The Phoenix logo is the primary visual in our identity system and should be used consistently in all communications.

The preferred logo format is full-color, in one of three approved lockups: centered, offset or horizontal, as shown here.

One-color versions of these logo may be used and are detailed in the following pages.

Please respect the integrity of the logo at all times. Never recreate or modify in any way. Always use approved electronic files, provided by Phoenix.
One-color versions of the logo feature the same three elements, with slightly different geometry, as compared to the full-color versions.

Please respect the integrity of the logo at all times. Never recreate or modify in any way. Always use approved electronic files, provided by Phoenix.
All Phoenix logos are constructed of three elements:
- the logo mark
- the logotype
- the tagline

Naming conventions for all Phoenix business unit (Investors, Construction, Logistics, etc) logos use the labels shown on this page.

Refer to this page when searching the logo archive or requesting a logo.
Always maintain the minimum clear space around the logo to maintain visual clarity and to provide maximum impact.

The minimum clear space is $X$, where $X$ is equal to:
- the combined height of the word Phoenix and the business unit name
- the space between the uppermost wings of the Phoenix logo mark.

This space is required around all sides of the logo. This applies to positioning around other printed elements, as well as from background field edges, trim and rules.
<table>
<thead>
<tr>
<th>PHOENIX INVESTORS</th>
<th>PHOENIX INVESTORS</th>
<th>PHOENIX INVESTORS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>PHOENIX CONSTRUCTION</th>
<th>PHOENIX CONSTRUCTION</th>
<th>PHOENIX CONSTRUCTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTERED</td>
<td>OFFSET</td>
<td>HORIZONTAL</td>
</tr>
</tbody>
</table>

PHOENIX FAMILY OF LOGOS MATRIX: ONE COLOR
PHOENIX GRADIENT

For increased visual depth, a gradient featuring both primary colors can be used. The gradient angle can vary, as long as the colors span the entire shape.
PHOENIX TEXTURE

For areas of strong visual emphasis, a portion of the Phoenix logo mark has been cropped and color-adjusted as a textural element. Colors have been adjusted to allow for maximum legibility and should not be modified. This design element is intended to be used sparingly and cropped uniquely, as shown above, to maintain visual freshness.
Do not use the logo in an unapproved color
Do not use transparency in the logo
Do not alter the gradient fill in the logomark
Do not use a gradient fill in the logotype
Do not change proportions of logo elements
Do not rearrange logo elements
Do not rotate the logo
Do not recreate the logotype in other typefaces
Do not stretch or condense the logo

IMPROPER LOGO USAGE. THESE RULES APPLY TO ALL LOGOS IN THE PHOENIX LOGO SUITE.
The Mrs. Eaves font family is the preferred typeface for all Phoenix applications.

The styles shown to the right are the recommended weights and styles approved for regular use.

If Mrs. Eaves isn’t available, Minion Pro can be substituted as it resembles the important visual attributes of Mrs. Eaves and is universally available.

Myriad Pro may be used sparingly as a sans serif accent typeface as needed for presentations and digital applications including Word and PowerPoint.

All typefaces approved for use are available from Adobe: fonts.adobe.com

Mrs. Eaves Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Mrs. Eaves Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Mrs. Eaves Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

SECONDARY TYPEFACES

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!
PHOENIX
INVESTORS

PHOENIX
LOGISTICS

PHOENIX
CONSTRUCTION

PHOENIX
INVESTORS

PHOENIX
LOGISTICS

PHOENIX
CONSTRUCTION

USAGE EXAMPLES OF OFFSET LOCKUPS
This guide should be considered a "living document" and will be revised as necessary. Consult with your contact person at Phoenix to ensure you are using the most recent version.