

BRAND STYLE GUIDE

WORLD ON FIRE

A TRIBUTE TO STICK FIGURE



Final approved logo system and rules of use

Version 2.2 | July 2026

The identity unites human connection with live performance

Every expression should feel open and authentic, carrying the confidence, precision, and shared energy of a live show.

01

Authentic connection

Open, inclusive, and genuine. The identity brings people into a shared experience, strengthening the connection between the band, the music, and the audience.

02

Sonic immersion

Layered, enveloping, and faithful to the source. Each performance brings the depth, texture, and emotional atmosphere of the original studio recordings to the stage, allowing fans to step inside the music and experience it live.

03

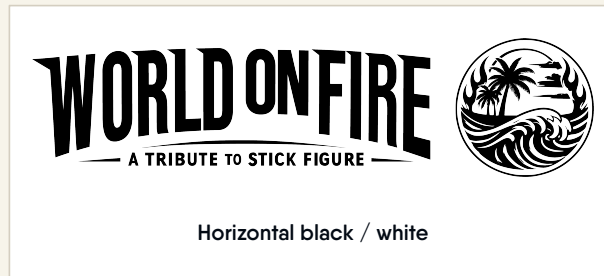
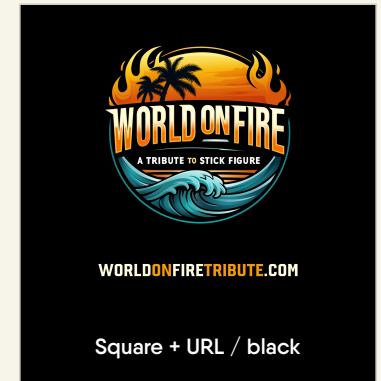
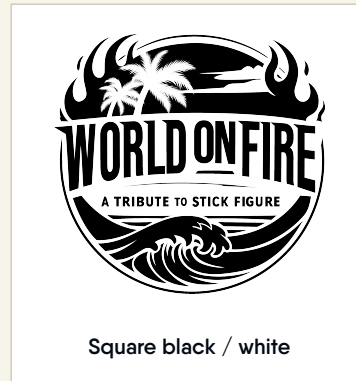
Elemental energy

Fire, sunset, palms, and ocean movement create a distinctive visual language with natural momentum. Together, these elements express warmth, freedom, and the organic energy that flows through the music, the performance, and the audience.

CONNECT DEEPLY. STEP INSIDE THE SOUND. EXPERIENCE IT LIVE.

Eight approved configurations

Five square treatments and three horizontal treatments form one controlled system.



Every configuration retains "A TRIBUTE TO STICK FIGURE." The URL is optional only in the approved URL lockup.

Full-color placement requires pure black

Both the square and horizontal transparent color files are approved only on #000000.



Pure black means #000000

Deep navy, charcoal, gradients, photographs, textures, and colored fields are not approved substitutes.

Never place either transparent full-color file directly on white or any non-black background.

Black and white logos require exact fields

The filenames identify polarity; the approved placement colors are still limited to #000000 and #FFFFFF.



BLACK-FOR-LIGHT-BG FILE

Approved background: pure white #FFFFFF only.



WHITE-FOR-DARK-BG FILE

Approved background: pure black #000000 only.

Cream, gray, navy, photography, gradients, and colored fields require the outlined square logo instead.

Other fields require the outlined logo

Its retained black keyline and internal black field protect the complete signature when black or white is unavailable.



The sole exception

Use this supplied outlined square file on colors, photography, textures, gradients, midtones, or other uncontrolled fields.

Do not improvise

Never add a new outline, border, shadow, box, or custom black shape to another logo. Use the approved outlined artwork as supplied.

No outlined horizontal logo is approved.

Square one-color logos require exact fields

The one-color treatments retain the complete signature and follow the same exact background restrictions.



BLACK ARTWORK / PURE WHITE FIELD



WHITE ARTWORK / PURE BLACK FIELD

Choose the correct logo

Start with the destination field, then select the approved format and treatment.

Application	Format	Background	Approved asset
Banner / header	Horizontal	Pure black #000000	Color-for-black-bg or white-for-dark-bg
Banner / header	Horizontal	Pure white #FFFFFF	Black-for-light-bg
Poster / avatar	Square	Pure black #000000	Color-for-black-bg or white-for-dark-bg
Poster / avatar	Square	Pure white #FFFFFF	Black-for-light-bg
Any placement	Square only	Any other background	Approved color-outlined logo only
URL application	Square lockup	Pure black #000000	Approved square color + URL lockup

Do not create a new containing box or outline. If the field is neither black nor white, use the approved outlined square logo.

The tribute subtext is mandatory in every full logo

“A TRIBUTE TO STICK FIGURE” is part of every full signature; the compact icon is the sole exception.

WORLD ON FIRE
— A TRIBUTE TO STICK FIGURE —



REQUIRED SUBTEXT

- X** Never crop, mask, cover, or delete the tribute line.
- X** Never substitute newly typed text for the integrated subtext.
- X** If the tribute line cannot be read, increase the logo size.
- X** Only the compact icon may stand alone; never use the wordmark alone.

The optional URL lockup remains on pure black

It is one of the eight approved configurations and may be used when a destination is useful.



WORLDONFIRETRIBUTE.COM

Complete lockup

The square logo keeps its required tribute subtext. The URL appears beneath it as optional supporting identification.

Preserve the byline artwork

Keep the supplied capitalization, cream/orange split, proportions, and spacing. Never use the URL to replace the logo.

Approved field: pure black #000000 only.

Use one public name—and one icon exception

Written references follow a fixed title-case convention; compact digital placements use the approved no-subtext icon.



Official public name

World On Fire: A Tribute To Stick Figure

Use title case and a colon exactly as shown. Never substitute a hyphen or dash.

Compact icon exception

For favicons, social avatars, app and touch icons, and similarly constrained digital surfaces, this approved icon may omit the tribute subtext.

Small digital use only. Never replace a legible full logo.

Protect every logo with clear space

No type, trim edge, sponsor mark, photograph, or decorative element may enter the exclusion zone.



Square logos | $X = 1/10$ of logo width



Horizontal logos | $X =$ tribute-line capital height

More space is always acceptable. Less space is not.

The tribute line determines minimum size

These are starting standards. Test the actual substrate, device, and production method before release.

ASSET	DIGITAL	PRINT
Horizontal full color	500 px wide	4.25 in / 108 mm
Horizontal one color	360 px wide	3.00 in / 76 mm
Square full color	240 px wide	2.00 in / 51 mm
Square one color	150 px wide	1.25 in / 32 mm
Square outlined	240 px wide	2.00 in / 51 mm
Square + URL lockup	300 px wide	2.50 in / 64 mm

If “A TRIBUTE TO STICK FIGURE” is not clearly legible, the logo is too small. Never remove the line to solve a size problem.

There are only three background choices

Use direct-placement artwork on pure black or pure white; use the outlined square logo everywhere else.



Use only the approved artwork

The supplied files—not recreated artwork—are the source of truth.

X Do not remove the subtext from full logos

The compact icon is the sole exception.

X Do not stretch or compress

Proportions are fixed.

X Do not change the type

Never reset or redraw the name.

X Do not place direct artwork on other colors

Use the approved outlined square logo.

X Do not extract the companion emblem

It remains part of the supplied horizontal lockup.

X Do not recolor the artwork

Use the approved background-specific file.

X Do not add effects

No glow, bevel, shadow, or new outline.

X Do not rebuild the lockup

Spacing and relationships are fixed.

Supporting colors are not logo fields

Use these colors in layouts and typography; only the outlined square logo may appear directly on them.

Pure Black	Fire Orange	Sun Gold	Ocean Teal	Aqua	Cream
#000000	#D8550D	#F8BF1E	#288D99	#4EB7B4	#FEF294

Critical distinction

Direct-placement logo fields are limited to #000000 and #FFFFFF. On any swatch shown above, use the approved outlined square logo.

Three typefaces create a unified voice

Typography supports the identity but never substitutes for the supplied logo artwork.

Qanelas Soft

Primary brand voice

Body copy, supporting information, navigation, captions, and secondary poster lines.

Preferred weights: Regular, Medium, SemiBold.

Qanelas

Performance and authority

Headlines, dates, venues, calls to action, and high-contrast emphasis.

Preferred weights: SemiBold, Bold, Black.

ABSOLUTE EMPIRE

Accent use only. Never attempt to recreate the logo wordmark with live type.

Let the approved logo lead the layout

Use an exact black or white field—or the outlined square logo when neither field is available.



SEEK

- Warm sunset light
- Ocean movement
- Authentic stage energy
- Pure black or pure white logo fields
- Outlined square logo on other fields
- Strong, simple alignment

AVOID

Generic tropical decoration, rainbow clichés, crowded photography behind the logo, competing effects, and multiple motion gestures.

Final release checklist

A consistent identity comes from repeatable decisions and the correct source file.

- Correct horizontal or square format
- Correct file for pure black, pure white, or outlined use
- Transparent full-color artwork appears only on pure black
- Full logos keep “A TRIBUTE TO STICK FIGURE” intact and legible
- Required clear space is protected
- Minimum size is respected
- No distortion, recoloring, cropping, or added effects
- Optional URL is used only in the approved black-field lockup



OFFICIAL FILE FORMATS

AI • EPS • PNG • SVG • PDF

WHEN IN DOUBT

Black, white, or the approved outlined square file.