

Brand identity guidelines

2013



The Brand Tool kit presents guidelines for PHENICX's visual identity. Read it, it will help you to apply these characteristics in your communication.

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Phenicx Logo

The PHENICX logo is a combination of two elements: the **symbol** and the **Logotype**.

The logotype should never be separated from the symbol. Meanwhile the Symbol can be used separately from the Logotype, only to add interest to communications, or as an icon.

Always use approved artwork when reproducing the PHENICX identity.

Do not alter the logo in any way.

Whenever possible, use the SVG and PDF file format as this will give you the best results.

PNG and JPG format images are designed for on-screen applications and should not be printed.



Stacked and Horizontal Versions

Always use approved artwork when reproducing the PHENICX identity.
Do not alter the logo in any way.

[A] Horizontal version



[B] Stacked versions



Logo variations

The primary use for PHENICX logo is the color version [A]. If is posible use this versión on white background. If a coloured background is used, make sure that there is enough contrast for the logo to remain clear.

If it is not possible, on a dark or coloured background. use the reversed logo [D].

When colour or printing prohibits print in colour, it may be used in grey-scale [B] or in 1-colour [C].

[A] Colour version



[B] Grey-scale version



[C] Black and white version / 1-colour



[D] Reversed logo



Logo variations

The primary use for PHENICX logo is the colour version [A]. If is posible use this versión on white background. If a coloured background is used, make sure that there is enough contrast for the logo to remain clear.

If it is not possible, on a dark or coloured background. use the reversed logo [D].

When color or printing prohibits print in colour, it may be used in grey-scale [B] or in 1-colour [C].

[A] Colour version



[B] Grey-scale version



[C] Black and white version / 1-colour



[D] Reversed logo



Tag-lines

The tagline is designed to appear in a two-line format. The logo has been set in 2 different formats. Use the one that best suits the usage.

[A] Tag-line · align right

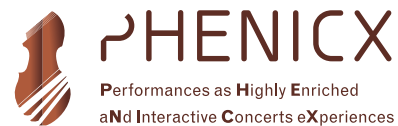
[B] Tag-line · align below

The tagline may be reproduced in the same brown of PHENICX (Depending on the usage and printing method).

[A] Tag-line · align right



[B] Tag-line · align below



Clearspace

Clearspace is the area around the Logo that must remain clear of any other elements, such as textured backgrounds and illustrations.

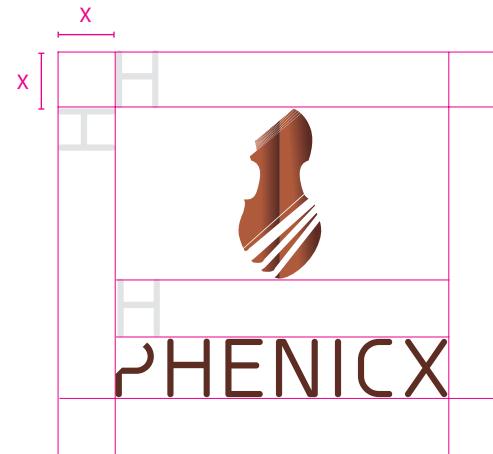
Using the Logo on either a bright or dark background or photograph, make sure there is sufficient contrast.

The x measurement is calculated by using the height of the letter H at actual size.

[A] Horizontal versions



[B] Vertical versions



Clearspace

Clearspace applied to Tagline-Logo.
Any other graphic or type should not enter the brand safe area.

[C] Tag-line versions



Minimum size

It is important that all parts of the identity can be easily read. For this reason, the logo should not be reproduced smaller than the sizes specified here.

[A]



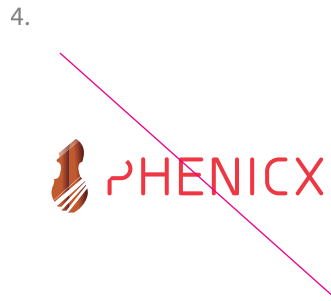
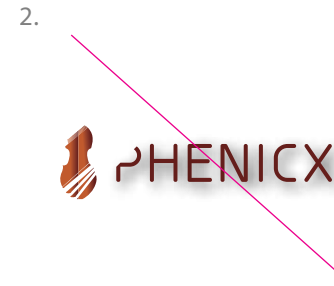
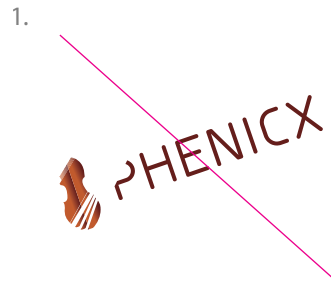
[B]



Incorrect use

Do not alter the logo in any way.

Always use approved artwork.
Whenever possible, use the SVG and PDF file format as this will give you the best results.
PNG and JPG format images are designed for on-screen applications and should not be printed.



DON'T:

1. Rotate the logo.
2. Apply any effects.
3. Place the logo on busy photography.
4. Change the logo colors.
5. Add any text or graphics to the logo.
6. Scale the logo unproportionately.
7. Make alterations to the words and or colors contained in the logo.

Colour Palette

CMYK colours are primarily used in adverts and printed materials such as brochures, leaflets and posters.

RGB colours are only used for online media.

Always consult your printer for the most accurate reproduction of brand colours.



PHENICX

A

Pantone 7592 C
CMYK 0, 69, 85, 24
RGB 177, 85, 51

B

Pantone 7610
CMYK 0, 77, 60, 72
RGB 101, 48, 36



A

B



Typography

Primary typography - Myriad Pro

Secondary typography - Lucida Grande & Georgia (Display)

Myriad Pro is the primary typeface and was chosen for its simplicity and versatility. To ensure sufficient flexibility in all media, we use Lucida Grande as secondary font (is perfectly fine if you do not have access to Myriad Pro).

Use Myriad Bold headlines for emphasis. Myriad regular can be used for body text.

We also use Georgia as secondary typeface in complex documents or website where an extra typeface is needed for text hierarchy. Georgia should never be used in body text.

Myriad Pro

Myriad Pro BOLD

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!"\$%&/()=?ı:;:,*+

Myriad Pro SemiBold

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 1234567890!"\$%&/
()=?ı:;:,*+

Myriad Pro REGULAR

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 1234567890!"\$%&/
()=?ı:;:,*+

Myriad Pro ITALIC

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz 1234567890!"\$%&/
()=?ı:;:,*+

Lucida Grande

Lucida Grande BOLD

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!"\$%&/()=?ı:;:,*+

Lucida Grande REGULAR

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!"\$%&/()=?ı:;:,*+

Georgia

Georgia Regular

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890!"\$%&/()=?ı:;:,*+

Typography

Usage examples

By using different size and weight variations, we can optimize legibility and give the reader a better overview.

Headlines, main titles and headings.

Georgia Regular or Lucida Grande /Myrias Pro Bold. For emphasis you can use text in brown colour.

Body Text.

Lucida Grande Regular / Myriad Pro Regular.

Caption and Copyright Text.

Lucida Grande Bold /Myrias Pro Bold. Gray colour.

Example of a headline

Heading 2

Body text. Nulla luctus, lectus sed hendrerit placerat, ante justo dignissim mi, quis posuere elit enim vitae ante. Fusce tincidunt lacus nec magna pellentesque volutpat. Donec nulla nulla, vehicula non porta et, pulvinar non libero. Sed sed rhoncus dui. Sed vel lorem sed lorem gravida aliquam sed vel odio. Phasellus eget turpis leo, et dignissim urna.

Heading 2

Body text. Donec nulla nulla, vehicula non porta et, pulvinar non libero. Sed sed rhoncus dui. Sed vel lorem sed lorem gravida aliquam sed vel odio. Phasellus eget turpis leo, et dignissim urna.

Captions and copyrights