

Brand Style Guide

July 2019

PHOENIX[®]
DURABILITY X DESIGN[™]

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Visual Identity

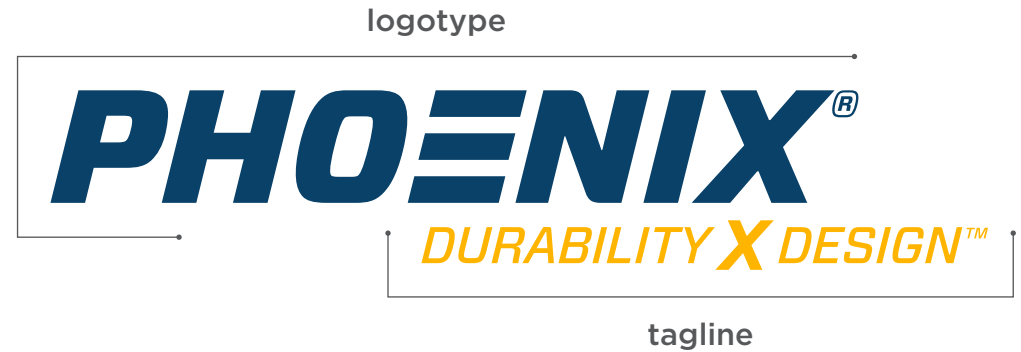
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Logo Signature

The Phoenix signature is made up of the logotype and the tagline. The two should be used together whenever space allows.



DO NOT

modify the space between the logotype and the tagline.



DO NOT

move the tagline out of alignment (to the left or right).

The “X” in the tagline should always be centered under the “X” in “PHOENIX.”

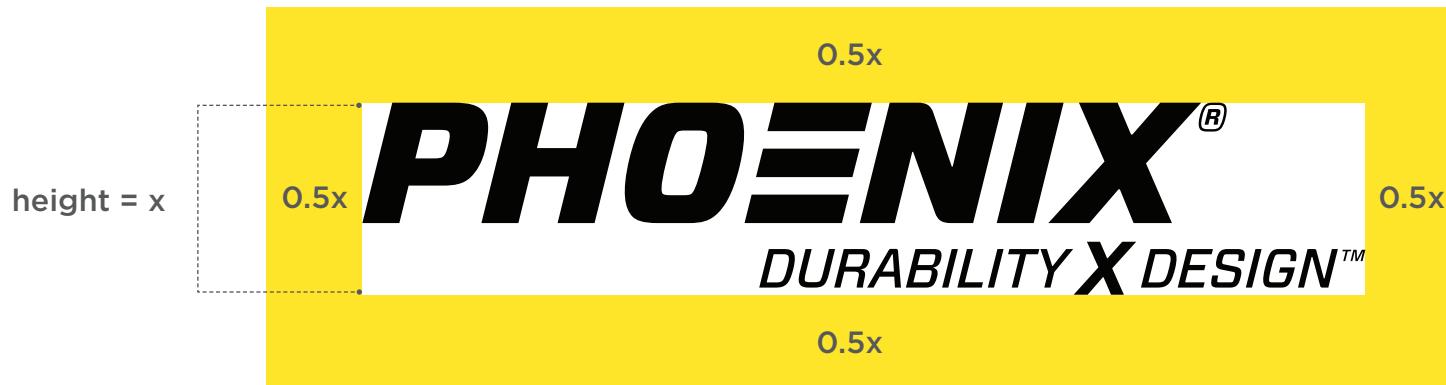


Isolation Area

The Phoenix logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using one half of the height of the logo, which is referred to as x . A margin of clear space equivalent to $0.5x$ is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.



Logo Size

The Phoenix logo is designed to be reproduced at a minimum height of 7mm.
There is no maximum reproduction size of the logo.



Logo Colors

Whenever the application allows, the logo should be used on the navy blue background. On light or white backgrounds, the navy blue and gold version of the logo should be used. In color, the logo should never appear in all blue or all gold; a 2-color version must be used.

Where only one color can be used, the logo should appear in black. In cases where the logo must appear in black and white, the logo should appear in all black, or reversed in all white.

The following are acceptable ways of using the Phoenix logo:

Two Color:

PMS 7694 Blue
PMS 7549 Gold



One Color & Black/White:



Reverse Black/White:



Misuse of the Logo

It is important that the appearance of the logo remains consistent. The logo should never be redrawn, adjusted, added to, or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point, some of the more likely mistakes are shown below.



DO NOT distort the logo.



DO NOT outline the logo.



DO NOT display the logo vertically.



DO NOT use the logo in all blue or all gold.



DO NOT add tone to the logo when shown in black and white.



DO NOT add effects, i.e. a drop shadow, bevel, or glow.



DO NOT place the logo in a box.



DO NOT place the logo in a frame.



DO NOT tint or screen the logo colors.

Co-Branding

Any cobranded material or literature (including but not limited to specifications sheets, advertisements, press releases and promotional brochures) must be approved by the Phoenix Marketing Department.

- A Phoenix logo (including “Durability X Design”) must appear on all cobranded material in a size of at least 7mm tall and against a dark blue or white background.
- The Phoenix website - www.phoenixlighting.com - must appear on all cobranded materials.
- The words “Authorized Distributor” must appear adjacent to the distributor’s logo or contact information on any cobranded materials. An “Authorized Distributor” graphic will be provided for optional use.
- Phoenix reserves the right to limit the use of their logo or distribution of any cobranded material in order to retain the integrity of the Phoenix brand.



For More Information

If you need more information or have questions about using these guidelines, contact one of our brand ambassadors in the Phoenix Marketing Department.

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