

FireHose Brand Guidelines

Version 1.0

FireHose is a wire service for one person. These guidelines define how the brand looks, sounds, and communicates across all contexts.

1. Brand Voice

FireHose is a wire service for one person. It should sound sharp, credible, calm, and anti-hype. The product reads the flood of articles, podcasts, newsletters, social feeds, and video, ranks it against the reader's own brief, and turns the useful part into a daily dispatch. The voice should make that work feel deliberate, not magical.

Write short sentences. Let verbs do the work. Prefer concrete terms like signal, dispatch, briefing, source, relevance, rank, and queue. Avoid startup superlatives, cute metaphors, and claims that make the reader feel managed by software. FireHose is the editor coming back, not another feed.

Product UI can speak directly to the user: your briefing, your queue, your sources. Marketing and press copy should usually describe FireHose in the third person: FireHose ranks, filters, and briefs. Use first-person plural only in manifesto contexts, where conviction matters more than polish.

The reader is busy, literate, skeptical, and allergic to noise. Respect that. Say what happened, why it matters, and what FireHose does about it.

2. Color Palette

Primary Signal

Color | Hex | Use

Signal blue, light mode | #1B4FA0 | Brand dot, selected press accents, light-surface signal

Signal blue, dark mode | #5A8DEF | Brand dot and signal accents on deep ink

Neutral Scale

Color | Hex | Use

Paper | #FBF8F1 | Primary light background

Paper raised | #F5F0EA | Raised light surfaces

Hairline | #D9D3C7 | Quiet borders on light surfaces

Deep ink | #0F0F0E | Primary text and dark background

Ink muted | #5E5A52 | Secondary text on light surfaces

Reverse paper | #EDEBE4 | Primary text on deep ink

Use one chromatic accent at a time. Do not pair the FireHose mark with red, yellow, green, purple gradients, or decorative glow effects.

3. Typography

Display

Source Serif 4 is the display face for the FireHose wordmark, editorial headlines, and high-level brand moments. Use it with tight but readable tracking and sentence case.

Body

System sans is the default body stack for press copy and product descriptions: Inter, -apple-system, BlinkMacSystemFont, Segoe UI, sans-serif.

Data and Metadata

Use a system mono face for timestamps, issue numbers, signal scores, and short labels. Keep numerals tabular when possible.

Rules

- Brand name: FireHose, never Firehose, firehose, or FIREHOSE.
- Headlines should be short and declarative.
- Body copy should stay left-aligned.
- Avoid novelty display faces, decorative scripts, and condensed all-caps treatments.

4. Logo

The FireHose mark is an abstract lettermark. The wordmark pairs "FireHose" in Source Serif 4 with a signal-blue dot at the trailing edge.

Clearance

Maintain a minimum clearance equal to half the cap-height of the wordmark on all sides. Do not crowd the mark with adjacent type or graphic elements.

Approved Variants

- Mark only (logos/mark.svg): Use when brand recognition is established and space is tight.
- Wordmark with dot (logos/wordmark.svg): Primary brand lockup for most contexts.
- Wordmark without dot (logos/wordmark-only.svg): Use on signal-blue backgrounds.

Restrictions

- Do not recolor the mark outside the approved palette.
 - Do not rotate, skew, or distort the mark.
 - Do not apply drop shadows or decorative effects.
 - Do not use the mark at sizes below 16 px in digital contexts.
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5. Press and Media

For press inquiries, executive headshots, or a product demo build, contact press@firehose.editorial.

When referencing FireHose in editorial contexts, use the first reference: FireHose (the AI-powered briefing system). Subsequent references: FireHose. Never use: Firehose, fire hose, or FIREHOSE.