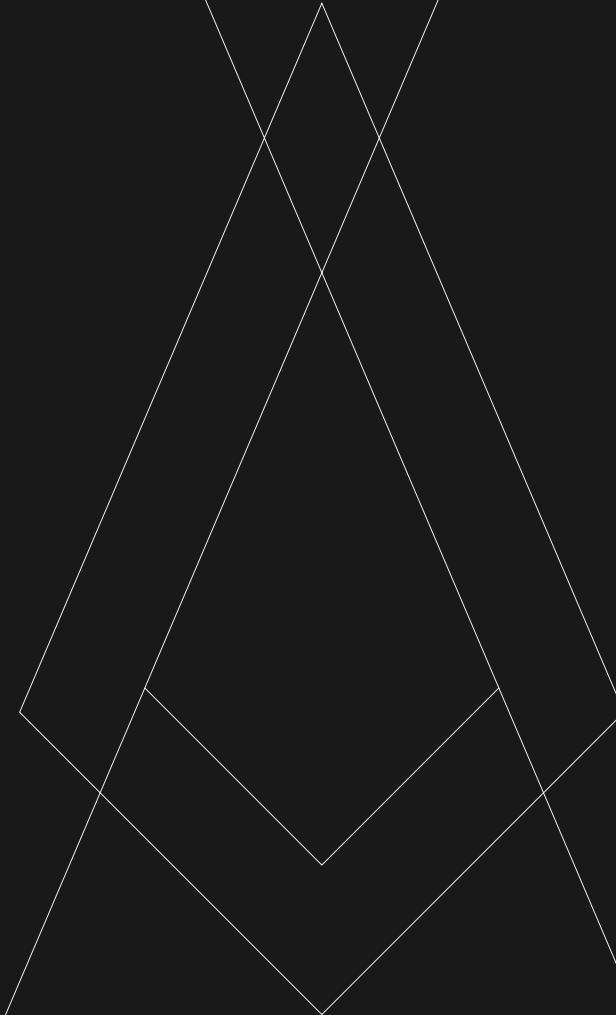


# BRAND ELEMENTS



# PRIMARY LOGOS

The PHX flame is the most important part of our identity. As such, it benefits from being used with thoughtfulness and consistency. The logo's size, position, spacing, and relationship to its surrounding elements have been carefully defined and should not be altered in any way.

In combination with the flame, we've drawn a custom set of letterforms to create the Phoenix Labs wordmark. The letterforms are inspired by the graphic language of the flame, and reflect a sense of strength and trustworthiness.

PRIMARY LOGOS

White  
Full Color

Black

Flat Color


BW Positive

BW Negative

# SECONDARY LOGOS

Our logo is available in alternate configurations for specific usage purposes (see Page 6 for info on how and when to use these).

SECONDARY LOGOS



Stacked Full



Horizontal Full

# ICON

The PHX flame is available different color options. Please follow the rules on Page 15 of this guide when using these icons.

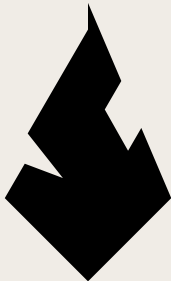
## FLAME ICON



Full Color



Flat Color



BW Positive



BW Negative

# LOGO CLEARANCE

Clear space is the area surrounding the logo that must always be free of text, art, and other graphic elements. This does not apply when using the logo in-context on background artwork. Clear space ensures our logo appears distinctly in any visual environment. The minimum clear space around the logo is defined by the height of the “P” in “Phoenix.”

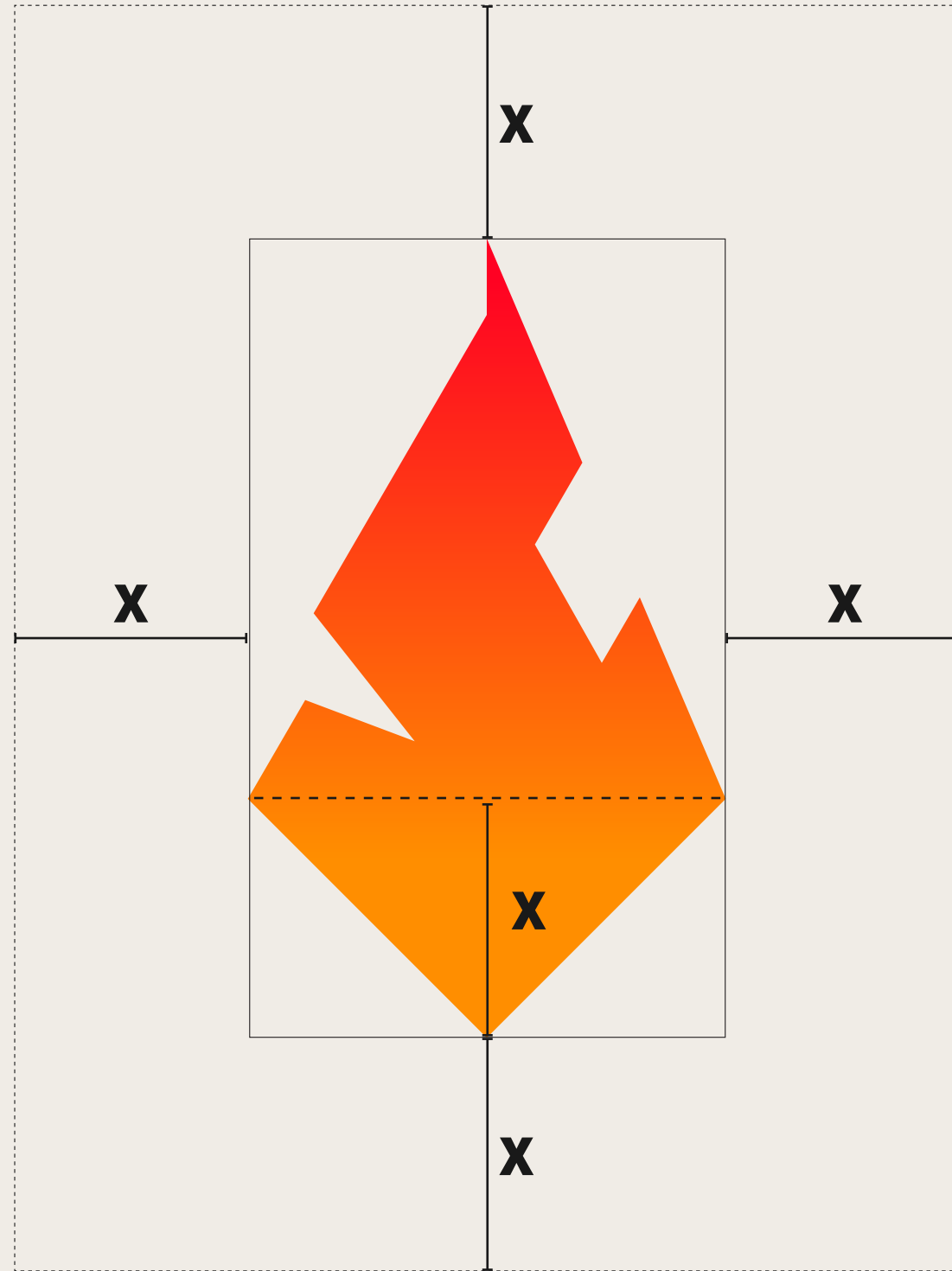
*Note: Whenever possible, the amount of clear space should be greater than the minimum shown here.*



# ICON CLEARANCE

As with the full logo, please observe the rules of clear space when using the flame icon on its own. The minimum clear space for the icon is defined by the measurement labeled “X,” which is taken from the bottom tip of the flame to its first side angles.

*Note: Whenever possible, the amount of clear space should be greater than the minimum shown here.*



# WATCHOUTS FOR USING OUR LOGO

Here are examples of design choices that do not align with the logo guidelines. Please avoid these misuses.



Do not change the gradient colors of the flame.



Do not warp, bend or stretch logo in any way.



Do not alter the size of the text.



Do not place logo on busy backgrounds that distort legibility.



Do not add effects to the logo.



Do not add a stroke to the logo.

# STUDIO LOGOS

Phoenix Labs has multiple hubs and teams across the world. These logo configurations help to give each studio location its own identity within our broader visual language.

STACKED STUDIO LOGOS



PHOENIX  
LABS

Montréal, QC



PHOENIX  
LABS

Vancouver, BC



PHOENIX  
LABS

Los Angeles, CA



PHOENIX  
LABS

SF Bay Area, CA


HORIZONTAL STUDIO LOGOS

PHOENIXLABS


Montréal, QC

PHOENIXLABS

Vancouver, BC

PHOENIXLABS

Los Angeles, CA

PHOENIXLABS

SF Bay Area, CA



# COLOR

The origin of our color palette is the bright flame of a phoenix reborn. Rich oranges and reds symbolize energy, warmth, creation, and innovation.

## PRIMARY COLORS

Graphite and Canvas are to be used as the primary typography and background colors.

Flame and the Flame Gradient are our signature colors. As such, we want to use these colors to bring attention and importance to select graphics and typography.

## SECONDARY COLORS

Teals and purples bring cool accents to our fiery palette. Use these colors sparingly, limited to hyperlinks, accent copy, and graphs.

# PRIMARY COLORS

Flame

#FF7A00

RGB 255/122/0

Graphite

#191919

RGB 25/25/25

Canvas

#F0ECE6

RGB 240/236/230

CMYK 0/62/96/0

Pantone 151 C

CMYK 83/75/71/87

Pantone Black 6 C

CMYK 5/6/9/0

Pantone 9285 C

Flame Gradient

#FF0023

#FF8E00

RGB 255/0/35

CMYK 0/89/90/0

Pantone 485 C

RGB 255/142/0

CMYK 0/53/100/0

Pantone 1495 C

# SECONDARY COLORS

Teal

#0DD49A

RGB 13/212/154

Heliotrope

#B900E1

RGB 185/0/225

CMYK 86/0/73/0

Pantone 3395 C

CMYK 40/86/0/0

Pantone Purple C

# TYPOGRAPHY

## FONT PURCHASING

Our primary fonts are part of Adobe's font library and should be easily available to anyone with a Creative Cloud license.

# MAIN FONTS

Niveau Grotesk and Mr Eaves Modern are our primary fonts and should be used whenever possible. When creating assets, use a combination of both.

## NIVEAU GROTESK BLACK

This weight can be used for headlines and subheadlines. Never use it on body copy or small text.

## Mr Eaves XL Mod OT Bold

This font and weight should always be used with body copy.

## NIVEAU GROTESK BOLD

This weight is also good for headlines and subheadlines, and should not be used for body copy or small text.

## Mr Eaves XL Mod OT Regular

This font and weight should always be used with body copy.

---

# ALTERNATIVE FONTS

Raleway and Lexend are used in situations where Niveau Grotesk and Mr Eaves XL Mod OT can't be used. For example, we use these fonts in **Google Slides** and **PowerPoint**. Both fonts can be downloaded from **Google Fonts**.

## RALEWAY BLACK

Raleway Black is the substitute font for Niveau Grotesk. This type weight can be used for headlines and subheadlines. Never use it on body copy or small text.

## Lexend Light

Lexend Light is the substitute font for Mr Eaves XL Mod OT. This font and weight should always be used with body copy.

# TYPOGRAPHY

## UPPERCASE

For optimal readability, Niveau Grotesk should always be set in UPPERCASE. Here is a font size scale for visual reference.

EM

.75

.85

1

1.125

1.25

1.5

1.75

2

2.25

2.625

3.375

3.75

4.25

4.75

5.25

5.75

PT

PHOENIX 9PT

PHOENIX 10.5PT

PHOENIX 12PT

PHOENIX 12.5PT

PHOENIX 15PT

PHOENIX 18PT

PHOENIX 21PT

PHOENIX 24PT

PHOENIX 27PT

PHOENIX 31.5 PT

PHOENIX 40PT

PHOENIX 44.5PT

PHOENIX 51 PT

PHOENIX 57PT

PHOENIX 63PT

PHOENIX 69PT

# TYPOGRAPHY EXAMPLES

Here are some example typographic layouts showcasing the pairing of Niveau Grotesk and Mr Eaves XL Mod OT.

# THIS LONG HEADLINE USES NIVEAU BLACK

## This subheadline uses Niveau Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lorem nibh, iaculis in varius fringilla, ullamcorper et lorem. Nullam vel lectus est. Pellentesque at felis at odio placerat porta sit amet vel odio. Pellentesque nec diam volutpat, blandit ante non, congue ex. Nam sed arcu vel mauris vestibulum rhoncus in eget nisl. Curabitur accumsan, lectus in congue ultricies, odio dolor efficitur lorem, vitae hendrerit libero metus in leo. Orci varius natoque penatibus et magnis dis parturient montes.

nascetur ridiculus mus. Curabitur pellentesque ligula nec sem suscipit, non porttitor dolor bibendum. Praesent turpis ac iaculis. nec diam volutpat, blandit ante non, congue ex. Nam sed arcu vel mauris vestibulum rhoncus.

Headline

Niveau Grotesk Black  
Font size is 48pt  
Leading is 40pt

Subheadline

Niveau Grotesk Bold  
Font size is 18pt  
Leading is 22.5pt

Body Copy

Mr Eaves XL Mod OT  
Font size is 12pt  
Leading is 15pt

# THIS HEADLINE USES NIVEAU GROTESK BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas lorem nibh, iaculis in varius fringilla, ullamcorper et lorem. Nullam vel lectus est. Pellentesque at felis at odio placerat porta sit amet vel odio. Pellentesq nec diam.

Headline

Niveau Grotesk Bold  
Font size is 24pt  
Leading is 20pt

Body Copy

Mr Eaves XL Mod OT  
Font size is 12pt  
Leading is 15pt

# THIS HEADLINE USES NIVEAU GROTESK BLACK

This three line subheadline  
is set in Niveau grotesk bold and  
lorem ipsum dolor sit amet.

Headline

Niveau Grotesk Black  
Font size is 24pt  
Leading is 20pt

Subheadline

Niveau Grotesk Bold  
Font size is 18pt  
Leading is 16pt