



THE PHOENIX

2022 BRAND GUIDELINES



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

LOGO

LIVE YOUR MARK

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.



THE PHOENIX



THE PHOENIX



THE PHOENIX



THE PHOENIX

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:



THE PHOENIX

Do not put photography inside the logo mark or text.



THE PHOENIX

Do not put patterns, gradients or other artwork inside the logo mark or text.



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



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



THE PHOENIX

Do not skew or distort the logo.



THE PHOENIX

Do not outline the logo text.

SPEAK SIMPLY AND BOLDLY

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



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.

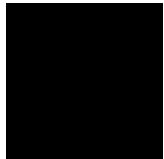
FOR A VIBRANT COMMUNITY

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



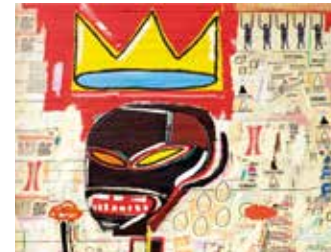
YELLOW
CMYK 00 17 99 00
RGB 255 208 0
PMS 012C
HEX FED007

USE SPARINGLY



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

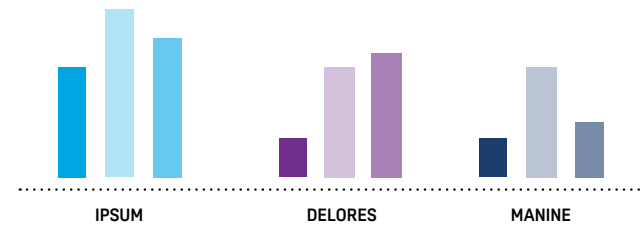
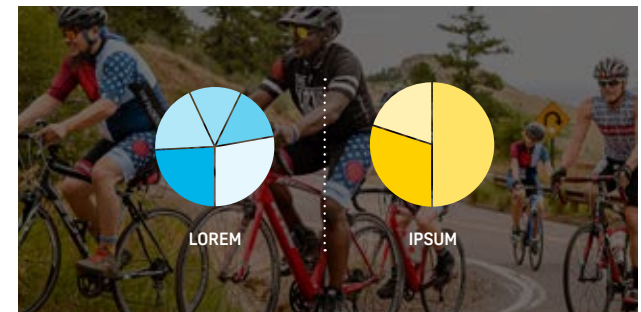
FOR A VIBRANT COMMUNITY

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.

| LOREM ISPUNMS DELORES MAN | |
|---------------------------|--------|
| Lorem Ipsum | 1,234 |
| Ipsum Delores Mami | 12,234 |
| Lorem Ipsum | 10,234 |



THE SOUL OF THE BRAND

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

There are two styles of imagery for The Phoenix 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.



PORTRAY THE BREADTH

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.



OPTIMIZE IMAGE CAPTURE

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

- 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



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.

COLOR OVERLAYS

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.

Here, everything is a team sport.

We welcome those who choose to live a sober life, people who are sober curious, friends and supporters, and any community member who wants to see what The Phoenix is about.

131,788
People served

42
States

163
Countries

VIRTUAL
Programs for members
in all 50 states and abroad

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.



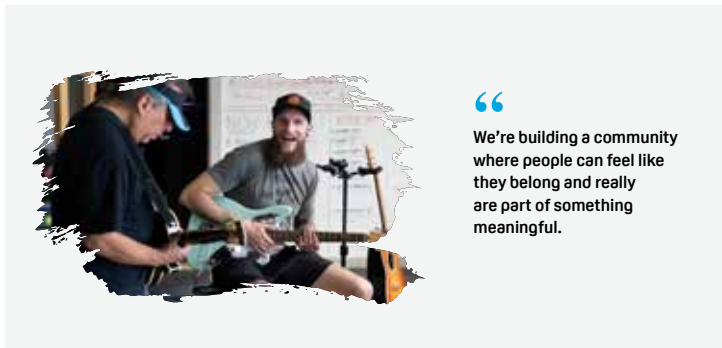
PHOTO MASK TREATMENTS

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.

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.



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



PLEASE DO NOT:

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



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

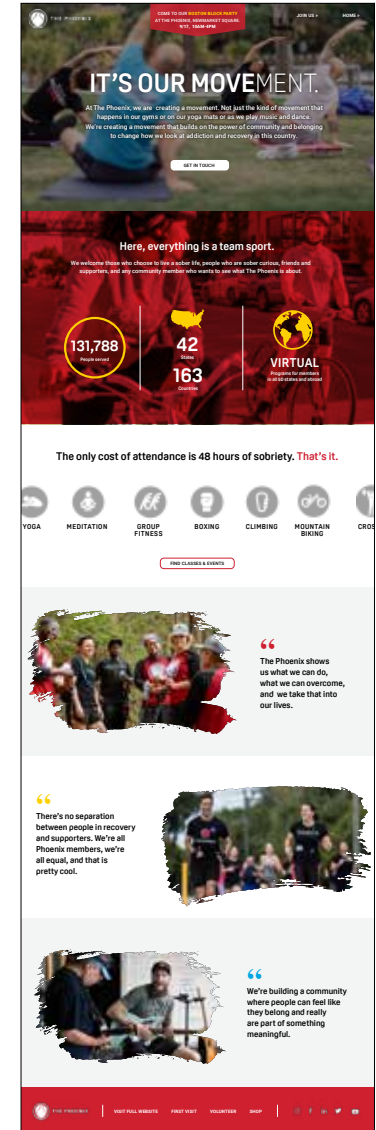
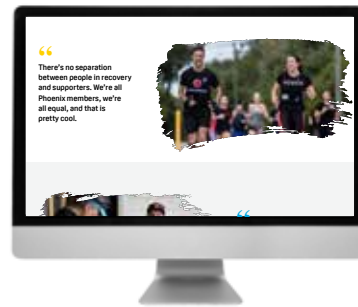
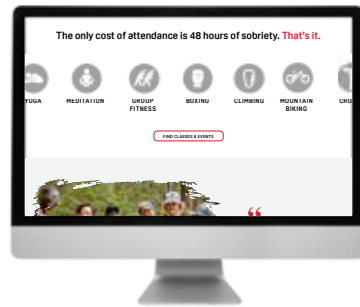
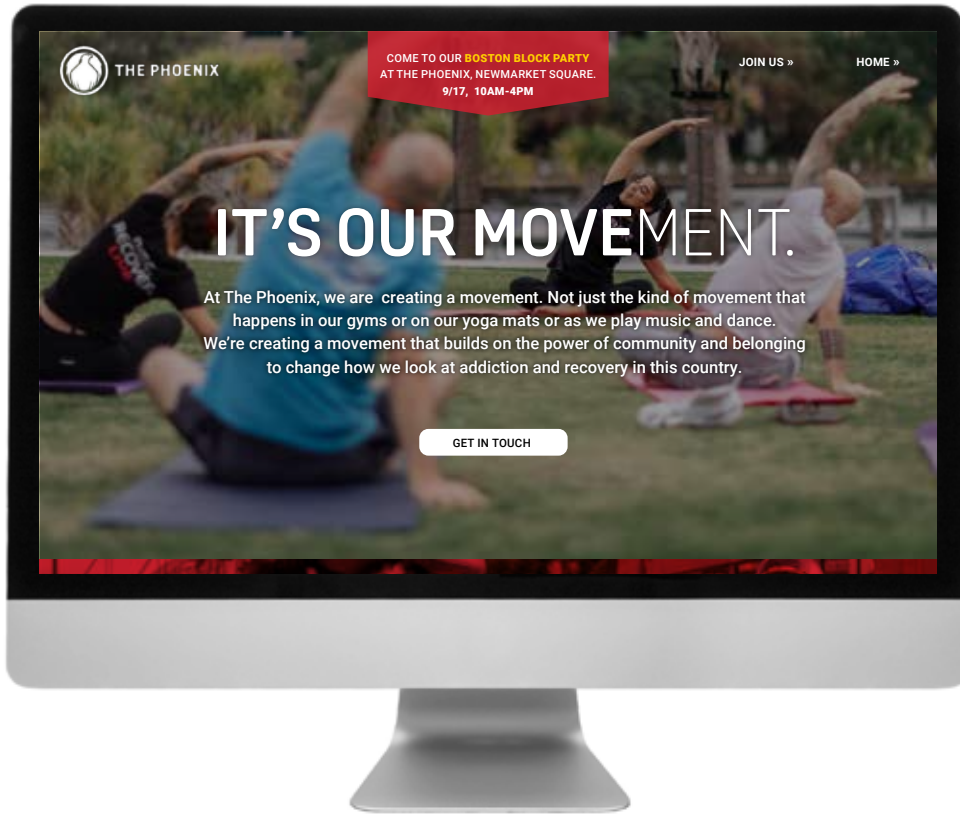


Don't use masks that are too smooth around its border.



THE BRAND COMES ALIVE

Landing Page





THE PHOENIX

For questions, please contact:

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