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Section 01

THE LOGO.
OUR MARK.

The logo... It anchors us. It defines us. It brands us. To keep our brand strong, it is important to follow the guidelines below to ensure consistency across various media.

CLEAR SPACE.

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

SECONDARY HORIZONTAL LOGO

Use this version of the logo only in horizontal applications when the primary mark cannot be properly used.
DO’S AND DONT’S.

YOU CAN DO THIS...
+ Use the wordmark separated from the bug (on merch).
+ Change to grayscale or monochrome.
+ Use the bug without the word mark (on merch).

YOU CAN NOT DO THESE...
+ Skew, crop, or place on an angle.
+ Change color or add a gradient that isn’t in the guidelines.
+ Add a stroke or outline the logo.
+ Place onto colorful backgrounds or textures.

Bug: The graphic mark as seen without any words attached; an element of the logo that is still recognizable without the name.
Section 02

BRAND ASSETS.
OUR TYPEFACE

HANDEL GOTHIC ITC STD - LIGHT
The quick brown fox jumped over the lazy dog.
1234567890 !@#$%^&*()_+

To be used: Use this weight for any body copy sized 8pt and larger as well as the word “Rise.” within the “Rise. Recover. Live.” tagline lockup.

HANDEL GOTHIC ITC STD - REGULAR
The quick brown fox jumped over the lazy dog.
1234567890 !@#$%^&*()_+

To be used: Use this weight for any body copy smaller than 8pt, for “Stigma” words within the “Stronger Than...” tagline lockup and for the word “Recover,” within the “Rise. Recover. Live.” tagline lockup.

HANDEL GOTHIC ITC STD - MEDIUM
The quick brown fox jumped over the lazy dog.
1234567890 !@#$%^&*()_+

To be used: Use this weight for moments of emphasis within body copy and the word “Than” within the “Stronger Than...” tagline lockup.

HANDEL GOTHIC ITC STD - BOLD
The quick brown fox jumped over the lazy dog.
1234567890 !@#$%^&*()_+

To be used: Use this weight for general headlines, for the word “Stronger” within the “Stronger Than...” tagline lockup and for the word “Live.” within the “Rise. Recover. Live.” tagline lockup.
COLORS

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

### PRIMARY

- **PANTONE 186C**
  - CMYK | 0, 100, 80, 5
  - RGB | 200, 16, 46
  - HEX | #C8102E

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

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

### SECONDARY (GLOW)

- **PANTONE 165C**
  - CMYK | 0, 74, 100, 0
  - RGB | 252, 103, 25
  - HEX | #FC6719

### GRADIENT

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

### USING THE GRADIENT

To add emphasis, our gradient is to be used in special situations only. It is the anchor of the “Stronger Than...” tagline and should only be used for this text or creating a solid background.

**TEXT HERE.**

**GRADIENT TEXT.**

If using the gradient within text, Pantone 165C should be at the top and Pantone 186C 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...**
When using this lockup, use the following typeface weights: “STRONGER” - Handel Gothic Bold, “THAN” - Handel Gothic Regular, “STIGMA” - Handel Gothic Light and in orange to red gradient. The word “Stigma” may be switched out, but the same typeface weight and color must be used.

**RISE. RECOVER. LIVE.**
When using this lockup, use the following typeface weights: “RISE.” - Handel Gothic Light, “RECOVER.” - Handel Gothic Regular, “LIVE.” - Handel Gothic bold and in Pantone 186C. 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.
PHOTOGRAPHY

PRIMARY

USE: Black and white action shots with a high contrast against an almost black background. For use in ads and promotional materials.

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.
Section 03

COLLATERAL.
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.
BRAND SWAG.

Nothing solidifies a brand more than seeing it out in the community. The following shirts and hats 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.

SHIRTS
HATS