

GRAPHIC PROFILE FOR PHEENIX ALPHA



PHEENIX ALPHA

Pheenix Alpha logotype

The logo is primarily used in two variants.

One with black text - Used against white/light backgrounds

One with white text - Used against dark backgrounds

Two variants, full black and white are also available but should be used to a limited extent. Logotype packages will be available for download from the website under the Press page.



4-color printing (CMYK)

ORANGE

C	0%
M	85%
Y	100%
K	5%

85% BLACK

C	0%
M	0%
Y	0%
K	85%

RGB

ORANGE

C0411A

BLACK

4b4b4a

PANTONE

ORANGE

P 40-8 C

BLACK

P 172-15 C

Space

Space is important to achieve a harmonious and appealing design.

Always leave plenty of space around the logo.

Do not create your own variations of the logo.



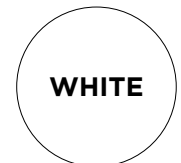
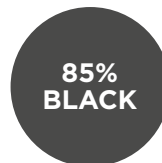
File format of the logo

Use files with the extension ".eps" if you are going to print something. It is a so-called vectorized format. Even ".svg" is vectorized and often works on websites etc. Use the files with ".png" or ".jpeg" for internal use. The ".png" format is better as it has a transparent background. The ".jpeg" version has a white background.

Coloring

Marketing should mainly use these colors.

Color mixture as above.



Fonts

Gotham - book, medium and bold are used for printed matter such as product sheets, rollups and brochures.

Fonts on the website are mainly "Wix made for text" and "Wix made for display Bold"

GOTHAM BOLD - used for headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM MEDIUM - used for smaller headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

GOTHAM BOOK - used for most things, both short and long body texts

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

For internal **Word** documents and **Powerpoints**, you can use **Helvetica**.