INTRODUCTION

Our brand guidelines are designed to help us all make sure that we always show up in the same, consistent manner in all forms of communication. They reflect who we are as an organization and our commitment to the power of community and connection. The more we follow these guidelines, the stronger The Phoenix brand will become.
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LIVE YOUR MARK

The Phoenix logo typeface has been evolved and the tagline removed.

STACKED

HORIZONTAL

FOR SPECIAL USE AT SMALL SIZES
The Phoenix logo can be used in multiple formats. The white logo is best to use over photography as the red logo can sometimes overwhelm imagery.
FOLLOW SOME SIMPLE LOGO RULES

PLEASE DO:

THE PHOENIX

On some occasions, particularly when it comes to merchandise, the logo mark and text may be used separately.

PLEASE DO NOT:

Do not put photography inside the logo mark or text.

Do not apply obvious effects like drop-shadows to the logo mark or text.

Do not skew or distort the logo.

Do not use the interior of the mark without the circle.

Do not outline the logo text.
SPEAK SIMPLY AND BOLDLY

A unified voice of strength and hope.

HEADLINES

OSCINE BOLD

The following may be sparingly used in headlines to accentuate words or phrases:

XBOLD
REGULAR
LIGHT

SUBHEADS

Oscine Bold Sentence Case

The following may be sparingly used in subhead to accentuate words or phrases:

xbold
regular
light

BODY COPY

Roboto Regular
Roboto Medium

Depending on the background and font size, Roboto Regular or Medium should be used.

In addition, all the variations of Roboto may be used including italics and different weights as required.

Headlines and subheads should generally use Oscine Bold. Roboto is a versatile secondary font for body copy—a modern google font with good legibility.
FOR A VIBRANT COMMUNITY

Red and black are our primary colors and should be used consistently, but there are additional secondary colors we can use.

**PRIMARY COLORS**

- **RED**
  - CMYK: 13 100 90 3
  - RGB: 207 32 48
  - PMS: 186C
  - HEX: e2241a

- **BLACK**
  - (MOSTLY FOR COPY)

**SECONDARY COLORS**

- **LIGHT BLUE**
  - CMYK: 100 05 03 00
  - RGB: 000 166 226
  - PMS: 2995C
  - HEX: 5C93C3

- **DARK BLUE**
  - CMYK: 100 85 30 16
  - RGB: 000 057 112
  - PMS: 288C
  - HEX: 003870

- **PURPLE**
  - CMYK: 69 98 05 00
  - RGB: 112 047 138
  - PMS: 2098C
  - HEX: 702F8A

- **YELLOW**
  - CMYK: 00 17 99 00
  - RGB: 255 208 0
  - PMS: 012C
  - HEX: FED007

- **ORANGE**
  - CMYK: 00 74 96 00
  - RGB: 255 66 10
  - PMS: 021C
  - HEX: FF6720

**THE INSPIRATION**

Artist: Jean-Michel Basquiat
Learn more about him at www.basquiat.com
For added flexibility, shades of our brand colors may also be used, but this should be done sparingly. Our use of color should generally be strong and bold.

Multiple shades can be useful for grouping affiliated data in info-graphics and charts.
An important part of The Phoenix brand are the images we use to represent our community. Here are four key attributes to keep in mind.

1. **AUTHENTIC**
   We want images to feel real, and when possible candid photography should be captured as opposed to posed. Strive to use Phoenix-affiliated subjects.

2. **APPROACHABLE**
   While photos of intense exercise and fitness may be shown, images of friendly interaction, fun, and our diverse community best reflect the core of our brand.

3. **DIVERSE**
   Care should be taken to make sure our photography reflects our community’s wide range of programming, ethnicities, ages, and gender identities.

4. **ASPIRATIONAL**
   Our photography should reflect the enjoyment of activities at The Phoenix and the positive, supportive attitude of our community, and inspire others to want to be a part of it.
THE SOUL OF THE BRAND

ARTISTIC

The national marketing team will often use this style of photography to represent the power of our community in advertising and promotion. It uses color overlays and duotones with a little bit of grain added to convey emotion and creativity.

EDITORIAL

Other imagery and video should be in 4-color, documenting the spirit, vitality, and group support that is The Phoenix. This style will be most often used for social media and other digital applications.
Always make sure to capture and utilize a wide range of activities, from urban to outdoors, all types of movement, art and music, and social events.
• Capture multiple shots of each moment so you can select the best

• Clean your camera lens

• If dark, rest the phone on a flat surface to prevent shake during longer exposures

• Do not use filters

• Do not use pictures that are too blurry, grainy, or lack proper exposure

Here are some tips for getting quality pictures, even when using a phone.

Ask your subjects to not look at the camera for a majority of shots. Capture their activity or interaction.

Capture photos before the official "shoot" has started or in between shots to get a candid feel.

In groups, try having a subject close to the camera.

Capture plenty of positive while people are interacting, smiling, and laughing.

When focusing on one member, if possible keep others in the background to always reinforce the community aspect of The Phoenix.

Use multiple perspectives, from both group members and group leaders.

Vary distance and perspective to add visual interest.

Some pictures facing the camera are okay, but make sure to capture shots of groups interacting or enjoying their activity.

Groups in an arc, or at an angle can be an interesting alternative to lined up in a row.
Sometimes photography may be treated for graphic effect or to make overlay text more visible.

Using a multiply layer of a color over a photo is an effective way to add interest to a background image. It can help to accentuate infographics while maintaining legibility.

Color treatments can be a good way to create a series, and while colors in the primary palette are preferred, tints and other colors can be used.
PHOTO MASK TREATMENTS

Examples of photo masks used on the landing page. Preferably each mask is different, but if they continued, they could begin to repeat after 3-5 masks.

"The Phoenix shows us what we can do, what we can overcome, and we take that into our lives."

"There’s no separation between people in recovery and supporters. We’re all Phoenix members, we’re all equal, and that is pretty cool."

"We’re building a community where people can feel like they belong and really are part of something meaningful."

Painted photo masks can be used, mostly in digital spaces, to bring in some of the energy and hand-drawn nature of the logo mark.

PLEASE DO NOT:

Don’t use masks that are too messy or chaotic.

Don’t use masks that are rigidly square or rectangular.

Don’t use masks that are too smooth around its border.
At The Phoenix, we are creating a movement. Not just the kind of movement that happens in our gyms or on our yoga mats or as we play music and dance. We're creating a movement that builds on the power of community and belonging to change how we look at addiction and recovery in this country.

The only cost of attendance is 48 hours of sobriety. That's it.