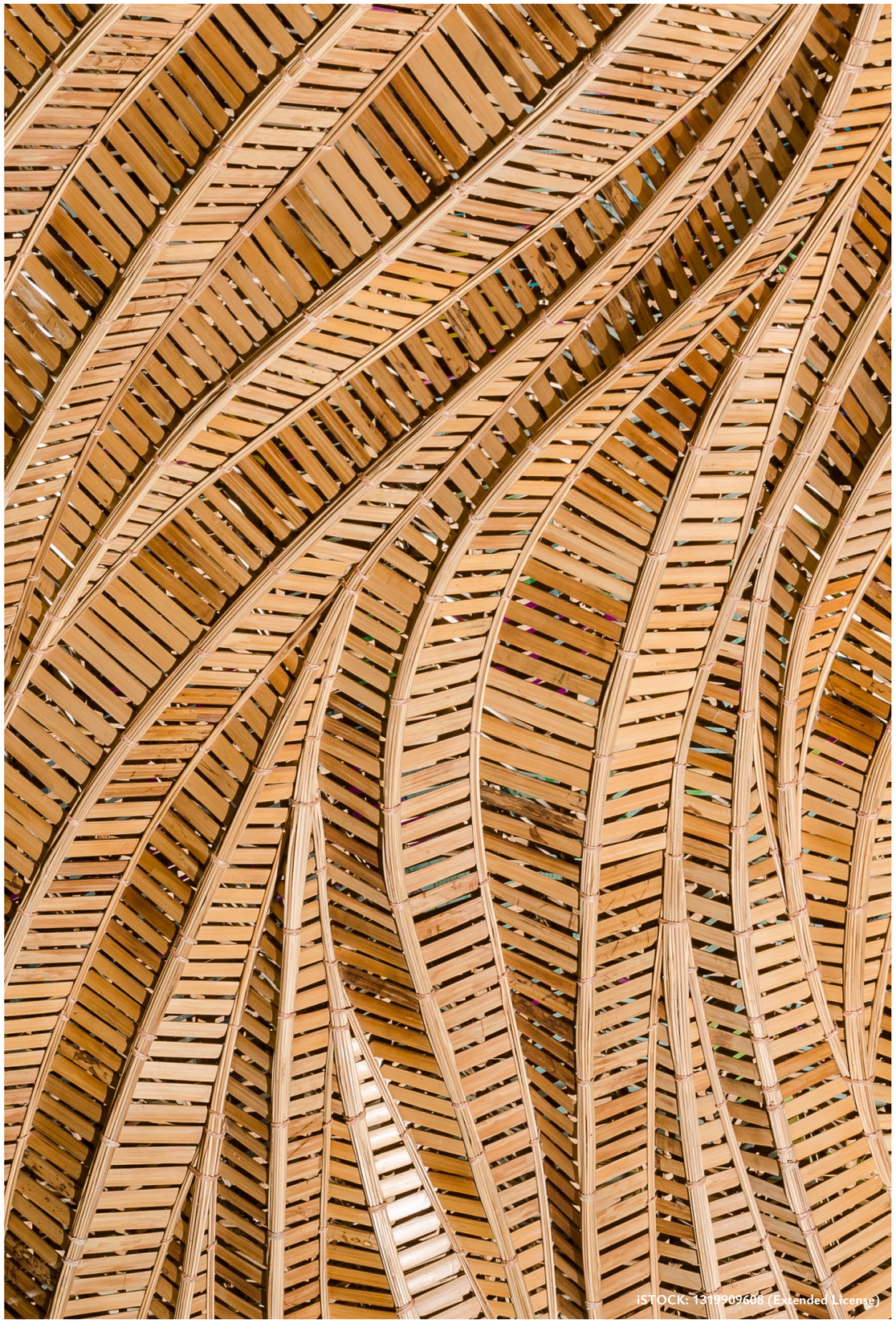
The concept is equally led by it's exciting beverage programme and shall first open in Goa before moving to other cities in India and overseas.

PLAYBOOK

Our playbook details the Fireback brand, its key elements and how to best use them.

At its heart Fireback is about authentic Thai food that's unfussy and high on flavour.

Be sure to use the brand identity as directed.



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1: BRAND VALUES

In this section we detail the brand values for Fireback.

It’s our brand values that make us who we are, inspires what we do and directs how we go about doing it.

Our brand values apply to the universal Fireback brand and how it lives and breathes wherever we are in the world.

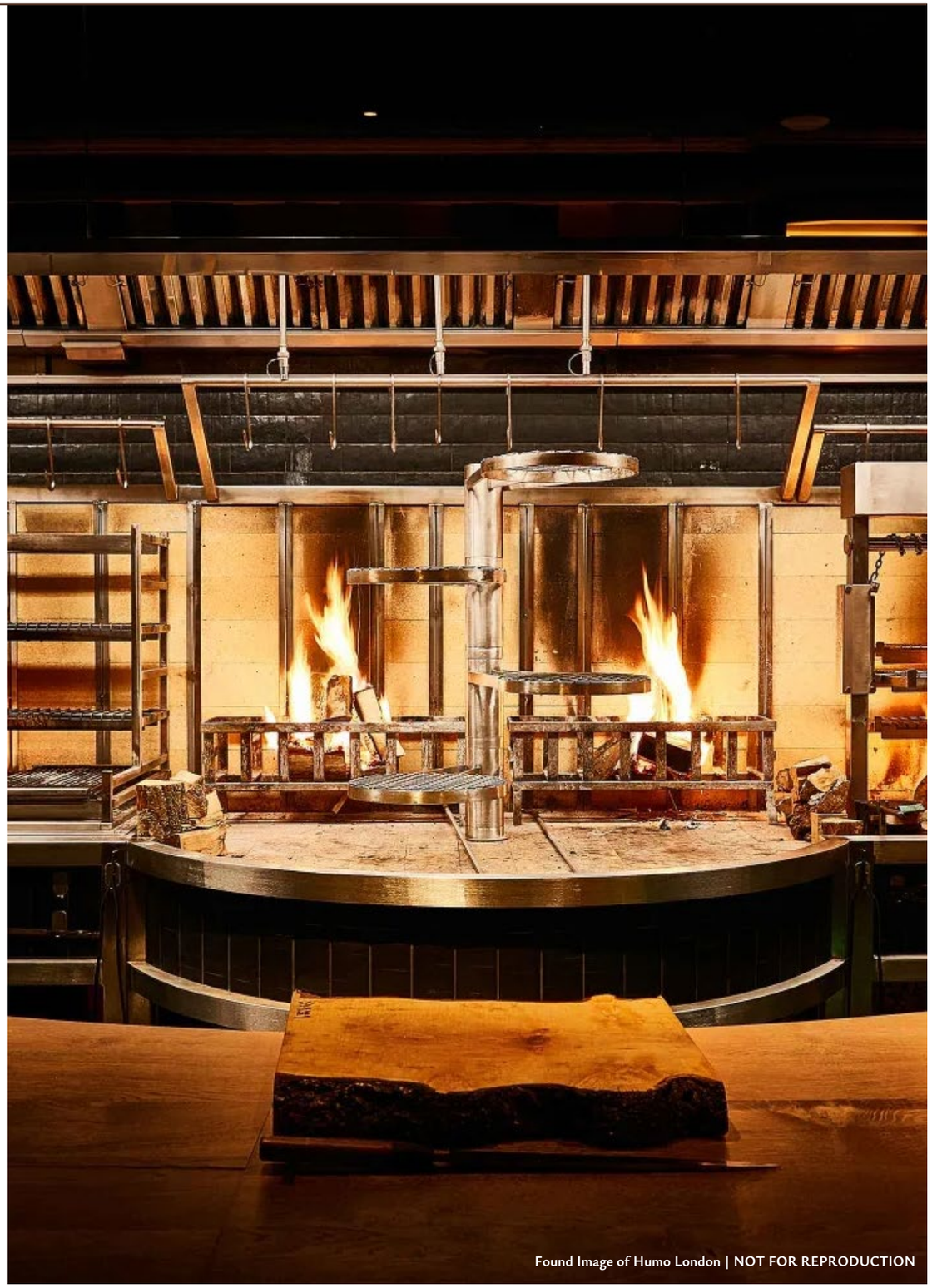
Fireback is the perfect fusion of tradition and modernity.

Beautifully authentic Thai cooking, created simply for a lively, smart casual, taste savvy and aesthetically driven global guest.

The Fireback brand is designed to be evocative, taking its visual cues from flames and fire as well as the plumage and colour of the Siamese Fireback pheasant.

Visually crisp it eschews clothing itself in “‘Thainess”’.

Rather it speaks to a purity of intent where its visceral, textural, tactile environs are executed with the excellence of the passion for flavour to be found on our plates.



Found Image of Humo London | NOT FOR REPRODUCTION

HOW WE FEEL

ENERGETIC & EXCITING

Imagine a buzzing hive of activity and cooking around a fiery grill

HOW WE LOOK

CONFIDENT & COOL

Think paired back urban chic and primal, visceral textures

HOW WE ACT

SIMPLE & UNFUSSY

Enjoy the purest of warm welcomes without cliché or pretence

To be at Fireback is to be in world of honest flavours in a considered environment which celebrates the palate and the plate.

UNSPLASH IMAGE | Credit: Guido Jansen

2: BRAND AESTHETIC

In this section we bring to life the Fireback brand aesthetic.

Fireback is dark, moody, and textural. Its spaces offer a cool take on urban chic which is warm and welcoming.

Through this ignites a golden yellow highlight which acts like a visual thread weaving the brand together.

Fireback locations should be linked yet individualised by the creative mixing our textural palette and design motifs.

FIREBACK

Found Image of Less Eatery | NOT FOR REPRODUCTION

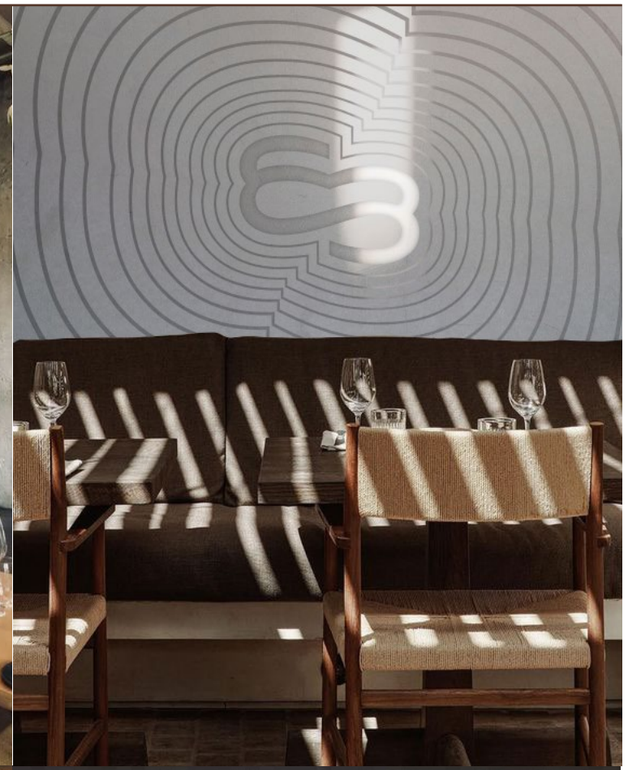
The Fireback brand is highly textural and visceral.

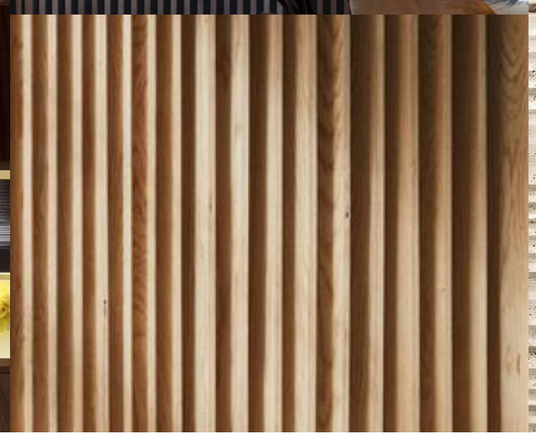
It deploys honest materiality to stylish effect, creating spaces that feel warm and welcoming with a dash of cool urban charm in equal measure.

Each texture is intended to bring a sense of movement to the brand and its interior, inspired by the essence of fire, flame, feather and flight.

At its core Fireback plays with an honest suite of textures that go to make a unique brand signature across all of its sites.

The interior materials palette can be expressed differently according to location.





Found Images | **NOT FOR REPRODUCTION**

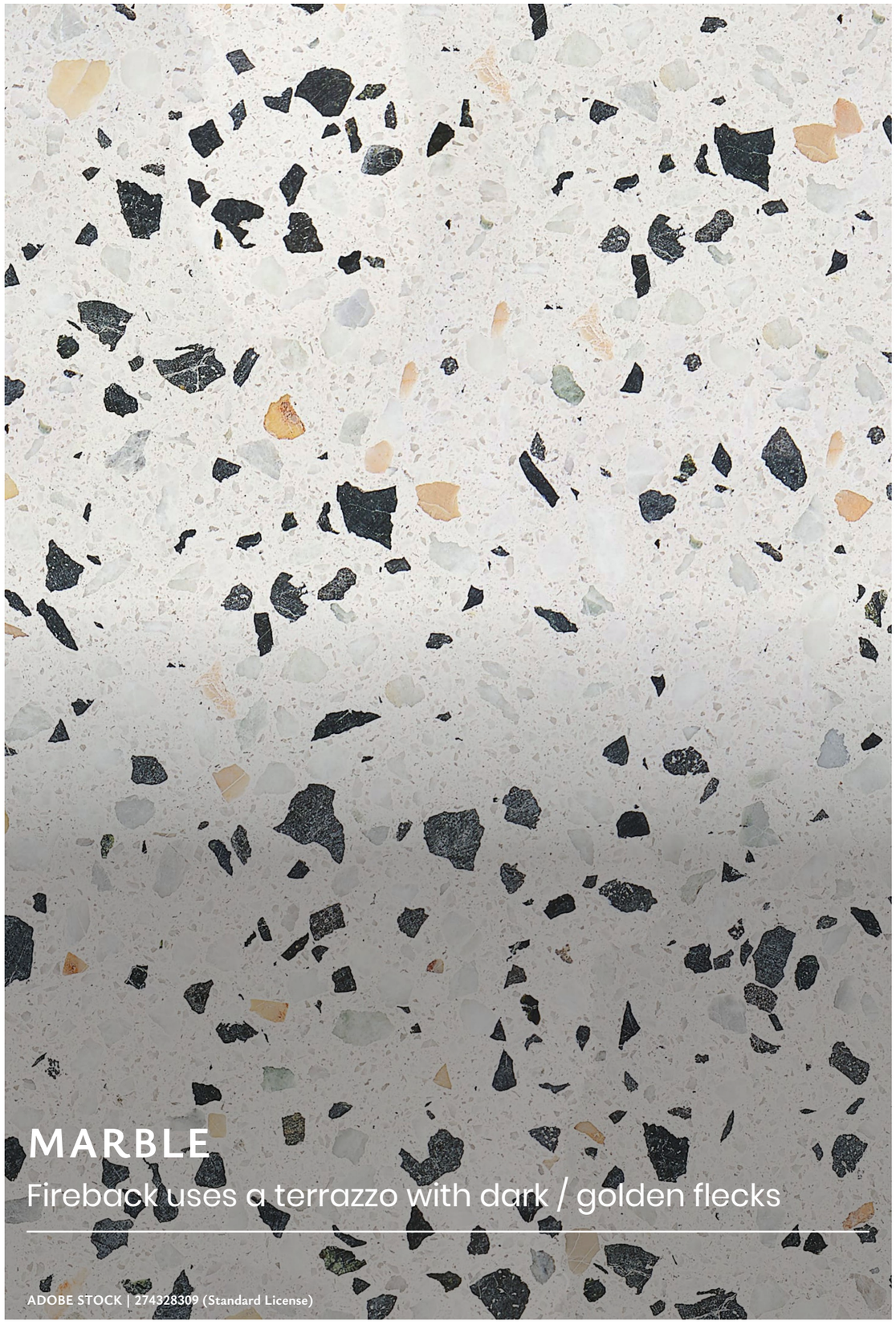
GLAZE

Fireback uses a rich dark glaze with golden speckle

STONE

Dark stone with natural texture signals authenticity

ADOBE STOCK | 191612840 (Extended License)



MARBLE

Fireback uses a terrazzo with dark / golden flecks

ADOBE STOCK | 274328309 (Standard License)

DRIFTWOOD

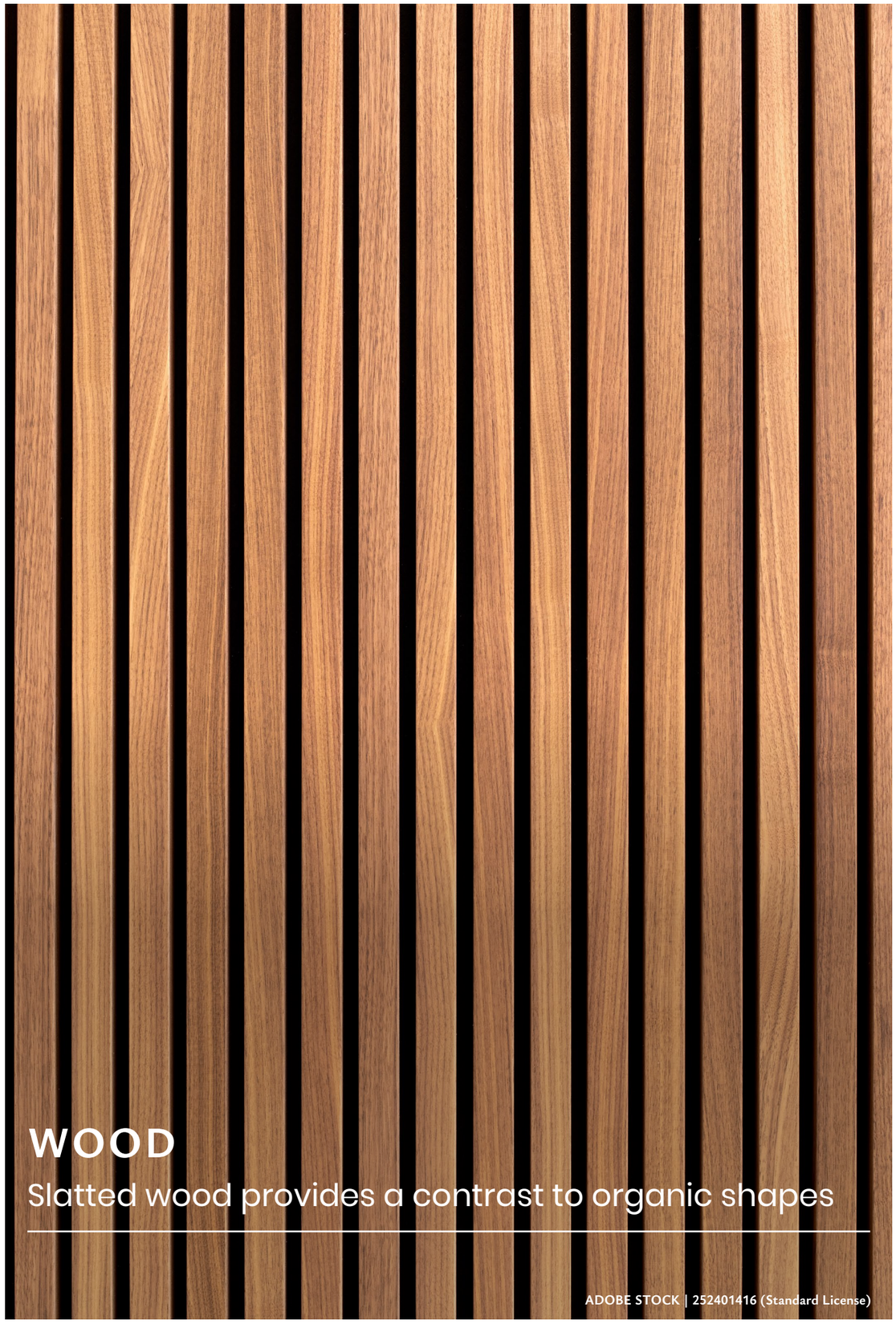
Honest materiality is used creative ways

ADOBE STOCK | 191612840 (Extended License)

PLASTER

Fireback references flame & heat through texture

ADOBE STOCK | 648955885 (Standard License)



WOOD

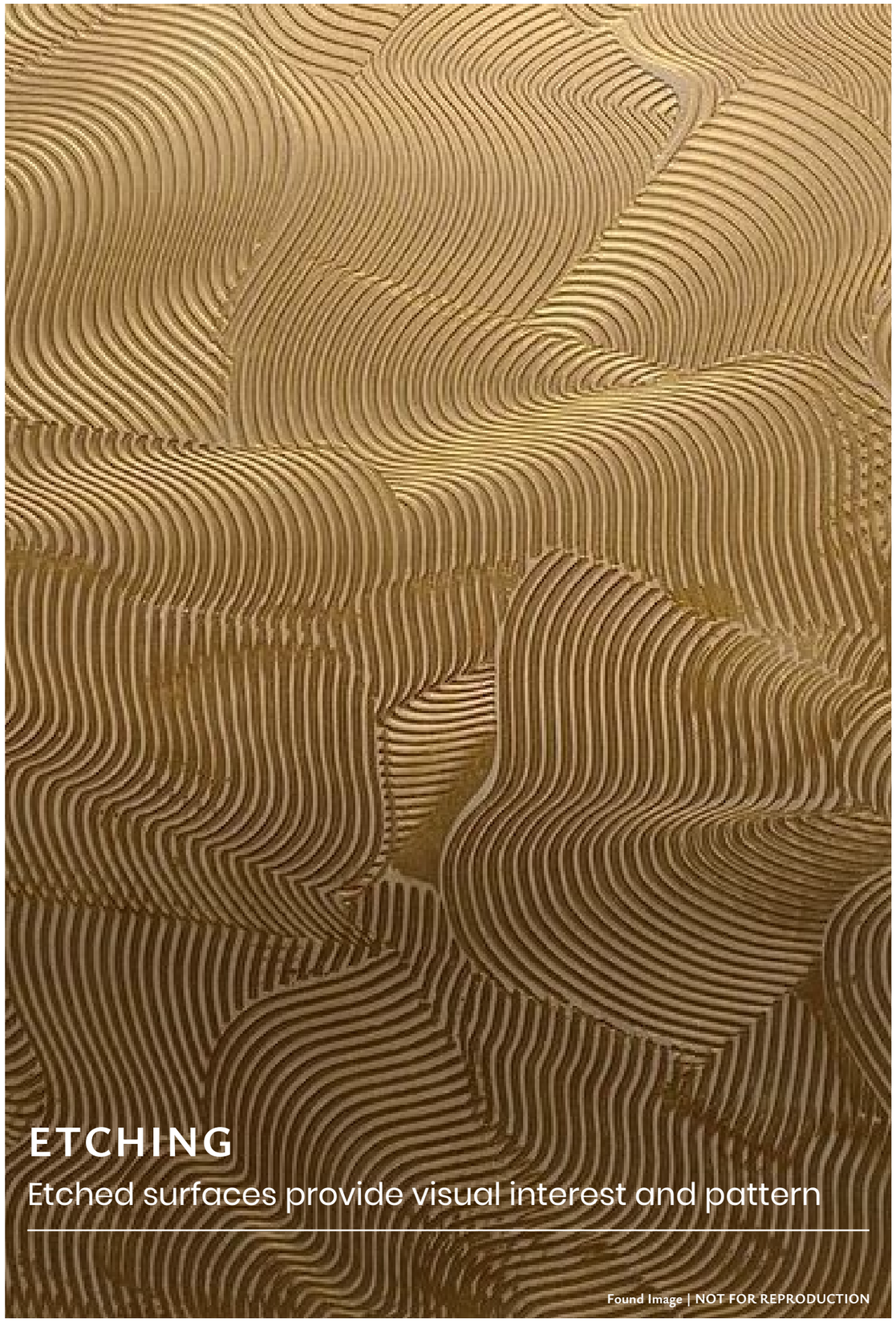
Slatted wood provides a contrast to organic shapes

ADOBE STOCK | 252401416 (Standard License)

BRASS

Fireback uses matt brass for reflection and shimmer

iSTOCK | 155443514(Standard License)



ETCHING

Etched surfaces provide visual interest and pattern

Found Image | NOT FOR REPRODUCTION

CONCRETE

Polished and unpolished concrete creates warmth

Found Image | NOT FOR REPRODUCTION

EMBOSS

Fireback uses embossed pattern to signal fire/flame

ALAMY| F581J0 - Standard License - Single Social or Website

3: LOGOTYPE

Here we look at the core Fireback brand identity assets.

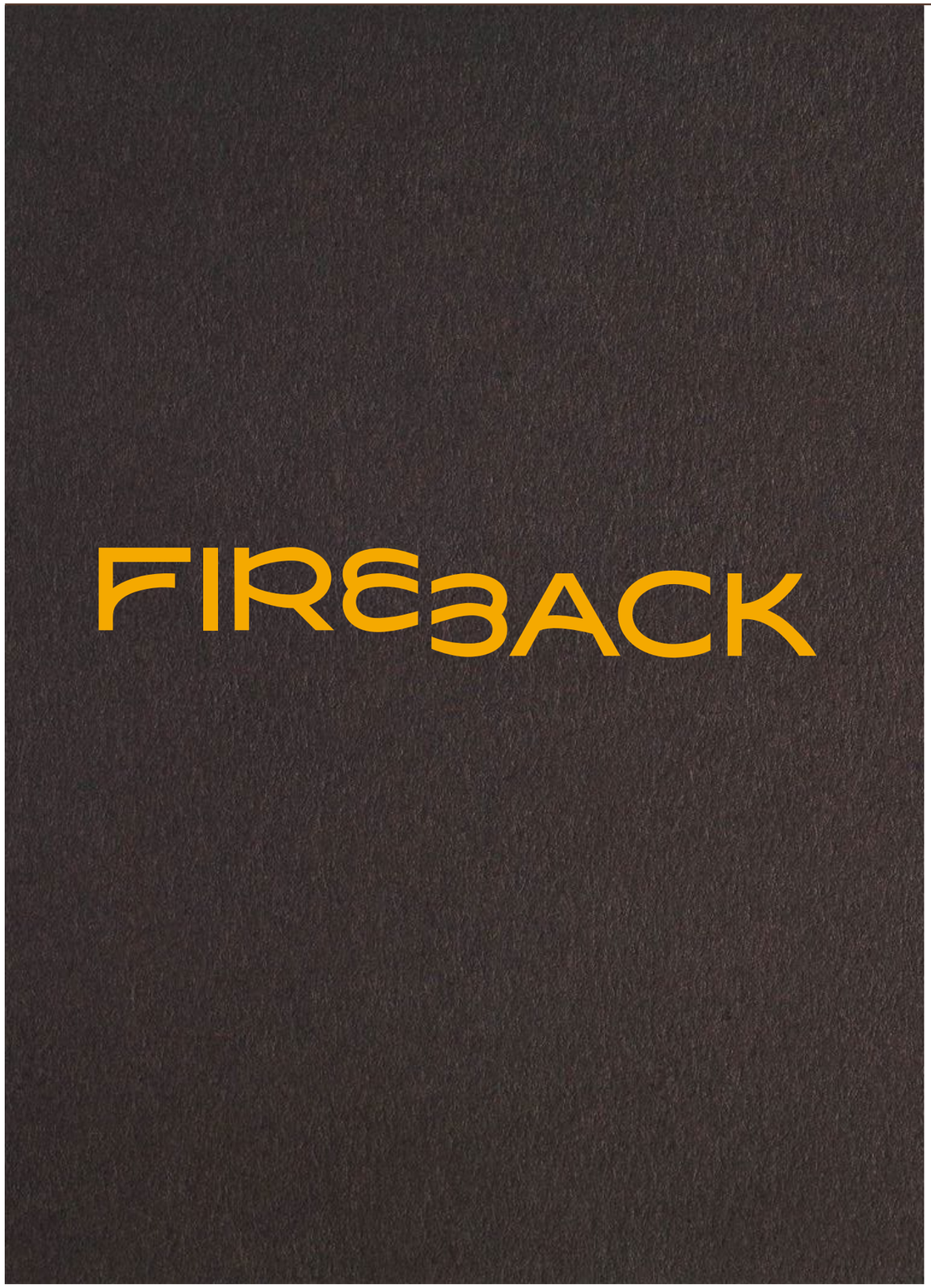
The Fireback brand uses an adapted typeface to create a custom logotype wordmark.

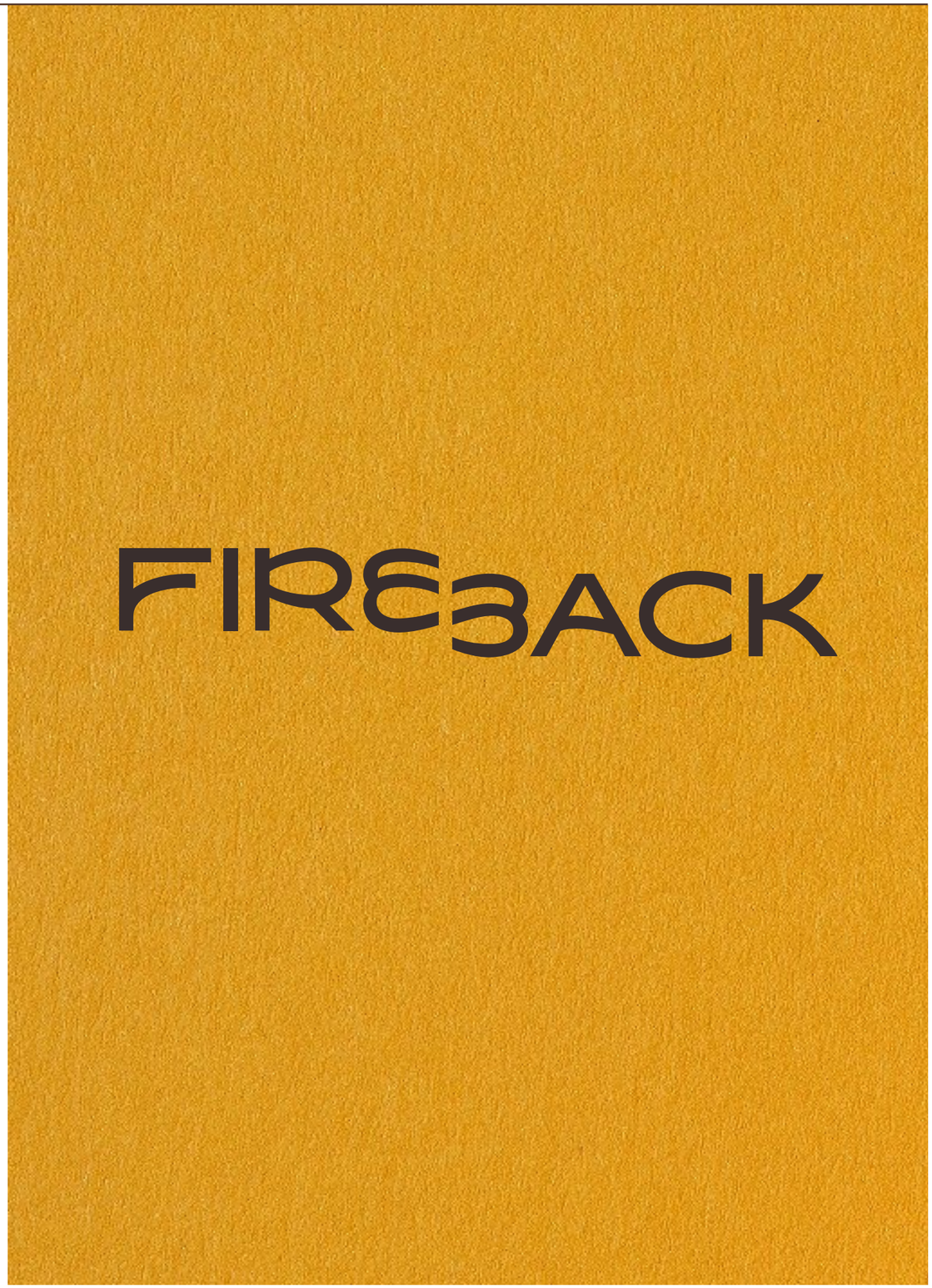
The wordmark is accompanied by a monogram suite and also a signature pattern design. These complement the brand and are used as a visual signal or reminder within the design mix.

The master wordmark can also have a specific location tag added to it when needed.

Always use the assets with care and consistency.

FIREBACK


FIRE3ACK


FIRE3ACK

The Fireback brand uses a specially drawn wordmark to create a distinctive and unique logotype.

NOTE: Do not redraw or alter the wordmark from the format shown.

FIREBACK

The Fireback wordmark can have a location descriptor added to it.

The descriptor is added when wishing to signpost or make clear the location or offer.

NOTE: Remember to expand the location text before finalising its position within the lockup.

NOTE: a specific location lockup with enlarged location typography is used on in situ Insta-walls.

LOCATION LOGOTYPE

When adding a descriptor follow these simple guides.

You may wish to adjust any descriptor when viewing the final lockup composition.

DESCRIPTOR FONT:
Poppins SemiBold

DESCRIPTOR LETTER SPACING:
200pt letter spacing

DESCRIPTOR VERTICAL POSITIONING:
Through logo centre line

DESCRIPTOR HORIZONTAL POSITIONING:
25% of centre EB lockup

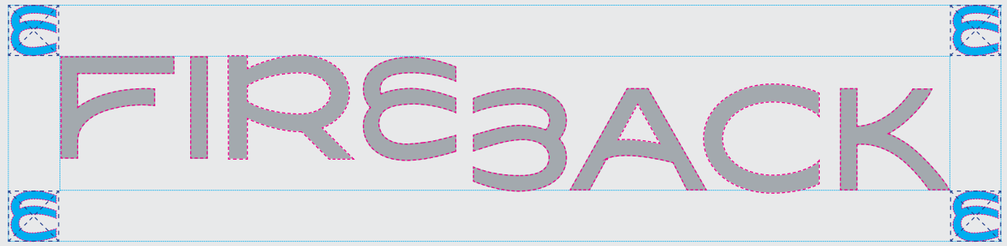
DESCRIPTOR SIZE:
25% proportion of centre EB lockup

NOTE: Remember to expand and kern the location text before finalising its position within the final lockup composition.

It is important to keep the Fireback wordmark free of clutter and avoid any visual disruption - we want our brand to shine out clearly.

The ideal safe area is 50% of E character in wordmark.

NOTE: Location is positioned at 25% of EB character in wordmark.



LOGOTYPE POSITION

The Fireback logotype has an optical illusion at its centre which references the hypnotic nature of flickering flames.

It's important to consider the visual effect it creates when positioning the full wordmark on any given media.

NOTE: The logo should be positioned optically and compositionally to the individual media / canvas being used..

FIREBACK BADGE MONOGRAM

Our brand badge monogram takes the optical illusion lockup from the Fireback wordmark to create a playful and stylish monogram icon, inspired in part by the Siamese Fireback bird itself.

The badge monogram can be used creatively within the brand design language as a simple decorative reprise of the wordmark logotype.

NOTE: The badge monogram shouldn't be used as a primary marque in place of the Fireback wordmark - it should be used as a supporting asset to add interest and variety within the identity.

Mockup Image

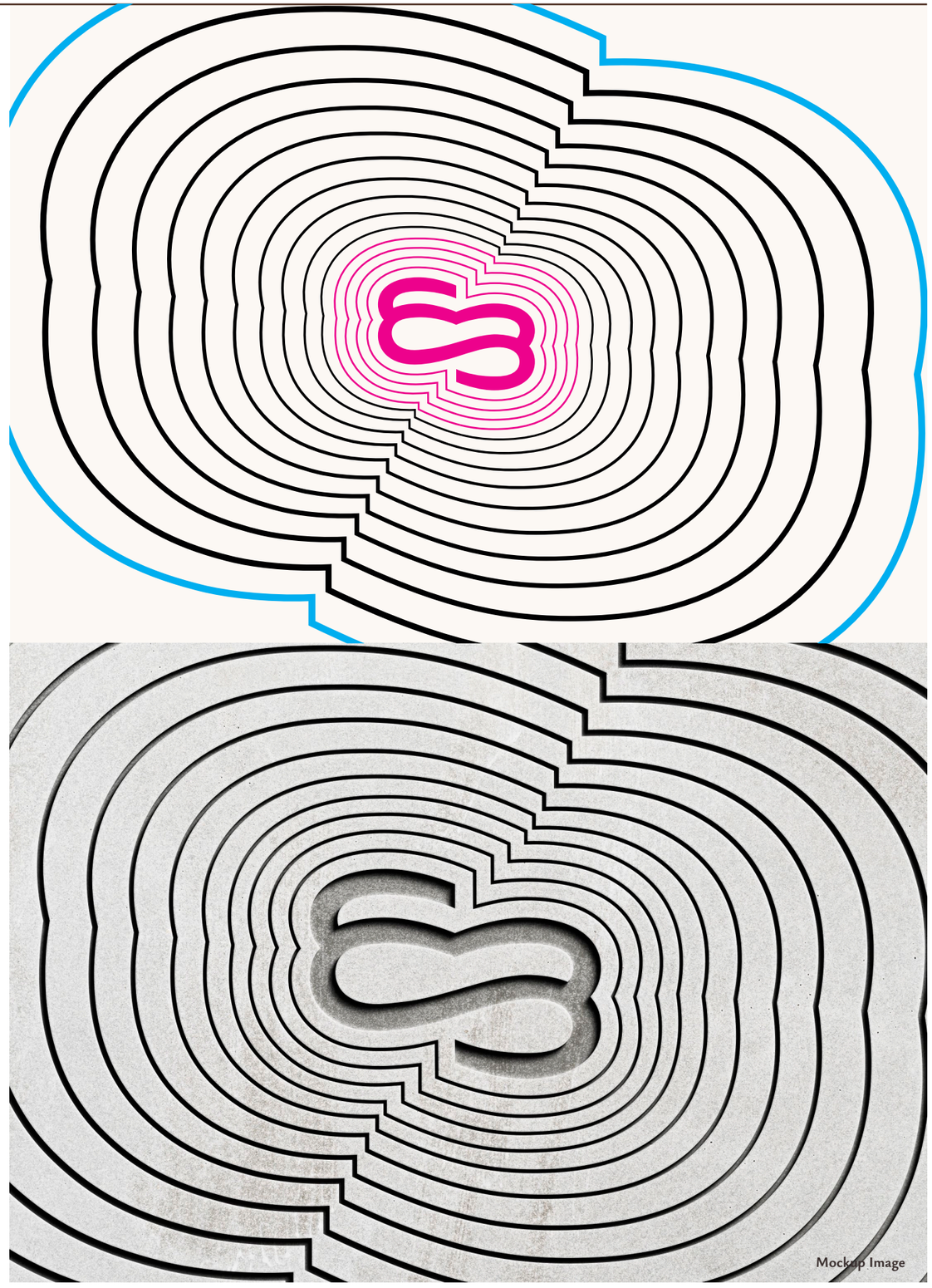
Our the Fireback "infinity" monogram can be used as a decorative and textural element within the brand.

As the name suggests the radiating outlines that surround the core monogram can be repeated infinitely as desired. This is done by scaling the outer ring manually and positioning by eye / optically.

The infinity monogram can also be used with just its four centre rings in place.

- 4 ring centre icon
- Ring to continue repeat

NOTE: The infinity monogram shouldn't be used as a primary marque in place of the Fireback wordmark - it should be used as a supporting asset to add interest and variety within the identity.



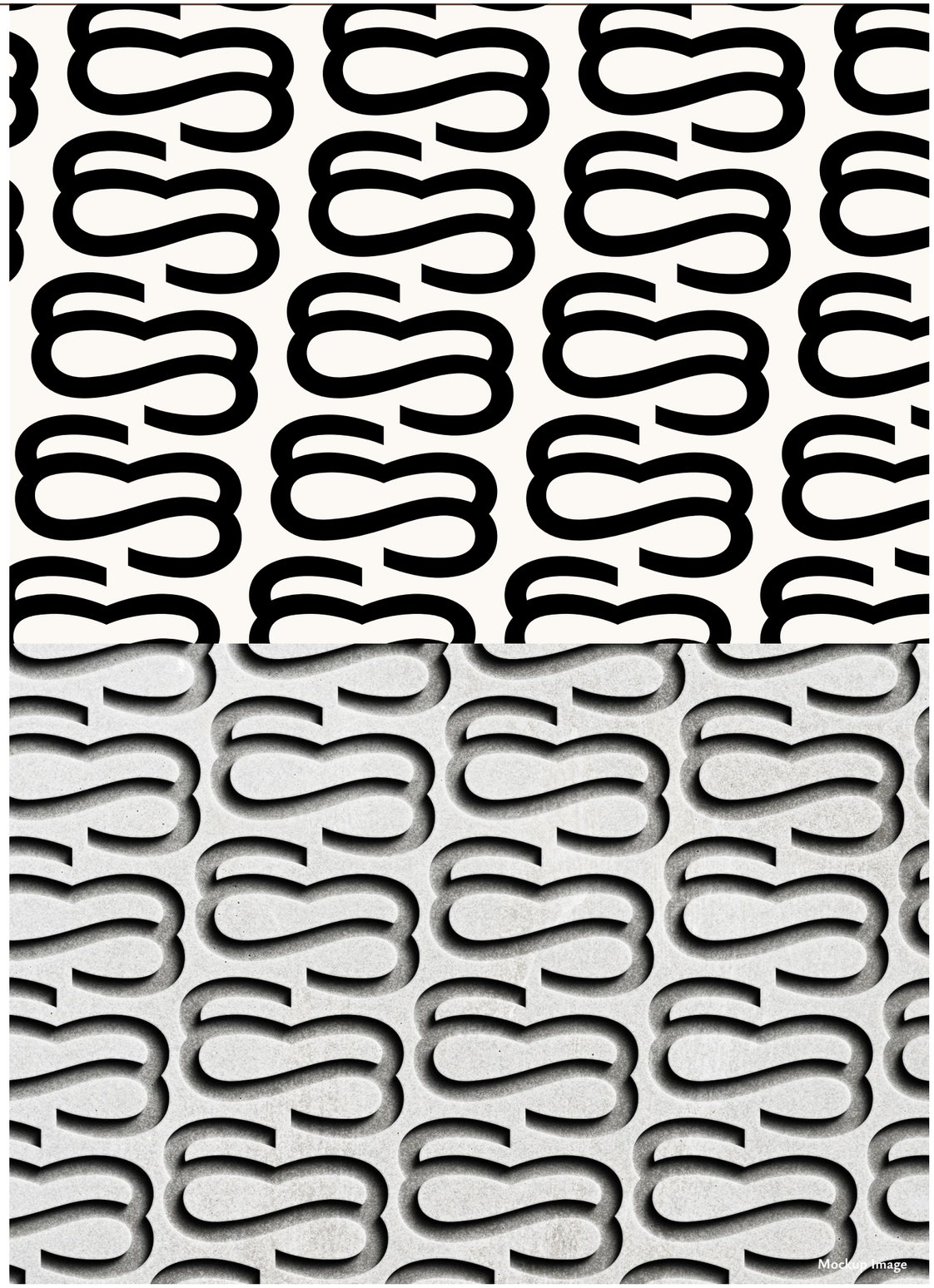
FIREBACK PATTERN MONOGRAM

The Fireback brand pattern features the iconic central optical illusion at the heart of the Fireback logotype.

The monogram pattern is used as a textural element within the overall Fireback brand identity.

Set the pattern monogram at either horizontal, or at 25 º to 45 ºangle left or right.

NOTE: The pattern monogram shouldn't be used as a primary marque in place of the Fireback wordmark - it should be used as a supporting asset to add interest and variety within the identity.



FIREBACK SPECKLE GRADIENT

The Fireback speckle gradient is a visual textural element for use within the band identity.

It should be used sparingly and with care on print specific print items.

NOTE: If using the speckle gradient with the Fireback logo ensure good the gradient does not obscure wordmark legibility.

The speckle gradient is available as both a PSD image and EPS vector.

4: PALETTE

Here we look at the core Fireback brand colours.

The Fireback brand starts with a base colour of Charcoal Brown.

This is then ignited by a dash of Goldspot Yellow, our highlight colour.

Complementary greys, off-whites and dark browns are also added at points.

The key to successful use of the Fireback palette is consistency and care.

FIREBACK

THIS IS FIREBACK CHARCOAL BROWN

THIS IS FIREBACK GOLDSPOT YELLOW

IT IS OUR SIGNATURE BRAND COLOUR

IT IS OUR SIGNATURE BRAND COLOUR

Fireback Charcoal | Brown

PANTONE 412C

CMYK for Print:	C = 61 M = 62 Y = 57 K = 69
RGB for Screen:	R = 56 G = 47 B =45
HTML for Digital:	382F2D
LAB:	L=20.30 A=4.25 B=2.67

Fireback Goldspot | Yellow

PANTONE 124C

CMYK for Print:	C = 0 M = 30 Y = 100 K = 0
RGB for Screen:	R = 234 G = 170 B = 0
HTML for Digital:	EAAA00
LAB:	L=74.63 A=16.68 B=80.98

SIAMESE FIREBACK Daniel Giraud Elliot | Heritage Prints - NOT FOR REPRODUCTION

Extended colours are available within the Fireback brand.

NOTE: The extended palette should be used sparingly and with consideration to the overall Fireback brand aesthetic.

PANTONE 9224C

CMYK: 03.07.13.00
RGB: 242.233.219
HTML: #F2E9DB
LAB: 92.75, 2.01, 7.85

PANTONE 429C

CMYK: 21.11.09.23
RGB: 162.170.173
HTML: #A2AAAD
LAB: 68.96, -1.75, -3.14

PANTONE 425C

CMYK: 48.29.26.76
RGB: 84.88.89
HTML: #545859
LAB: 36.89, -0.94, -1.91

PANTONE 731C

CMYK: 11.68.100.61
RGB: 119.66.18
HTML:#774212
LAB: 34.46, 21.05, 38.00

PANTONE 476C

CMYK: 30.71.75.81
RGB: 78.54.41
HTML: #4E3629
LAB: 25.46, 11.00, 12.98

PANTONE BLK4C

CMYK: 41.57.72.90
RGB: 49.38.29
HTML: #31261D
LAB: 16.24, 4.12, 8.09

The Fireback website digital palette incoroprates additional colours to help with navigation and deliniation of content.

The colours shown here complement the brand vision and image for Fireback and should be used carefully as accents within the digital space.

Darks

PANTONE 443C

CMYK: 46.29.33.09
RGB: 145.157.157
HTML: #919D9D
LAB: 63.64, -5.22, -1.87

PANTONE 2349C

CMYK: 14.88.100.04
RGB: 202.54.04
HTML: #CA3604
LAB: 47.76, 59.40, 59.93

PANTONE 7687C

CMYK: 99.79.12.01
RGB: 29.66.137
HTML: #1D4289
LAB: 28.50, 7.81, -44.93

PANTONE 3292C

CMYK: 90.38.62.38
RGB: 0.89.79
HTML: #00594F
LAB: 31.28, -37.40, -5.26

Lights

PT WARM GRAY 6

CMYK: 14.19.21.39
RGB: 165.156.148
HTML: #A59C94
LAB: 65.14, 2.74, 5.40

PANTONE 7579C

CMYK: 09.76.90. 01
RGB: 220.88.42
HTML: #DC582A
LAB: 56.01, 52.46, 53.37

PANTONE 542C

CMYK: 56.20.08.0
RGB: 123.175.212
HTML: #7BAFD4
LAB: 68.58, -10.02, -25.38

PANTONE 3278C

CMYK: 81. 12.63.01
RGB: 0.155.119
HTML: #009B77
LAB: 53.47, -62.76, 2.82

FIREBACK: 4 | PALETTE

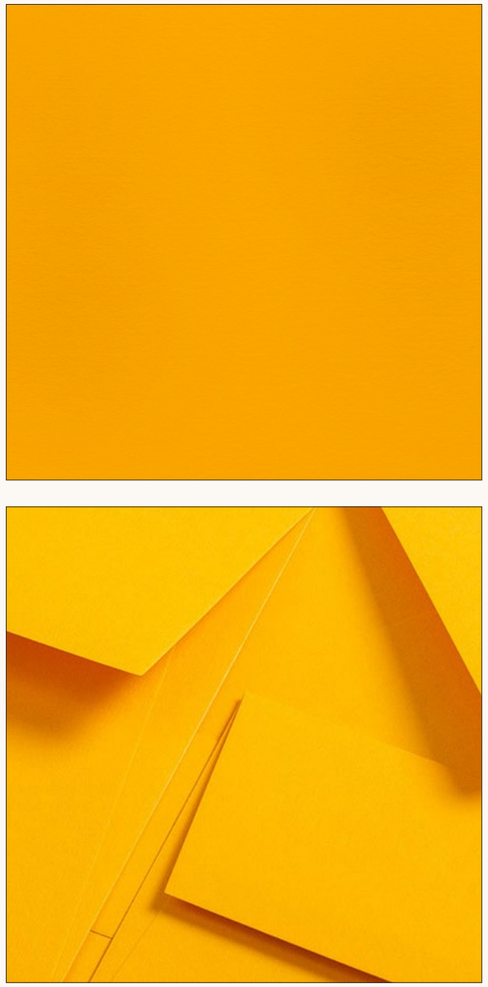
As with our interiors materials palette the Fireback print and paper palette uses an honest, tactile approach.

Fireback uses pure papers and simple yet stylish print effects where appropriate.

Above all the Fireback print and paper brand is honest, paired back - it leads with clarity and a contemporary flair.

NOTE: See the brand application section for real life examples of the materials palette in action.

Colorplan: Bitter Chocolate



Colorplan: Citrene Yellow

Foil

Emboss

Varnish

5: TYPOGRAPHY

This section looks at the basic type set-up for the Fireback brand.

The Fireback approach to brand typography is that of elegant, stylish simplicity and consistency.

There are two core fonts used at the heart of the Fireback brand and each serves to bring warmth and clarity to all our communications.

FIREBACK

The Fireback brand identity uses 2 fonts in multiple weights across various applications.

TITLE FONT:Ysabeau
used for heading and display typography.

SECONDARY FONT: Poppins
used for paragraph heading, body copy and functional/ navigational copy.

NOTE: Visit Google Fonts to download both font families for use

Ysabeau Office

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
₹£$¥@%&?!

Poppins

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
₹£$¥@%&?!

YSABEAU OFFICE BOLD
Titles in Ysabeau Office Bold ALL UPPER CASE

POPPINS SEMI-BOLD
Subtitles and other titles in Poppins Semi-Bold Title Case

BODY COPY
Body Copy in Poppins Regular sentence case

Once you have your title point size, your subtile should be approximately 10pt smaller.

Bodycopy is typically then 5pt smaller than subtitles with line spacing at 10pt more than bodycopy eg: 20pt copy / 30pt leading.

NOTE: Font sizes should be set accordingly to the media being used and your design and other font weights can be added if greater differentiation is needed.

TITLES YSABEAU OFFICE BLD

Subtitles In Poppins Semi-Bold

Bodycopy in Poppins Regular.

WE ARE FIREBACK

Authentic Thai From The Heart

Welcome to Fireback, authentic Thai in the heart of Goa. This is dummy copy and is not intended to be read. Rather it acts like real copy with all the appropriate pauses, breaks and stops as in normal copy.

For more information visit fireback.com

6: IDENTITY APPLICATION

When applied the Fireback graphic identity acts like a spark of colour within the overall Fireback brand.

Our graphic design flexes between the two core Fireback colours of Charcoal and Goldspot. It provides a flash of colour, creating the golden thread the connects elements.

Also deployed within the digital identity is imagery of fire and flame. It is used sparingly in print and only ever in cases where its reproduction is guaranteed to premium print effect.

The Fireback brand is simple, unfussy, accessibly urban and stylishly minimally chic.

It is designed to work using the primary logo, core colours and typography in an application that is paired back while being warm and accessible for guests.

NOTE: Shown here and in following pages are examples of how the graphic brand identity can and should be used.

Source Mockup | MR MOCKUP

Mockup Source | GRAPHIC PEAR

COASTERS DAY & EVENING

Source Mockup | **FREEPIK**

Mockup Source | **ENVATO**

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | **NOT FOR REPRODUCTION**

Mockup Source | **GRAPHIC PEAR**

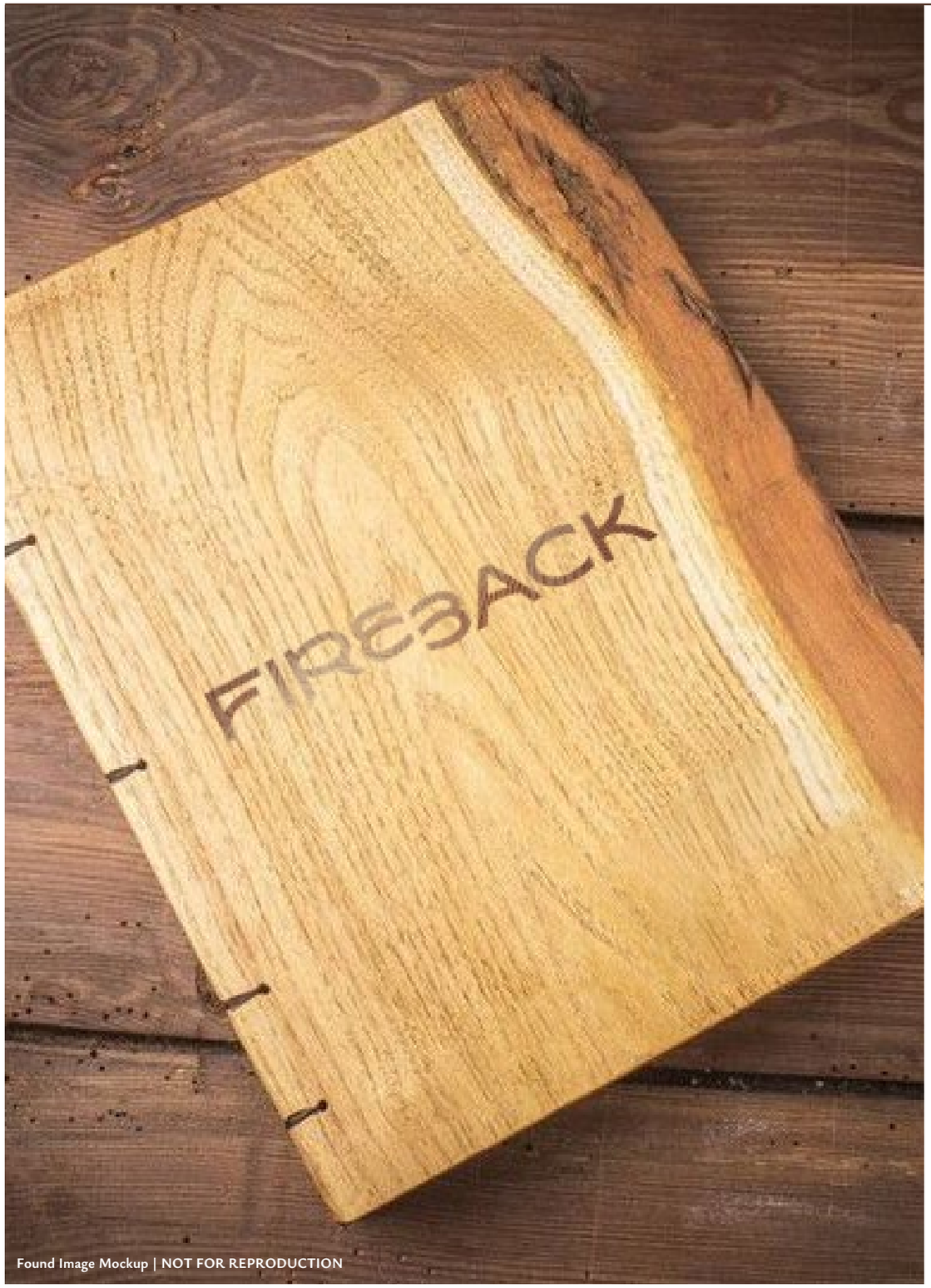
Found Image Mockup | NOT FOR REPRODUCTION

Mockup Source | GRAPHIC PEAR

BILL PRESENTATION POST CARDS

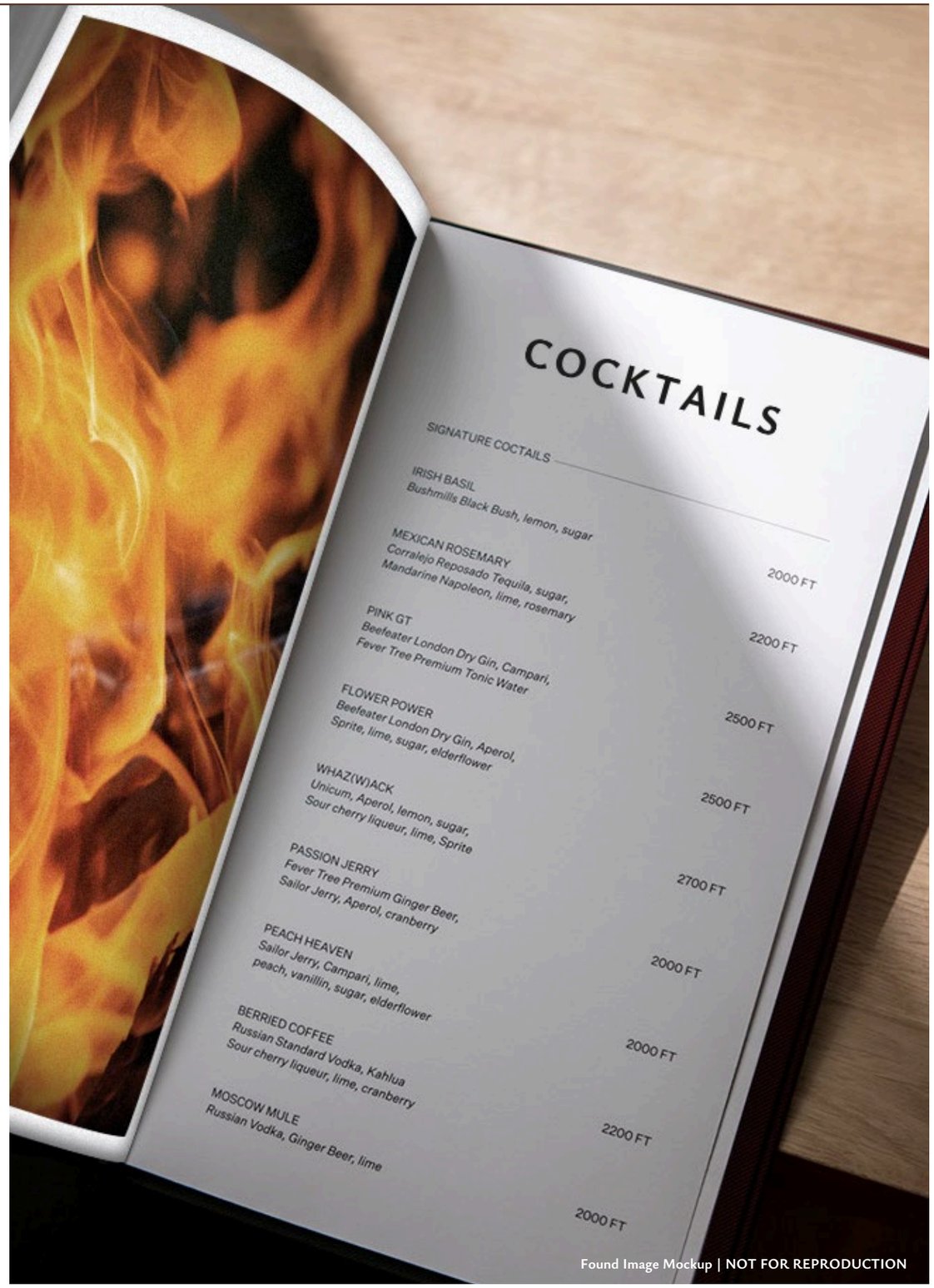
Mockup Source | ENVATO

Found Image | NOT FOR REPRODUCTION



Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION



Found Image Mockup | NOT FOR REPRODUCTION

Mockup Source | ENVATO

Mockup Source | FREEPIK

Found Image Mockup | NOT FOR REPRODUCTION

Found Image Mockup | NOT FOR REPRODUCTION

Mockup Source | ENVATO

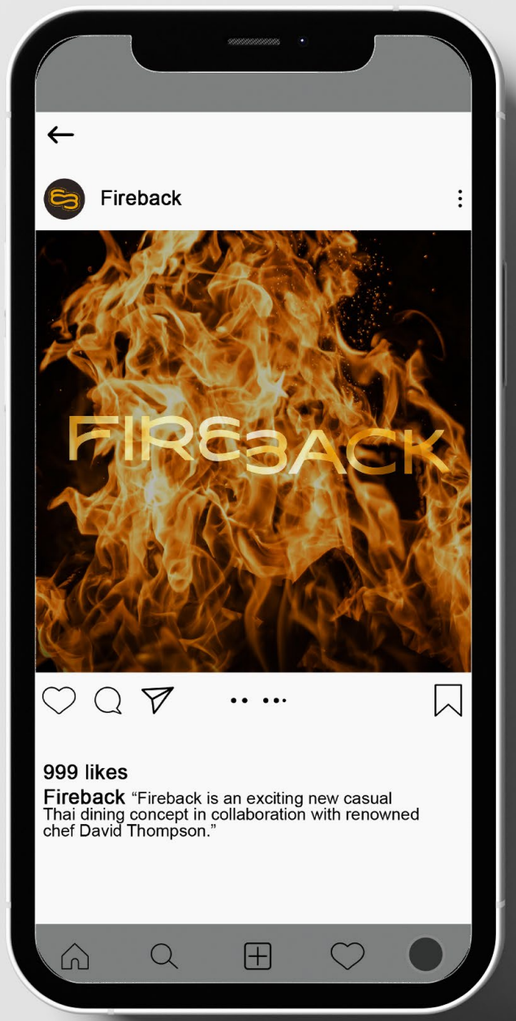
Mockup Source | ENVATO

7: DIGITAL DIRECTION

The Fireback brand comes alive within the online environment.

It is on-screen where we can animate the Fireback logo, making the most of its split construction by bringing it together from top to bottom and left to right.

We also use fire and flame video to give drama to the brand within social media and web contexts - using video effects to emerge the Fireback workmark from within sequences of flames.


Fireback
FIREBACK
999 likes
Fireback "Fireback is an exciting new casual Thai dining concept in collaboration with renowned chef David Thompson."

FIREBACK
HONEST FOOD
FORM THE HEART
OF THE FIRE

FIREBACK

FEED
THE
FLAME

FIRE
BACK

FIREBACK

Mockup Source | ENVATO

Mockup Source | MR MOCKUP

FIREBACK
HONEST FOOD
FROM THE HEART
OF THE FIRE
- OPENS GOA 28 NOVEMBER -
Tempor incididunt ut labore et dolore magna aliquaut enim ad minquis nostrud. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod. Tempor incididunt ut labore et dolore magna aliquaut enim ad minquis nostrud. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod.
BOOK NOW
THAI FOOD COOKED
FROM THE HEART
CHEF DAVID THOMPSON
MORE
ENJOY COOL VIBES IN
THE HEART OF GOA
Follow Us
Sign up for our newsletter here
SIGN UP

FIREBACK
HONEST FOOD
FROM THE HEART
OF THE FIRE
- OPENS GOA 28 NOVEMBER -
Tempor incididunt ut labore et dolore magna aliquaut enim ad minquis nostrud. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod. Tempor incididunt ut labore et dolore magna aliquaut enim ad minquis nostrud. Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod.
BOOK NOW

8: PHOTOGRAPHY

In this chapter we look at photographic direction for the Fireback brand.

In essence both food, drink and interior photography for Fireback should celebrate the honest materials of the brand image.

The composition should be clean, considered and not fussy.

The overall aesthetic should be chic, dark and moody with moments of light, shade and flashes of colour.

FIREBACK: 08 | PHOTOGRAPHY

Fireback photography should simply seek to celebrate our food, places and people.

It should employ our textural environment to create a suite of backgrounds that feel natural and authentic.

Lighting should be moody with clean shadows and highlights created, all the while heroing the subject.

NOTE: Shown here are a sample of found images for benchmarking.

Found Images | NOT FOR REPRODUCTION

9: SIGNAGE

Signage for Fireback locations should draw inspiration from the textural aesthetic of the brand.

It should also be made relevant to the specific venue location and interior design direction.

Remember to use the specific location tag sizing guide when creating any Insta-walls.

Signage at Fireback takes two froms, “brand” and “environmental” application.

Brand signage comprises the signs that are need to clearly highlight to guests that they are indeed in the right place.

Environmental signage is the playful application of brand motifs such as monograms and patterns within the design of a particular location.

NOTE: Remember to add a location tag to any Insta-Walls using and to flex materials used within the Fireback design palette to create interest.

SEE OVER FOR INSTA-WALL LOCATION SIZIG GUIDE.

When creating an Insta-Wall the locoation tag is set at a bigger size than other brand elements.

Follow the below guides to set your Insta-Wall location text.

DESCRIPTOR FONT:
Poppins SemiBold

DESCRIPTOR LETTER SPACING:
200pt letter spacing

DESCRIPTOR VERTICAL POSITIONING:
Through logo centre line

DESCRIPTOR HORIZONTAL POSITIONING:
25% of centre EB lockup

DESCRIPTOR SIZE:
50% proportion of centre E character

NOTE: Remember to expand and kern the location text before finalising its position within the final lockup composition.

10: IN REVIEW

To close it is important to remember to be consistent in all we do so that the Fireback brand identity will shine through wherever it may be .

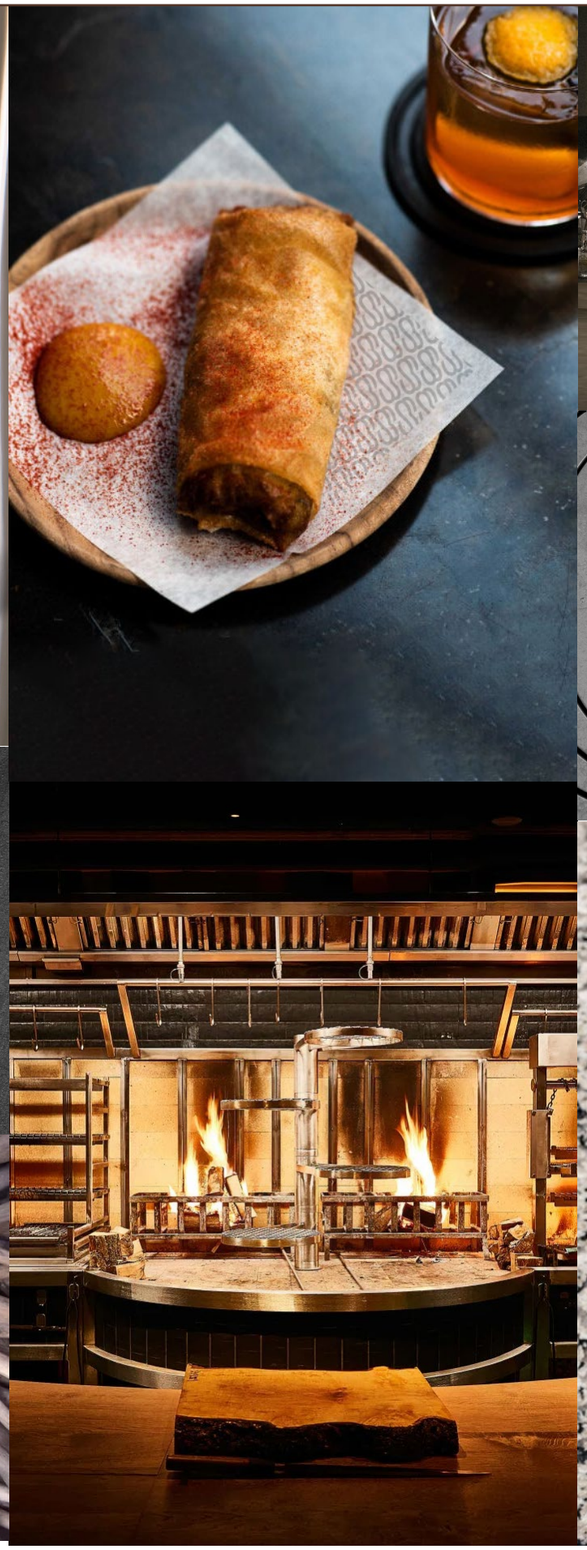
The Fireback identity elements are simple and honest in intent and should be deployed with care.

Above all the Fireback brand seeks to establish a stylish, chic and urban aesthetic while allowing for flex within each location.

Our aim is to be individually linked by a core set of materials, textures and tones, while never feeling “cookie cutter”, generic or the same.

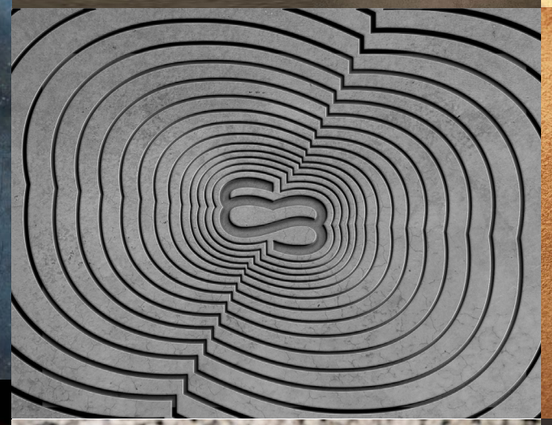
FIREBACK

FIREBACK
MENUS
CAREERS
RESERVATIONS
VOUCHERS
EVENTS
CONTACT



FIREBACK

FIREBACK



FIREBACK

FIREBACK

FIREBAC
FIREBACK
FIREBACK

FIRE3ACK

THANK YOU