

**SMOKEY
BEAR**



**Retro
Vibes**

STYLEGUIDE



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Fonts Editorial Palette

SMOKEY
BEAR

impact regular
available from fonts.com

Smokey
Bear

Alkaria
available from creativemarket.com

SMOKEY
BEAR

HARMON RETRO
AVAILABLE FROM [MYFONTS.COM](https://myfonts.com)

APPROVED TAGLINES:

- REMEMBER, ONLY YOU CAN PREVENT WILDFIRES
- ONLY YOU CAN PREVENT WILDFIRES
- ONLY YOU
- REMEMBER, ONLY YOU
- HELP PREVENT WILDFIRES
- PLEASE PREVENT WILDFIRES
- IF NOT YOU, WHO? PREVENT WILDFIRES
- IF NOT YOU, WHO?

ADDITIONAL PHRASES:

- PLEASE BE EXTRA CAREFUL – PREVENT WILDFIRES
- THANKS FOLKS FOR HELPING PREVENT WILDFIRES
- THANKS FOLKS FOR PREVENTING WILDFIRES
- SMOKEY'S FRIENDS DON'T PLAY WITH MATCHES
- ALWAYS BE CAREFUL
- ALWAYS BE CAREFUL WITH FIRE
- KEEP IT GREEN-PREVENT WILDFIRES
- KEEP OUR FORESTS GREEN AND GROWING-PREVENT WILDFIRES
- IF IT'S TOO HOT TO TOUCH-IT'S TOO HOT TO LEAVE. PREVENT WILDFIRES
- SPARK A CHANGE, NOT A WILDFIRE
- REPEAT AFTER ME, "ONLY YOU"
- SMOKEY'S FRIENDS DON'T PLAY WITH MATCHES
- PLEASE BE CAREFUL WITH FIRE
- THANKS FOR LISTENING
- PLEASE, HELP PREVENT WILDFIRES
- PLEASE HELP SMOKEY

theme colors

PMS 127

PMS 2006

PMS 2341

PMS 2476

PMS 663

PMS 157

PMS 7457

PMS 5517

PMS 557

PMS 4098

PMS 470
Smokey's fur

black
outline,
eyes,
and nose

PMS 469
hat letters

PMS 468
hat color
and muzzle

PMS 7427
mouth

PMS 2258
sprig



character art

COLOR PALETTE

Character Art



ONLY YOU

CA0007A



ONLY YOU

CA0007B





CA0008A



CA0008B



CA0009A

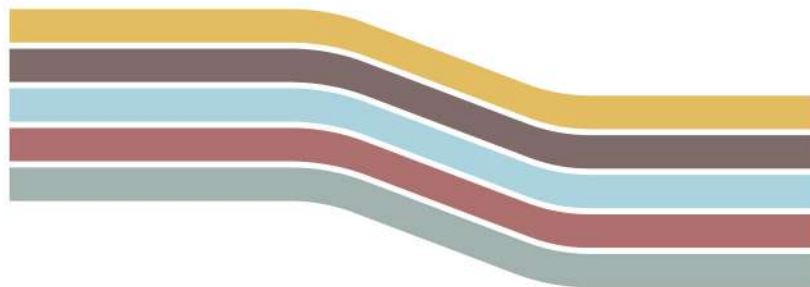


CA0009B

Design Theme



IC0007



ONLY
YOU



Only
You

Smokey Bear



ICONS

IC0008

Smokey
Bear

Smokey
Bear



SMOKEY
BEAR

SMOKEY
BEAR

help prevent
wildfires



GP0016



GP0017

GP0018



Smokey Bear

GP0019



GP0020A



GP0020B





GP0021



GP0022

GP0023A



GP0023B





GP0024



GP0025



PT0015B

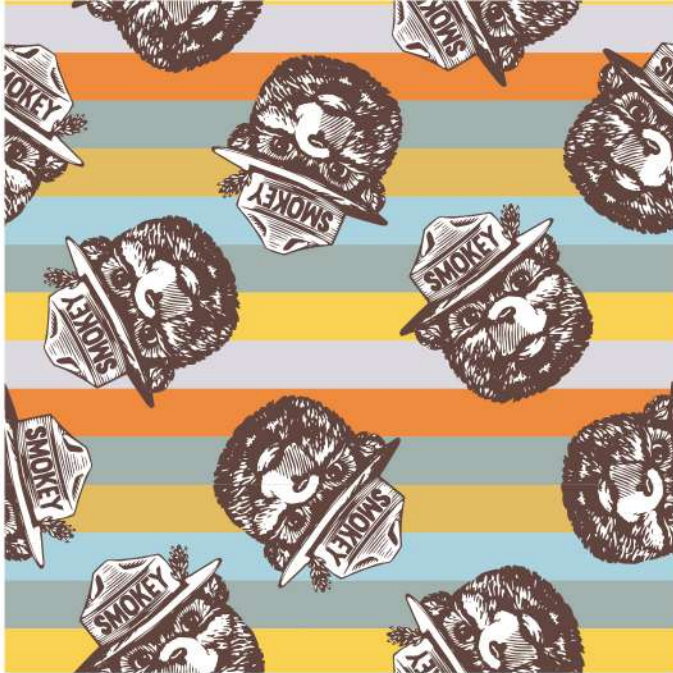
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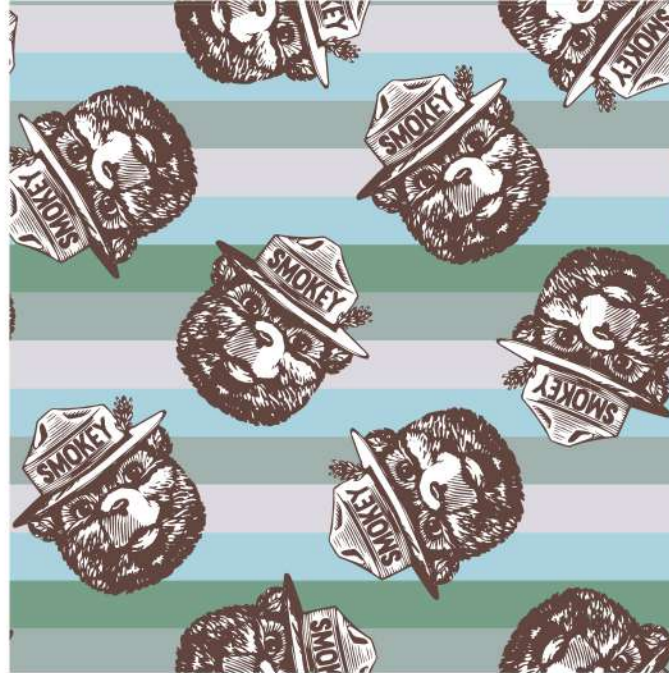
PT0016



PT0017



PT0018A



PT0018B



PT0019A



PT0019B



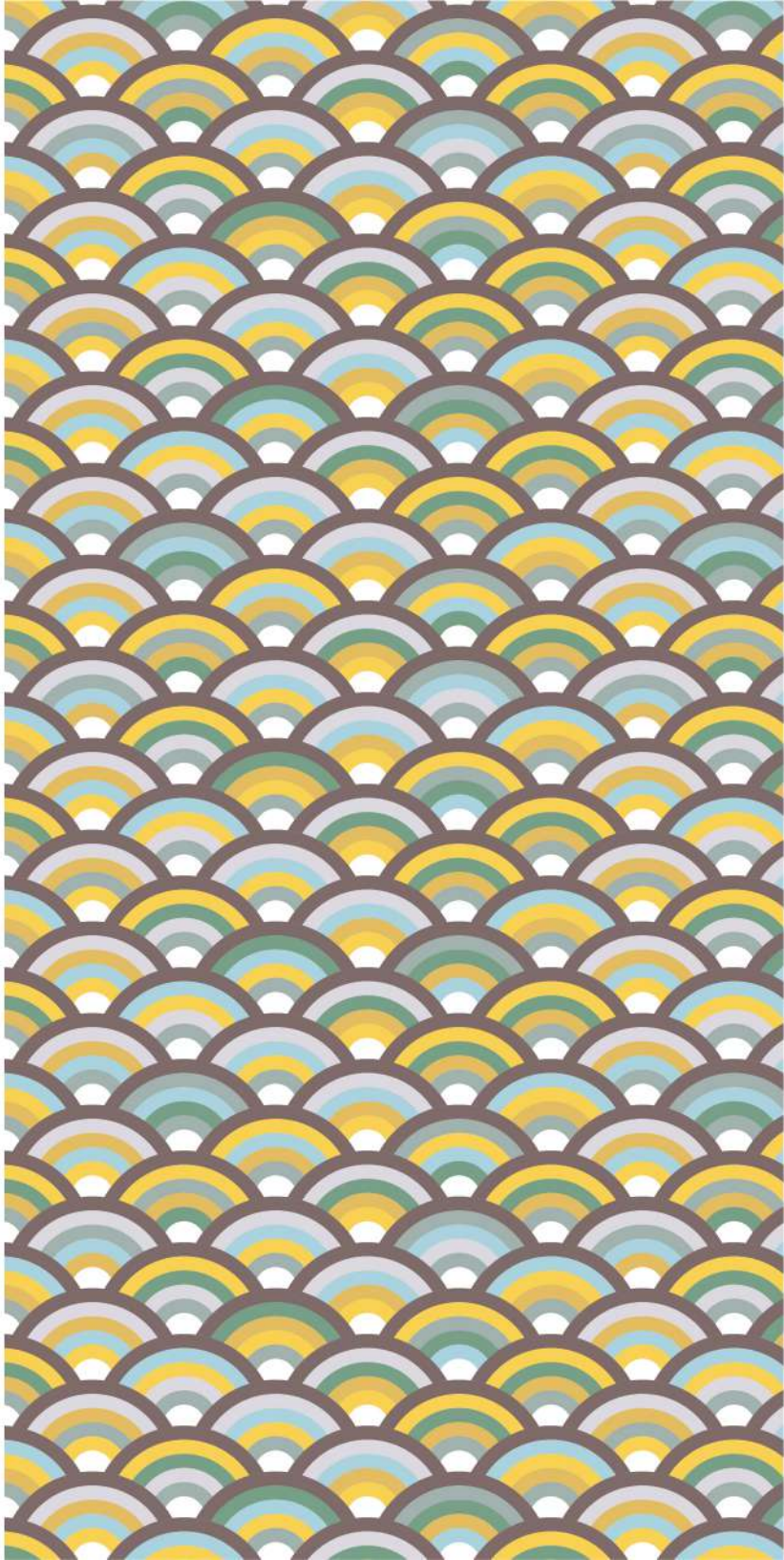
PT0020A



PT0020B

PT0020C >>





PT0022A



PT0022B

<< **PT0021**



Retro
Vibes

