



BRAND BOOK

FIREFLY



TRADEMARKS & BRAND GUIDELINES

These guidelines have been created to help our employees, customers, partners, licensees, outside vendors, and other third parties understand how to use FireFly brand features correctly, including Firefly logos and trademarks. You are permitted to use the Firefly name, logos, artwork, and other brand features only in accordance with our Trademark Guidelines. Any use of Firefly brand features contrary to our guidelines is prohibited.

The Firefly name, logos, artwork, and other brand features are valuable Ministry of Cast Iron intellectual property. It is important to use them properly. By using Firefly brand assets, you agree to these trademark guidelines, as may be updated from time to time, and you acknowledge that Firefly is the sole owner of the Firefly trademarks and service marks, and all goodwill derived from their use accrues only to Firefly.

Firefly may review use of our brand assets at any time and reserves the right to terminate or modify any use.

TABLE OF CONTENTS

LOGO | LOGO VARIATIONS | COLORS | GRAPHIC PATTERN | TYPOGRAPHY | ICONS | IMAGES | PRESENTATIONS | LAYOUT | DIGITAL |



MAIN LOGO



FLAVICON LOGO

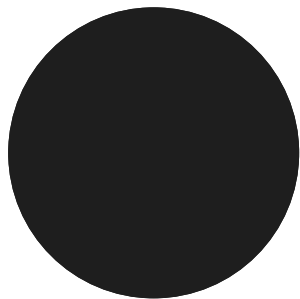


FIREFLY WITH MINISTRY OF CAST IRON

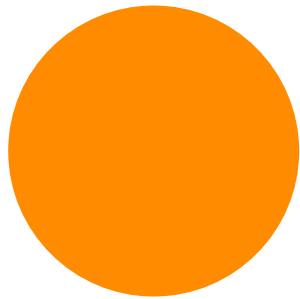
LOGO ON IMAGE AND DARK BACKGROUND



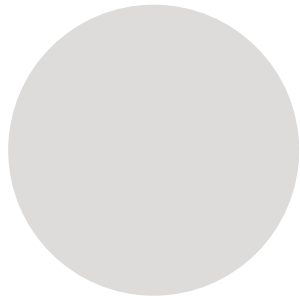
PRIMARY COLORS



FIREFLY **DARK NIGHT** COLOR
FIREFLY R96 G96 B96
#606060

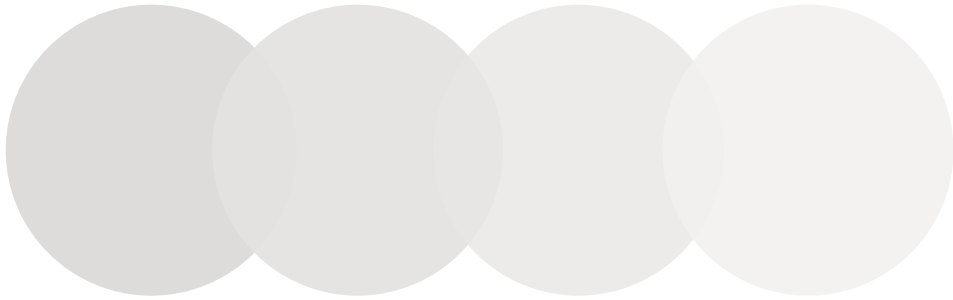
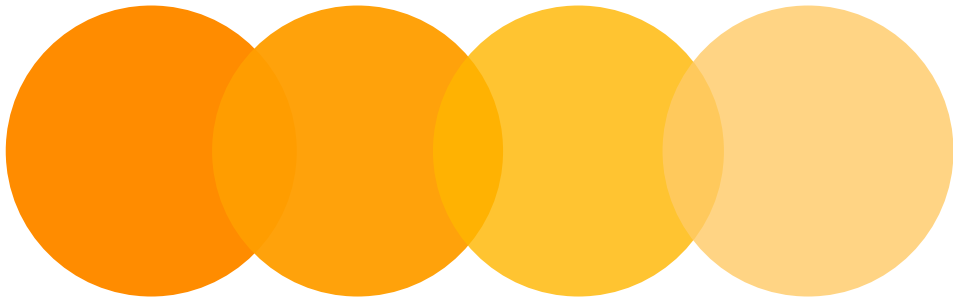
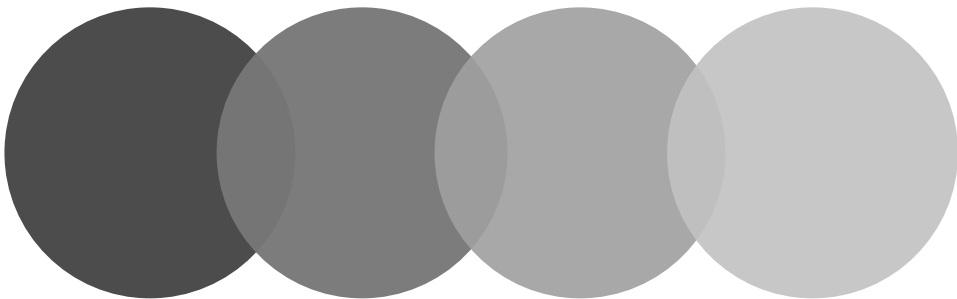


FIREFLY **FIRE** COLOR
FIREFLY R155 G140 B0
#FF8C00

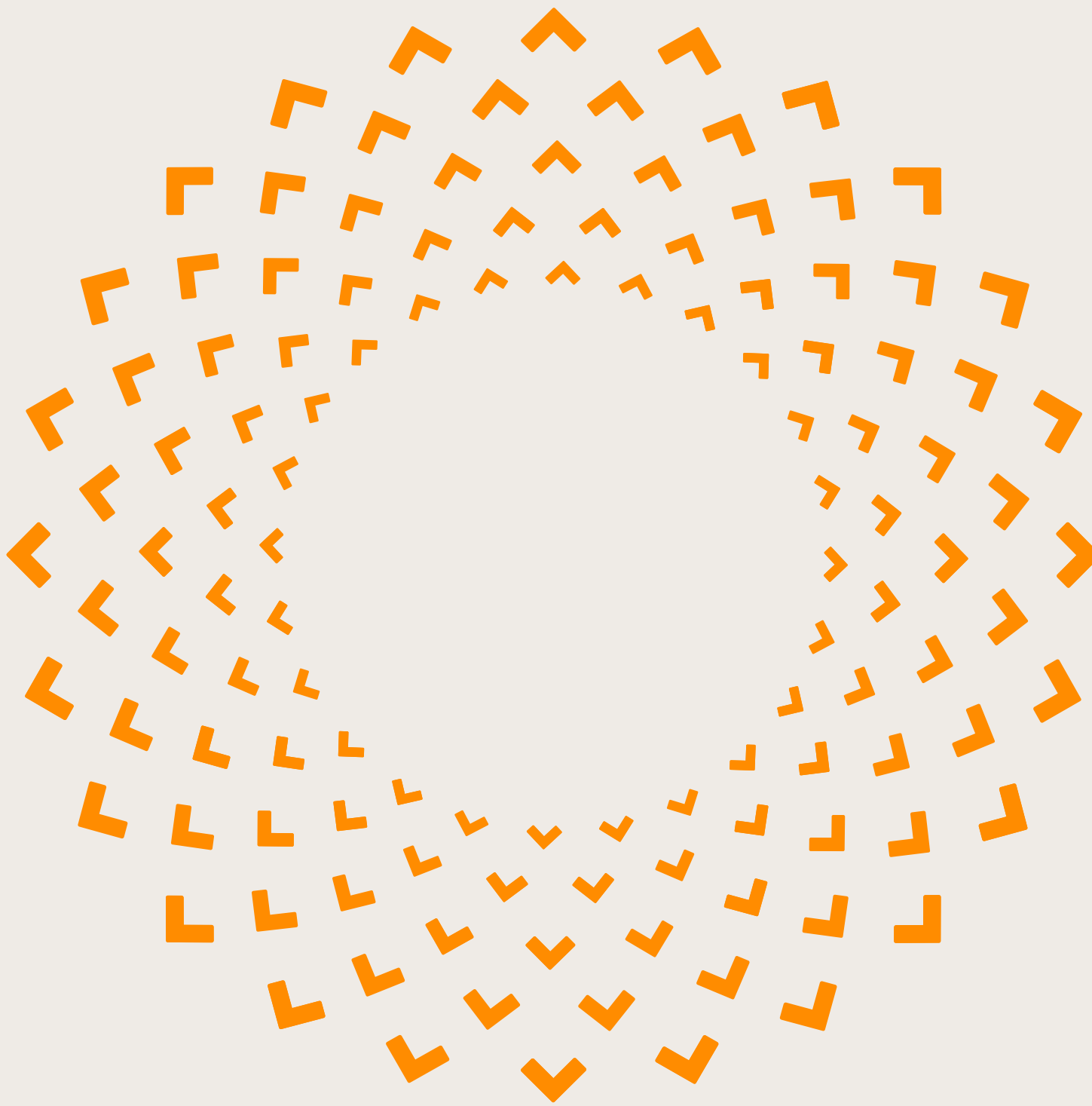


FIREFLY **ASH** COLOR
FIREFLY R222 G220 B218
#DEDCDA

PRIMARY COLORS
SHADES



THE FIREFLY



TYPOGRAPHY
AND TONE OF VOICE

TRUE LOVE
AND TIMELESS
MEMORIES

HEAD AD TAG LINE
CAPITAL LETTERS
Merriweather Sans

"True Love and Timeless Memories"

encapsulates the essence of deep and enduring connections. It speaks to the enduring power of love and the ability to create memories that stand the test of time.

"True Love" signifies not only romantic love but also love in its purest forms, like the love of family and friends. It reflects authenticity, unwavering affection, and the profound bonds we share with those who hold special places in our hearts.

"Timeless Memories" reminds us that some moments are so precious that they remain vivid and cherished throughout our lives. These memories are not confined to a particular era; instead, they transcend time, resonating with us for generations.

MAIN BODYCOPY
Merriweather light

BODYCOPY OPTION
Merriweather regular

Together, this slogan invokes a sense of nostalgia, warmth, and the belief that genuine love has the power to craft moments that will be celebrated and remembered for a lifetime.

Tag line used by FireFly to evoke sentiments of enduring relationships, family, friendship, or to convey the idea that our product create cherished memories that last a lifetime.

CAST
IRON

100%
RECYCLABLE

PLANET
FRIENDLY

PLANET FRIENDLY

CAST IRON

100% RECYCLABLE



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LIFETIME WARRANTY

Crafted from top-of-the-line cast iron, completely recyclable, this fire pit is an enduring masterpiece that guarantees longevity and it's built to last for generations.

BY MINISTRY CAST-IRON

"I purchased the FIREFLY fire pit for my backyard and it has been a game-changer for our family gatherings. The smokeless design means we can all enjoy the warmth and light of the fire without any discomfort. Plus, the large burn chamber allows for plenty of wood logs to keep the fire going all night long. Highly recommend!"

BY ANAMARIA

"I was hesitant to purchase a fire pit due to concerns about smoke, but the Iron FIREFLY fire pit has completely exceeded my expectations. The smokeless design really works, and the size is perfect for cozy evenings with friends or family. I appreciate the high-quality construction and the included ash pan for easy cleanup."

BY ADAM

"The FIREFLY fire pit is simply amazing. The design is sleek and modern, and the smokeless experience is unmatched. It's the perfect addition to any outdoor space and has become a regular part of our family's weekend routine. We love making camp on the cob and enjoying the warmth of the fire together."

BY MARTA

THE STORY

Our journey began with a desire to create something beautiful and timeless. The stunning natural beauty around our facility in North Macedonia, combined with the warmth and camaraderie of our team, inspired us to cherish the time we spend together and fostered a deep sense of belonging.

BY MINISTRY CAST-IRON

FIREFLY TRUE LOVE AND TIMELESS MEMORIES

BUILD FOR GENERATIONS

✓ Designed to enhance your outdoor experience with a mesmerizing, smokeless flame

✓ A spacious burn chamber to gather around and make memories

✓ Includes: **Durable Cast Iron** fire pit and easy clean-up ash pan, built to last generations to come

THE MAGIC OF SMOKELESS FLAMES

Experience the magic of a smokeless fire with our double-wall airflow system that keeps the flames burning bright. The Firefly pit's cutting-edge design results in smokeless flames that are fed by heated oxygen mixed with the smoke, providing a spectacular secondary re-burn

Diagram showing the double-wall airflow system and the Firefly pit's design.

Made from recycled cast iron, top diameter of 56cm/22", height 33cm/13"
Weight of the product up to 43kg/117 pounds

BUILD FOR TOGETHERNESS


True beauty of nature, roasting marshmallows and enjoying the warmth of a wood-burning fire with your friends and family shouldn't come at the cost of watery eyes and smoky clothes. That's why FIREFLY brings you the unobstructed scent and heat of natural flames.

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ZERO IMPACT
ON ENVIRONMENT


Discover the allure of our eco-friendly fire pit, crafted with 100% recyclable material.
Experience the warmth and joy of a real wood-burning fire without any smoke, ensuring a cleaner and greener outdoor experience. Our fire pit is a perfect blend of sustainability and functionality, creating timeless moments while preserving the beauty of nature.



READ MORE

ZERO IMPACT IS
NOT ENOUGH

Inspired by the beauty of nature and crafted from cast iron, a 100% recyclable material, our goal is to manufacture the FireFly solely with the solar energy. While it may be tough, it's definitely within our capacity.. Together, we're on a journey to bring to life something truly special.



PRE ORDER

WHY
CAST IRON

With cast iron's unmatched heat retention, durability, uniform heat distribution, and thermal conductivity, the FireFly pit not only burns fuel more efficiently than steel



FIREFLY

SMOKELESS
FIREPIT

MINISTRY
CAST IRON

JESTEŚ
ZAINTERESOWANY
ZAKUPEM PALENISKA
FIREFLY?

Skontaktuj się bezpośrednio z nami! Odpowiemy na wszystkie pytania i pomożemy nabyć twoje wyjątkowe palenisko!

PLANET FRIENDLY100% RECYCLABLECAST IRON

True love and timeless memories

FIREFLY

BY MINISTRY
CAST IRON



✓ Designed to enhance your outdoor experience with a mesmerizing, smokeless flame

✓ A spacious burn chamber to gather around and make memories

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SMOKELESS
FLAMES

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PLANET
FRIENDLY

Unique design Firefly cast iron smokeless fire pit remind us that it's the small, simple things in life that matter the most. They inspire us to take a moment to slow down, ground ourselves in the moment, and appreciate all that surrounds us.



LIFETIME WARRANTYPLANET FRIENDLY100% RECYCLABLECAST IRON

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-AnaMaria-

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-Adam-

"The FIREFLY fire pit is simply amazing. The design is sleek and modern, and the smokeless experience is unmatched. It's the perfect addition to any outdoor space and has become a regular part of our family's weekend routine. We love roasting marshmallows and enjoying the warmth of the fire together."
-Marta-

PRE-ORDER

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It’s the small simple things in life that matter the most. Modest sparks inspire us to reflect and reconnect with the nature. Journey from the sound of crackling fire to silence, where the vibrant dance of the flames, gently fade into calm stillness. Reminding us to appreciate the beauty that surround us.

THANK YOU