



**Phoenix
Rescue Mission™**

Transforming lives. Transforming the Valley.



Brand Guidelines

Logo Guidelines - Usage

The Preferred Logo is the 2 Line version. If space does not permit proper usage of the Primary Logo, Alternate versions can be used.

Preferred Logo (2 Line)



Alternate Logo (1 Line)



Alternate Logo (3 Line)



Logo Guidelines - Spacing

The logo creates an immediate impression. To maintain logo impact and integrity, employ a clear buffer zone based on the height of the letter P.



Logo Guidelines - Tagline

Use the tagline version when possible.

If the mark is **less** than 7/8 in. then the logo without a tagline should be used.

Tagline should always be punctuated.



Color Palette

The Phoenix Rescue Mission brand employs a palette of ten unique colors specially designed to coordinate with and complement one another, and collectively promote the brand. No other colors should be used when creating material for Phoenix Rescue Mission, and the closest approximation to these colors should be used when ordering material which will carry the brand.

When 4 colors aren't available, the PMS7621 Red should be used.

Black and white are also acceptable colors.

Complete Palette

PMS: 7621
CMYK: 24, 100, 100, 21
RGB: 159, 6, 18
HEX: #9F0612

CMYK: 0, 88, 96, 0
RGB: 255, 64, 26
HEX: #FF401A

CMYK: 0, 69, 83, 0
RGB: 250, 114, 58
HEX: #FA723A

CMYK: 0, 37, 70, 0
RGB: 255, 174, 94
HEX: #FFAE5E

CMYK: 0, 21, 55, 0
RGB: 255, 204, 130
HEX: #FFCC82



CMYK: 80, 8, 65, 0
RGB: 0, 167, 128
HEX: #00A780

CMYK: 62, 0, 45, 0
RGB: 67, 209, 172
HEX: #43D1AC

CMYK: 55, 0, 25, 0
RGB: 87, 218, 211
HEX: #57DAD3

CMYK: 71, 0, 33, 0
RGB: 0, 191, 187
HEX: #00BFBB

CMYK: 83, 27, 35, 2
RGB: 0, 143, 158
HEX: #008F9E



Font Usage

There is one approved typeface to be used on print materials: Cronos Pro. It performs a specific function, reinforcing the brand in all marketing platforms.

Cronos Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Digital Usage

For digital applications, use the webfont versions of Cronos Pro font in HTML.

In communications that have font limitations, Trebuchet and Arial are the only approved fonts for web and email use.

Trebuchet

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Logo Guidelines - Do's & Don'ts

The logo should never be altered in any way not prescribed in the previous section. Here are a few examples of what NOT to do.



Do not alter the tagline.



Do not use unapproved colors.



Do not use the logotype independently.



Do not use the logo as a masthead.



Do not alter the layout of the logo.



Do not display the logo on clashing backgrounds.



Do not add other elements to the logo.



Do not distort the shape of the logo.

