



BRAND GUIDELINES

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Logos

Default logo

The Phoenix badge logo should generally always be used where possible. Please do not use any other version of this logo than the one shown below.



Limited space

If you're struggling with limited height spaces, you can use the text only version of the logo.



Coloured backgrounds

If you're placing the Phoenix logo on a coloured background, please use the text only version in black or white.



Fonts

Font Family

Phoenix use the Roboto font family, available for free from [Google Fonts](#) or [Adobe Fonts](#).

HEADING 1

ROBOTO BLACK, ALL CAPS IN PHOENIX RED

Heading 2

40% OF H1. ROBOTO BLACK, TITLE CASE IN BLACK

Heading 3

84% OF H2. ROBOTO BOLD, SENTENCE CASE IN BLACK

CTA Links

H3 IN PHOENIX RED, LINK UNDERLINED

Body Text

100% OF H3. ROBOTO REGULAR, SENTENCE CASE IN BLACK

Body Text Links

BODY TEXT, UNDERLINED

Colours

Primary Colour

Phoenix Red



Secondary Colour

Phoenix Blue



Tertiary Colour

Phoenix Grey



If you have any questions or requests please email tom.almond@phoenixsafe.co.uk