

CAL FIRE UNIFORM PURCHASING GUIDE (1000) - EXHIBIT K

(No. 122 January 2009)

CAL FIRE TYPOGRAPHIC LOGO

(Also refer to [Section 1508](#) – Logo Definitions)

This Trademarked Logo will be used as defined by policy. It is designed to be used as pictured below in red with black drop shadow on white or light colored backgrounds. For use on dark backgrounds it will be used in red with white drop shadow.



CAL FIRE Typographic Logo Details:

The font is "Arial Black" printed in a 14% slant @ 100%.

The offset is started with 2" letter, stack the "CAL" .4" above "FIRE", right justify L in CAL off slant of I in FIRE.

The Typographic Logo has a drop shadow down & to the left Block Shadow:
Outline .05", Down -.2", Left-.25"