




STARFIREDIRECT®
Reinventing Outdoor Living

BRAND IDENTITY GUIDELINES

A person with long, wavy hair is seen from the back, sitting on a dark wicker chair on a stone patio. They are holding a glass of red wine. In the foreground, a round fire pit with a bright fire is on the patio. The background shows a sunset over a city with distant lights and hills under a colorful sky.

Our mission is to use our experience, innovation, and passion to help people capture life's special moments by reinventing outdoor living. We strive to provide customers with a great experience from start to finish by sharing our amazing lifestyle products while ensuring they receive the best possible customer service available. We truly enjoy seeing our products enhance their home or workplace, enriching their lives, and taking their living spaces to the next level.

With your help, we can enhance the relationship with our customers like never before.
Thank you and welcome to the Starfire Team.



WHO WE ARE

EXPERIENCE

With decades of experience working directly with top vendors to discover and offer high-quality products, we have built a name for ourselves and a brand that we are proud of. Through our collective efforts to positively promote ground-breaking change in the hearth and patio industry, we strive to deliver an unrivaled experience for all customers, partners, and communities.

INNOVATION

Through innovation, we are constantly raising the bar when it comes to setting the standards — both in the patio and hearth industry and within our workplace. Innovation influences action: by breaking the mold, inspiring fresh ideas, promoting curiosity, growing from mistakes, and continuously moving forward to exceed all expectations.

PASSION

Passion is what defines us as a company, it's the atmosphere we created in our workspace. With passion at the forefront of everything we do, we encourage all ideas, inspire greatness, and find innovative ways to overcome obstacles to promote growth.

OUR JOURNEY

During the dotcom craze in 2007, owner and CEO Jonathan Burlingham set up shop in his home and started what would become one of the leading retail companies of the patio and hearth industry.

With years of tedious hard work, working directly with vendors to find and offer the best products, and by personally responding to each customer's needs, we have built a name for ourselves and a brand that we are proud of.

As our journey continues, we keep our customers center stage to ensure that every day we work towards a better experience for you as you reignite your life.

Our fifteen years of experience in the hearth and patio industry has provided us the opportunity to work on various television programs such as the HGTV Network and with world class designers like Antonio Bellatore, as well as with residential and commercial customers from all walks of life..





White Backdrop Layouts tend to be used for covers or brand recognition.



Lifestyle Backdrop Layouts tend to be used title backdrops online and in print.



These variations and layouts are not approved and should never be utilized.



Do not rotate, reflect, discolor, stretch, or distort the Starfire logo or any variation of it.



CONCLUSION

By refocusing on a simple message and simple design centralized around the customer's experience, we hope to push our brand forward by enhancing our customers lives with an experience and not bogging them down with excessive details before purchase. That means all information is brought to its basic core and must be as accurate as possible before publishing. If you are having issues with any of our accounts, images, etc, don't hesitate to call or email us.

With help from companies like you, we can achieve our company goals that will rocket us forward into our next online shopping phase. Thank you for reading through our comprehensive strategy and we hope that together we can create the ideal customer experience and reignite people's lives.

Thank you for taking the time to understand our brand further
and we looked forward to working with you.