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SECTION 01
THE LOGO
To keep our brand strong, it is important to follow our brand guidelines to ensure consistency across various media as we grow.

CLEAR SPACE.

To ensure maximum visibility, please give The Phoenix logo the height and width of one capital “O” from the Phoenix wordmark. The amount of clear space remains the same no matter what size logo is use or the media it is applied to.

VARIATIONS

STACKED LOGO | ON WHITE

STACKED LOGO | ON BLACK

SECONDARY HORIZONTAL LOGO

The horizontal is used when the stacked logo cannot be properly applied to the space at hand. It can also be used to maximize effect and messaging capability (i.e. invoices, stationary, online, print, etc.)
THE LOGO | USAGE

ACCEPTABLE ALTERNATIVE USAGE

- Use the word mark separated from the bug*
- Change from color to grayscale/monochrome
- Use the bug without the word mark

UNACCEPTABLE USAGE

you can not...

- Skew, crop, or place logo on an angle.
- Change color or add gradient that isn’t in guidelines
- Add stroke or outline to the logo
- Place onto colorful backgrounds or textures printed or clashing.

*bug is the graphic mark as seen without any words attached; an element of the logo that is still recognizable without the name
OUR TYPEFACE
We incorporate three font families in our brand guidelines. Below you will learn about the instances with which to use them.

**HANDEL GOTHIC STD - LIGHT**

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG. 1234567890 !@#$%^&*(*)_+

*To be used:* This font is used for the word RISE in the RISE. RECOVER. LIVE tagline lockup. This typeface can also be used for secondary subheadings when Handel Gothic STD - MEDIUM or BOLD is being used as the header at a larger font size. This font should always be used in UPPERCASE.

*should never be used as a body font

**CRESTA – Regular**
The quick brown fox jumped over the lazy dog. 1234567890 !@#$%^&*(*)_+

*To be used:* This font is to be used for all body copy size 8pt - 12pt for print and web documents. No other body fonts are acceptable for Phoenix branded documents.

**CRESTA – Bold**
The quick brown fox jumped over the lazy dog. 1234567890 !@#$%^&*(*)_+

*To be used:* This weight is used for headings within longer reports and/or for emphasis when expressing or displaying data points.

**CRESTA – Italic**
The quick brown fox jumped over the lazy dog. 1234567890 !@#$%^&*(*)_+

*To be used:* This font style is used for body copy size 8pt - 12pt and is used when expressing block quotations or expressing emphasis within longer reports or print materials.
OUR COLORS

The following colors are the official brand colors and are the only colors to be used with any branded materials.

THE PHOENIX “RED”
PANTONE 186C
CMYK | 13, 100, 90, 3
RGB | 207, 32, 48
HEX | #E2241A

BLACK
CMYK | 100, 100, 100, 100
RGB | 0, 0, 0
HEX | #000000

WHITE
CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
HEX | #FFFFFF

GRADIENT

TRANSITION BETWEEN
TOP | PANTONE 165C
BOTTOM | PANTONE 186C

TOP | PANTONE 165C
BOTTOM | PANTONE 186C

USING THE GRADIENT

To add emphasis, our gradient is to be used in special situations only, i.e. campaigns or special graphics for web or print.

If using the gradient within text, Pantone 165C (orange) should be at the top and Pantone 186C should be at the bottom.
TAGLINE LOCKUPS

As part of our brand, the following two taglines are available to be used across various media.

When using, please follow the proper typesetting rules listed below.

**STRONGER THAN STIGMA.**

When using this lockup, use the listed typeface weights. When using this tagline, it should be center justified or all in one line. The word “STIGMA” may be switched out, but the same typeface weight and color gradient must be used. This tagline should be written in all uppercase.

**RISE. RECOVER. LIVE.**

Use Pantone 186C for “LIVE”. There must always be periods present between each word. Lines between the words are only allowed when used as part of the logo mark. The words may be stacked, but the horizontal configuration is preferred. Words must always be uppercase and used with the following font weights.

MANTRAS

The following mantra is available to use as an element of promotional materials and/or apparel. This is to be used as a subset of our more prominent taglines and as a homage to the CrossFit affiliate owned by The Phoenix. The following font weight in uppercase must be used when implementing this mantra into branding/promotional materials. A star graphic must be placed in between the two portions of the phrase. The star can be true black or Pantone 186C.

**PER IGNEM ★ AD ASTRA**

*PER IGNEM AD ASTRA*: Latin phrase for by fire, or, through fire, to the stars
PHOTOGRAPHY

**USE:** Black and white action shots with a high contrast against an almost black background. For use in ads and promotional materials. Preferably showing diversity of community to tie back to core values of inclusivity and acceptance. The photos need to be appropriate and in alignment with community standards.

FLAMES

**USE:** The exact flames pictured above are to be used only on advertisements and promotional materials in the bottom corners of the composition on either side of the logo. These flames are to be implemented in .PNG format on a true black background (HEX #000000) to provide highest contrast.

PHOTO QUALITY + STANDARDS: All imagery must be a minimum of 300 DPI for print and 150 DPI for web use and branded as Phoenix.
IDENTITY SYSTEM

The following items create our unique identity system that carry our branding through all touch points with the organization. These files are available as print ready templates to use as needed.

BUSINESS CARDS

ENVELOPE

LETTERHEAD
BRANDED MERCHANDISE

Nothing solidifies a brand more than seeing it out in the community. The following items have been created to take our message to the streets. Please note, the designs can be used across different types of shirts and hats, but should only be used on black or white fabric.*

LEGACY ITEMS

All legacy items are printed on black or white merchandise. Accessory items like waterbottles, mugs, and hats have leeway and can be printed on red or gray. These items are available year round.

SPECIALTY/SEASONAL ITEMS

Specialty/seasonal items can be printed on various colors upon approval from the marketing team. These will be available for limited times. If any branded merchandise is created for one-off events, all designs must be approved by the marketing team to make sure they abide by branding guidelines.