PHENIX

FONTS

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Variations:
Light   *Italic*

Regular   **Bold**

In font selection, it's important to utilize both an accent font, often used for things like headers and call-outs, as well as a body font, used more widely for larger bodies of text.

These fonts were hand-chosen to represent the Phenix brand because they embody our clean, modern aestetic perfectly.

Bebas is a block font that draws attention to any space it occupies, and does not offer a lowercase varient.

Lato is a clean and easy to read typeface and offers several weight variations for different applications.

COLORS

PMS 166 C

RGB:
227 82 5

HEX:
E35205

CMYK:
0 76 100 0

RGB:
77 78 79

HEX:
4D4E4F

CMYK:
62 53 42 52

RGB:
198 198 199

HEX:
C6C6C7

CMYK:
22 17 17 0

Colors are the face of any brand and are most reponsible for first impressions given. They provide the viewer the look and feel of the company and set the tone for the service they will receive.

Our colors are what give us our personality. We are bright, modern, and eye-catching, while still offering the professionalism that clients are looking to find.

In addition to the three colors found here, standard black & white may also be used when appropriate.

LOGO

PHENIX

Full color logo. Use this variant whenever possible.

PHENIX

Alternate color logo. Use this variant over darker backgrounds.

PHENIX

White logo. Use this variant over orange, or background where the other two logos don't suffice.

The logo for Phenix was designed to highlight our name and to show clients that we reach for the stars with the projects we take on for them.

We have three variants of our logo, all shown on the left, with different appropriate applications. Always use the full color logo whenever possible.

LOGO [CONT.]

Do not stretch

Do not tilt or turn

Do not recolor

Always leave proper spacing

To ensure our brand never falls victim to aestetic vandalism, it is essential to respect the design of the logo and use it as intended. The logo should never be recolored, crowded, turned, tilted, disproportionately scaled, or otherwise adjusted.

Additionally, alwyas be sure to leave proper spacing around the logo when using it, as shown here. Proper spacing is equal to 2/3 of the height of the logo, left on all sides.

SUB MARK
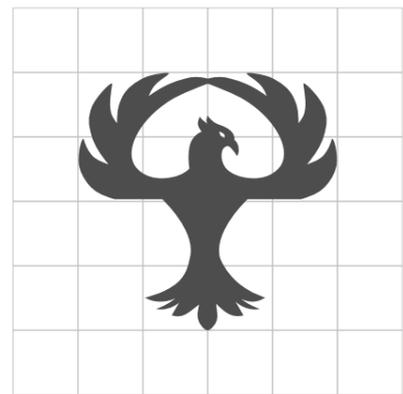
Always leave proper spacing

The submark is meant for use when the logo either doesn't fit in a space or doesn't make sense to use. It's great as a social media profile picture, and can also be used as a watermark on stationery.

Always be sure to leave proper spacing around the submark, as is done with the logo. Proper spacing for the submark is 1/4 of the height of the mark. For reference, the mark is perfectly square.

PHENIX

512-473-2500

www.phenix.com

901 South Mopac, Bldg 4, Suite 280
Austin, Texas 78746