



# 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

#DD273F

### Secondary Colour

Phoenix Blue

#0A4F8B

### Tertiary Colour

Phoenix Grey

#CFD1D2

If you have any questions or requests please email [tom.almond@phoenixsafe.co.uk](mailto:tom.almond@phoenixsafe.co.uk)