

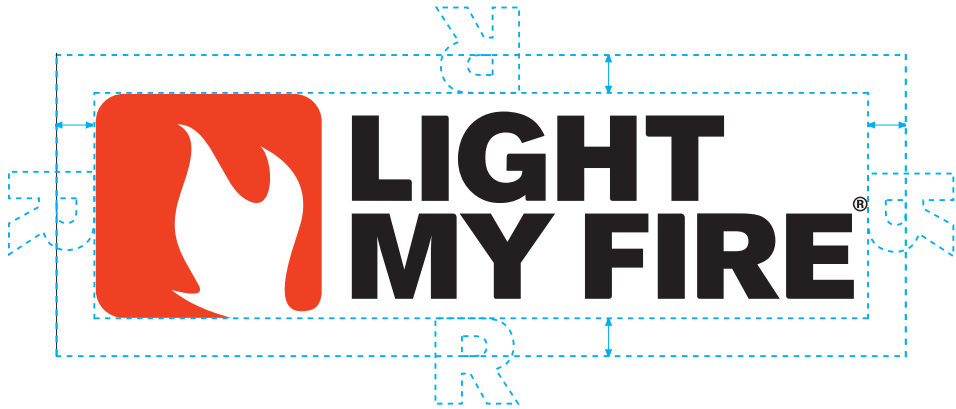
Logotype



Logotype & adress



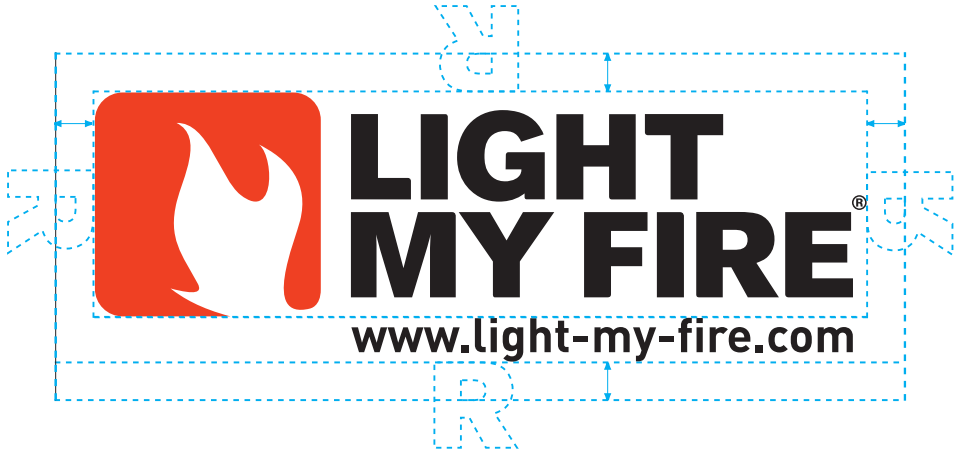
Free space around logotype



Space to adress



Free space around logotype with adress



Color LMF Red



CMYK



PANTONE®



WEBB (RGB)



Logotype negative version



DIN Bold in headlines

DIN Bold in subheads

DIN Regular in body copy

"DIN" stands for "Deutsche Industrie Norm," which means German industry standard. These standards apply to many areas beyond type. DIN is based on DIN-Mittelschrift, a signage face used on the traffic signs and public buildings in Germany.

DIN was designed by Albert-Jan Pool, a Dutch designer working in Hamburg, who took on the challenge of reworking DIN-Mittelschrift and expanding it into a type family of five weights. For each weight there is an alternate cut with old style figures, circular i-dots and full points. He also created an italic, a condensed, old-style figures, and a few alternate characters, for those "looking for slightly less severity in a face." The result is a "rational"-appearing typeface that is more readable than the original DIN types but still evokes all the associations with German industrial engineering.



You don't have to eat like an animal just because you're outdoors.



Comes in civilized colors

We took a long hard look at what you need to prepare and eat meals in the great outdoors. The result is a completely re-invented mess kit that is so convenient and stylish you'll end up using it both in the great outdoors and on your next picnic. You might even take it to work to meet your friends.

The Mealkit contains everything you need to prepare and eat a meal anywhere: two plates, a spill-free cup, a "spork" (combined spoon and fork), a colander, a cutting board and a small waterproof box for all those things that just have to stay dry. The Mealkit is made of environmentally-friendly plastic that is durable, dishwasher safe and a fashion statement.

Go ahead. Add some wildlife to your daily life.



LIGHT MY FIRE
www.light-my-fire.com

Upper or lower left