The Condensed Guide to Smokey

A Style Manual

Introduction

Smokey Bear is the National symbol of forest fire prevention. As the guardian of the forest, he is the statutory property of the USDA, Forest Service. His use is extended to the National Association of State Foresters, and the Advertising Council, as they support the Cooperative Forest Fire Prevention (CFFP) Program.

This style guide has been prepared to help you produce Smokey's likeness in a graphically accurate and consistent manner, and to the prescribed standards of excellence.

Smokey's Standard of Excellence

Graphic representation of any corporate symbol must be done to standards of excellence which will not demean the integrity of that symbol.

Smokey Bear shall be drawn with a thick line, generally utilizing pen and ink or brush and ink, so the line will appear expressive when reproduced. The line art of Smokey shall always appear 100% black (solid).

He can be reproduced in one-color (black only) or as multi-color imaging. The acceptable colors for Smokey and his associated dungarees, hat and shovel are shown in this guide. These regulation colors shall not be deviated therefrom:

- Hat - PMS-467 (Beige)
- Hatband - PMS-469 (Dark Brown)
- "SMOKEY" - PMS-469 (Dark Brown)
- Face - PMS-470 (Medium Brown)
- Body - PMS-470 (Medium Brown
- Eyes - PMS-469 (Dark Brown)
- Muzzle - PMS-468 (Light Beige)
- Pants - PMS-299 (Blue)
- Buckle - PMS-131 (Goldenrod)
- Belt - PMS-469 (Dark Brown)

Smokey always appears <u>only</u> with his traditional blue jeans, belt, buckle, and "campaign" hat. Optionally, he carries a shovel. As it is stated in the song, "With his ranger's hat and shovel and a pair of dungarees, you will find him in the forest, always sniffing at the breeze...."; showing Smokey in other than proper attire leaves his appearance open to interpretation and demeans the image. It is inappropriate to show Smokey wearing a three-piece suit or other attire not consistent with the image of Smokey Bear, as outlined in this styleguide.

This guide illustrates the features of his hat, shovel, and general appearance. These features shall remain consistent. If Smokey is shown illustrated with children, he is always taller than the children; when shown with adults, he should be shown at least as tall or taller than the adults.

A Final Note.....

Your respect for Smokey's status as America's No. 1 Fire Prevention symbol is appreciated. **When in doubt about Smokey's image, check it out!** In any publication where the "trademarked" logo appears, the "TM" mark shall always be left intact.

Make sure permission has been granted, in writing, when Smokey is drawn or appears with other fire prevention symbols! This permission can only be granted by the Director of Fire & Aviation Management of the USDA, Forest Service in Washington, D.C.

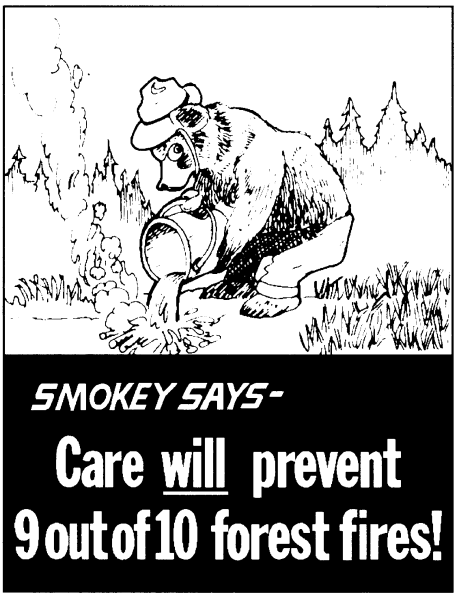
Smokey's is a Bear's Life

Today, Smokey Bear is highly recognized as the advertising symbol for wildfire prevention. Being a highly recognized symbol and maintaining the "pure" status enjoyed by Smokey is a never-ending struggle. One of the constant battles he must fight is that of "dilution". Dilution of a trademark, symbol, or copyright happens when people knowingly use a symbol, trademark, etc. without respect to legal issues.

This most generally happens when individuals use graphic images in any way, shape, or form without regard to the standards of excellence developed for its graphic representation. Over the years, Smokey has been wounded by the artist's pen. By depicting Smokey in ways other than those approved, you contribute to the dilution. Don't be guilty of reducing Smokey to ashes!

The idea for a National forest fire prevention symbol was conceived during World War II. With the threat of disastrous wildfires in America's National Forests, due to incendiary shells, the Wartime Advertising Council and the Forest Service joined forces to form the Cooperative Forest Fire Prevention Program.

While searching for a unique symbol to fill the role, the CFFP Program was able to "borrow" the use of Bambi, a Walt Disney Studios' character, for one year. Subsequently, they would be forced to create their own symbol. America's No. 1 Fire Preventer, Smokey Bear, was born on August 9, 1944. The "newborn" was not a cub, but a full-grown black bear, sporting a ranger's hat and wearing dungarees.



It wasn't until 1950 that a living symbol of Smokey was found. A black bear cub was found clinging to a charred, smoking snag after a forest fire near Capitan, New Mexico. After healing, Smokey was sent to live in the National Zoo in Washington, D.C. The living symbol of Smokey Bear remained alive until 1976, when he was returned to Capitan, New Mexico.

The living symbol is gone; the graphic symbol of Smokey remains strong and viable, as long as proper use and safeguards are maintained!

Appearances CAN Be Everything!

Smokey is very particular about his appearance, and since he is protected, so are his partners in the CFFP Program.

These guidelines are flexible enough to let you use Smokey in many different situations. Adapt Smokey for your needs, while assuring the intent of his fire prevention messages is not sacrificed.

Smokey's expressions can change, but should never be menacing or frightening. Smokey is always caring and informative, appealing to children and adults alike. The key to Smokey's expressive nature is generally shown in his eyes; the kind caring eyes reveal his true nature.

When Smokey's face is illustrated, it shall be representative of the face depicted on Smokey's logo, shown within this brochure. To assure the best quality illustration, contract with a professional graphic artist capable of portraying Smokey at his best.

His fire prevention messages should never be mixed with other non-fire prevention messages, just as Smokey should never be mixed with symbols from other public service programs. **"Remember, Only YOU Can Prevent Forest Fires!"** is as valid today as it was 50 years ago; it remains Smokey's National fire prevention slogan. Other themelines and slogans may be used with Smokey, but they must relate to fire prevention.

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Smokey Bear is the statutory property of the USDA, Forest Service, and may not be used except within the guidelines contained herein.

Keep the integrity and purpose of Smokey Bear alive by following the guidelines.

USDA, Forest Service, Director of Fire & Aviation Management, Washington, D.C. 20250

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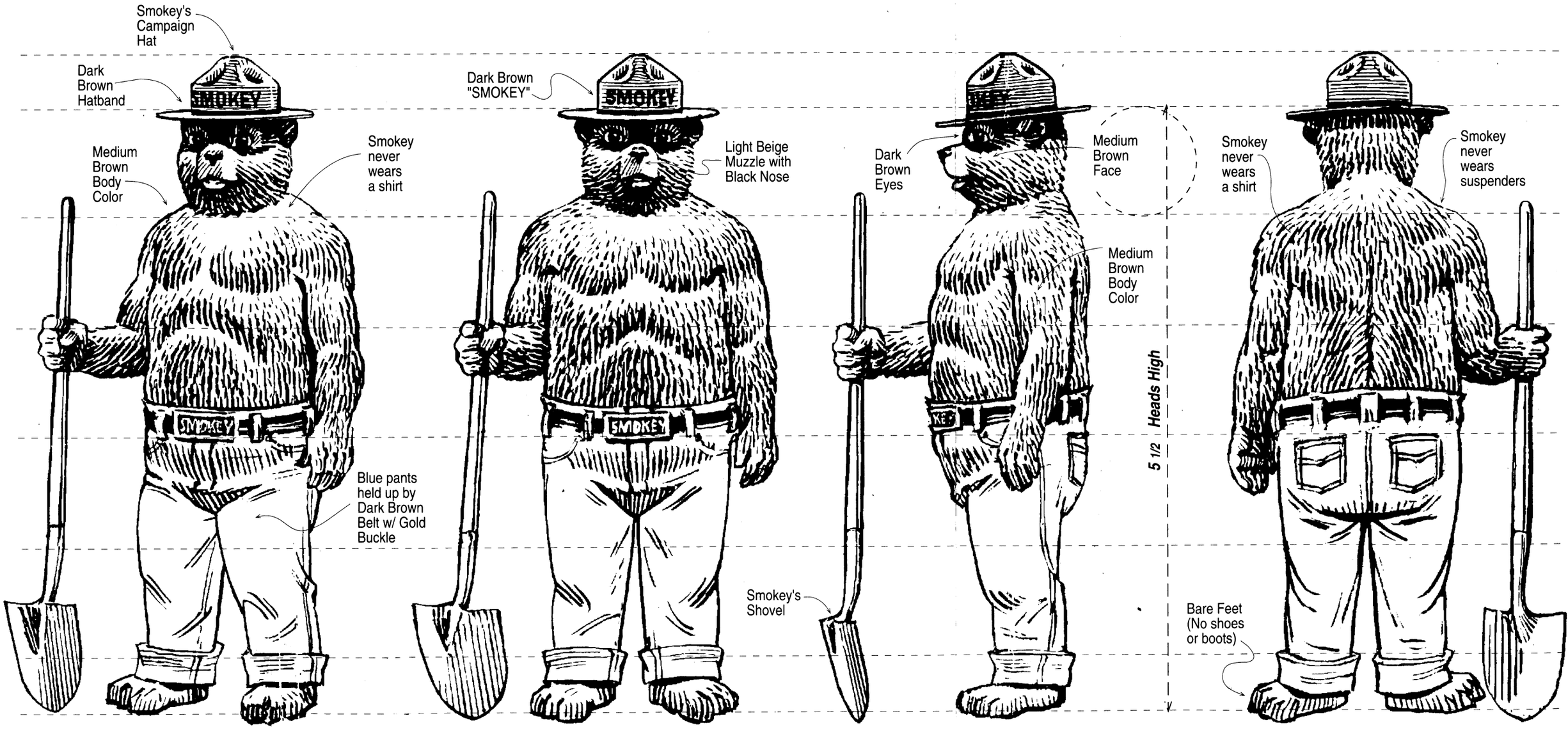
Identifying Features

Three-Quarter View

Front View

Side View

Rear View