PHOENIX

Media Kit

November '23   Version 2.0

PHOENIX

Contents
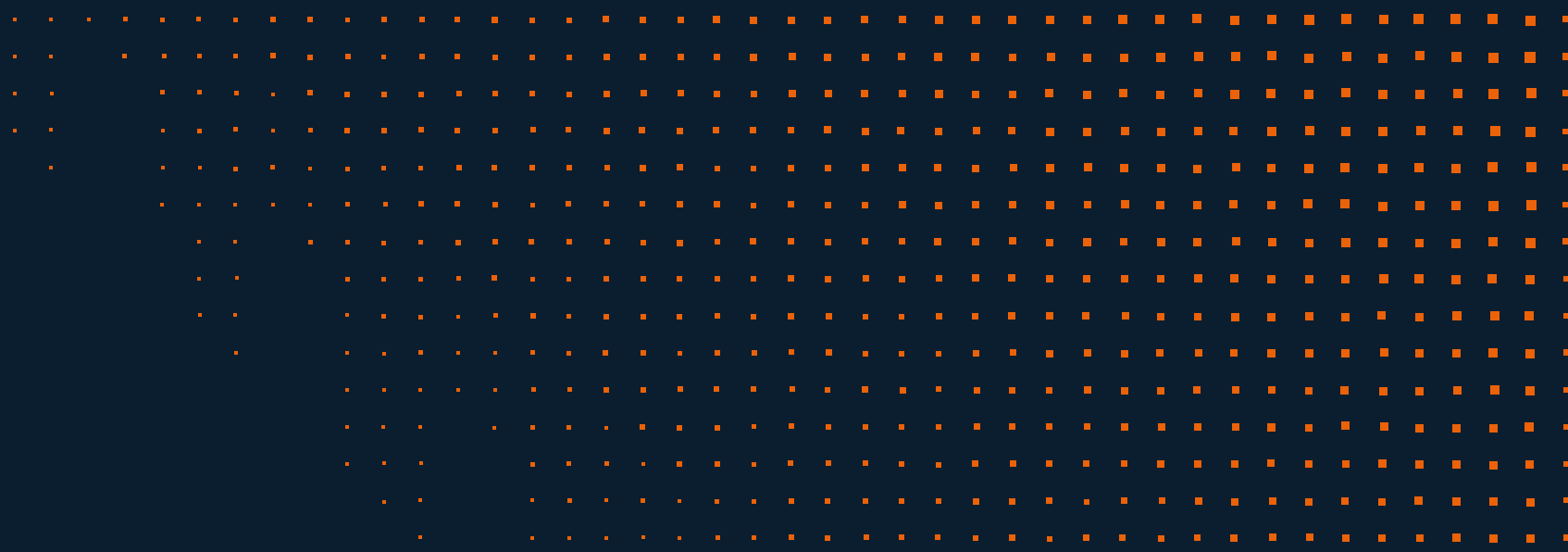
01.
Brand Logos

The logo is an abstract expression of the phoenix firebird, viewed from above to denote an elevated and holistic perspective. The dynamic wings evoke a sense of movement whilst paying tribute to the notion of 'swarm intelligence' – the very idea that inspires and unites the group's entities. Swarm Intelligence refers to collective intelligence seen in nature, designed to conquer disruption and more effectively solve complex problems.

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We use the master logo on the Phoenix Blue background, in both full colour and Clear Gray only.
Our Logo should never be used in any other colour or colour combinations.

PHOENIX

Full Colour

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Clear Grey

Our logo can be broken down and configured into a few different compositions.
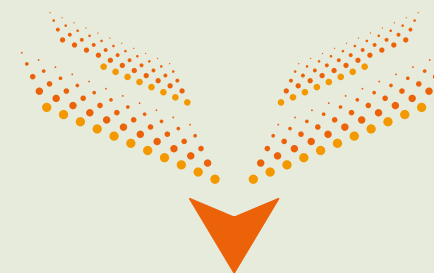Not all of these configurations should be used at the same.

Vertical Logo
This is our primary logo and should be used wherever possible.

Horizontal Logo
Our horizontal logo is great for small and limited space application I.E. Social headers and Banners

Logotype
Our logotype can be separated from the brand icon to sparingly be used as a standalone logotype.
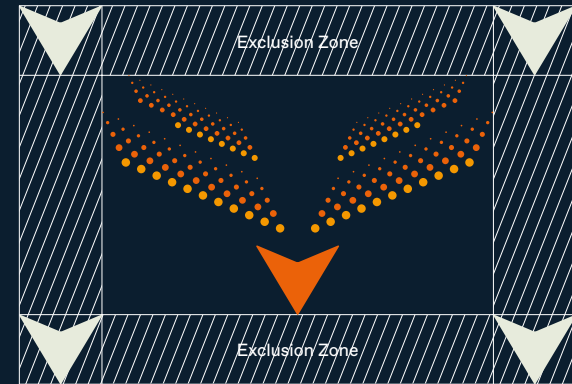

Logo Icon
Our brand icon should only ever be used alone in extremely small applications I.E. Favicons and App Icons

Always ensure a minimum space, defined by the arrow, is observed around the logo and other elements to optimise legibility.

Exclusion Zone

Exclusion Zone

PHOENIX

Exclusion Zone

Exclusion Zone

PHOENIX

Exclusion Zone

Exclusion Zone

Master Logo

Secondary Logos

The Phoenix logo should never be used at a size smaller then 16×16pixels or 6×6mm.
This is to ensure our logo maintains legibility and recognition at the smallest of sizes.
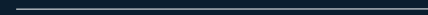
16×16px

48×48px

128×128px

When we wish to showcase a particular sub-company within Phoenix, we have the option to incorporate a descriptor line. This line is aligned with our primary logo and utilizes the ABC Favorit Bold font. Its size should be proportional to half the height of the wordmark, positioned beneath it.
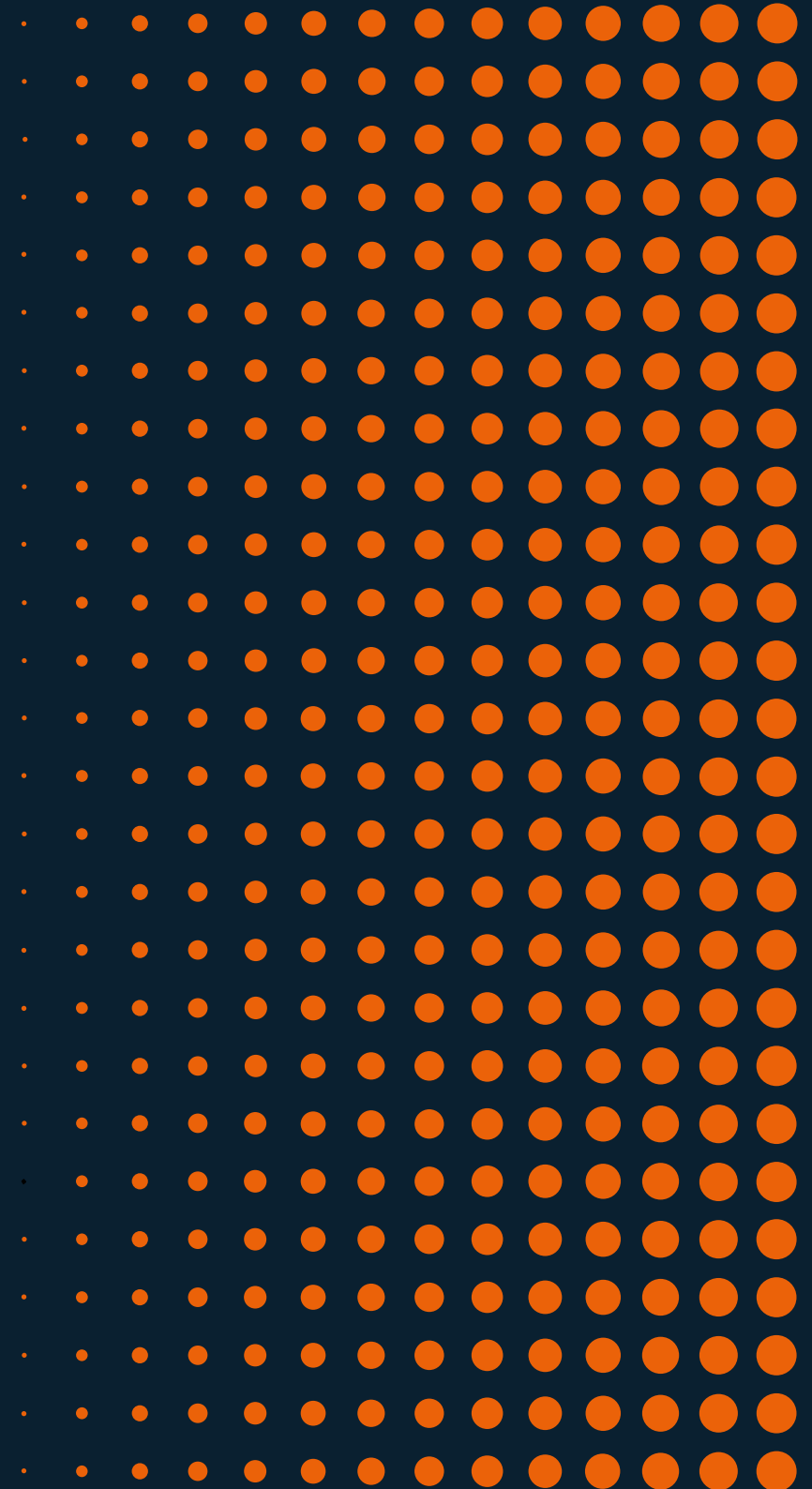
PHOENIX
DIGITAL MINING

Master Logo

Descriptor Line

02.
Colour Palette

Our Primary Colour Palette is led with Phoenix Orange and Swarm Yellow that make reference to the colours of a Phoenix.
Clear Grey and Pitch Black are used as contrast colours to add a foundation to our more vibrant lead colours.
We also have access to an extended palette made up of incremental tints of our core colour palette.
We should use these tints sparingly throughout the brand to add texture and contrast to our communications.

Clear Grey

C: 008
M: 009
Y: 011
K: 000

R: 231
G: 235
B: 220

PANTONE: Cool Gray 1 C
HEX: e7ebdc

Pitch Black

C: 100
M: 079
Y: 051
K: 065

R: 010
G: 032
B: 048

PANTONE: 7547 C
HEX: 0a2030

Swarm Yellow

C: 000
M: 049
Y: 100
K: 000

R: 255
G: 153
B: 000

PANTONE: 2013 C
HEX: ff9900

Phoenix Orange

C: 000
M: 076
Y: 100
K: 000

R: 255
G: 107
B: 000

PANTONE: 1505 C
HEX: ff6b00

75%	75%	75%	75%
50%	50%	50%	50%
25%	25%	25%	25%

Secondary Colour Palette

Our Secondary Colour Palette features a variety of Blue's that add a vibrancy and contrast to the warmer tones of our primary palette.
These blues should be used sparingly to support our Primary Colour Palette and should never be used as a lead colour.
This palette in most effective in creating stand-out communications that can act as a call-to-action or divider to break-up our reliance on the use of orange and yellow colours.

Deep Cobalt

C: 092
M: 072
Y: 000
K: 000

R: 003
G: 063
B: 219

PANTONE: XXX
HEX: 033fdb

Light Blue

C: 067
M: 000
Y: 004
K: 000

R: 017
G: 200
B: 244

PANTONE: XXX
HEX: 11c8f4

Calm Purple

C: 016
M: 015
Y: 003
K: 000

R: 220
G: 217
B: 234

PANTONE: XXX
HEX: dcd9ea

By combining our Phoenix Orange and Swarm Yellow we can create a hero gradient to use in graphics and backgrounds across our brand. The gradient should be used sparingly in order to deliver impact and not dilute the impact of the colour.

Phoenix
Orange

Swarm
Yellow

This page includes a few simple rules that we should follow in order to keep our brand colour use consistent.

Building the World's most resilient network

Live, Learn and Earn

phoenixtech.org

Do Not: Off-Brand Colours
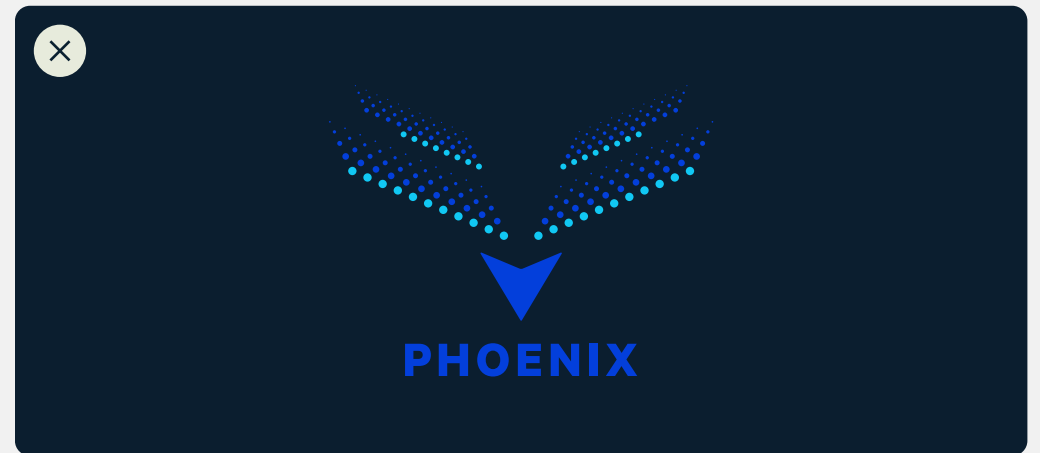Do not use any colours that do not feature on our brand colour palette pages.

Do Not: Blue Gradient
We should not use our secondary colour palette in a gradient.

Live, Learn, Earn
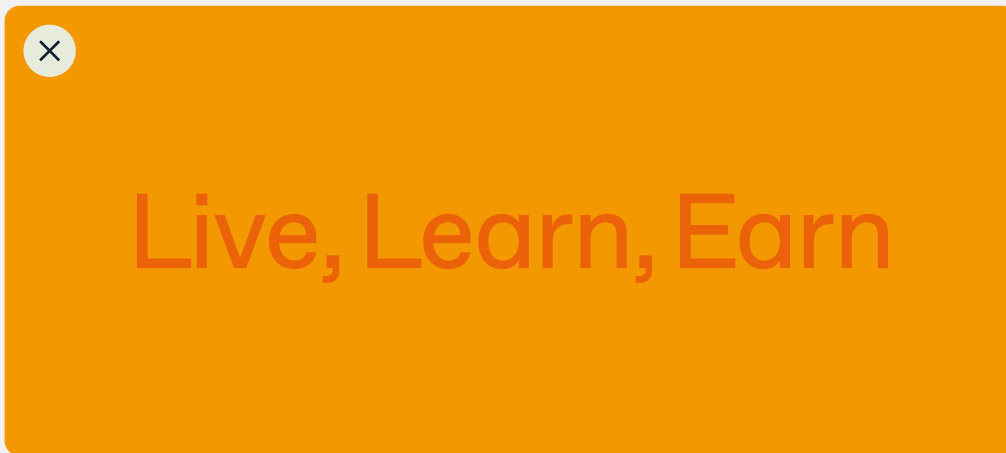
Do not: Blend Colours
We should ensure colour pairings have contrast in order to stand out.

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Do Not: Recolour Logo
We should never recolour our logo to be any colour other then the ones found in our primary palette.

03.
Typography

The subtle but unique nature of the 'Favorit' letter-forms, reference the craft and innovation of the Phoenix brand. Favorit also comes in a variety of weights to allow for adaptability across multiple communications.

ABC Favorit

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Medium

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Bold

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

We should ensure that when using our fonts they follow a consistent hierarchy across all touch-points of our brand.

ABC Favorit Regular
Header

Building the World's most resilient network

ABC Favorit Medium
Sub Header

The power of swarm intelligence.

ABC Favorit Regular
Body Copy

Established in 2015, Phoenix Technology (part of the wider collective of companies, the 'Phoenix Group'), is recognized as one of the leaders in the blockchain and cryptocurrency arena with global operations of more than 700MW across the USA, Canada, Europe, and the Middle East.

ABC Favorit Bold
Call-to-Action

Come discover more!

System Font: Arial

If our brand font Favorit is not available it should be replaced with our System Font, Arial. Arial is a free font universally available on all computers and laptops.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Regular

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Bold

**AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789**

This page highlights a few factors we should consider when using our brand fonts to elevate their personality.

flow

Do: Ligatures
Do use ligatures wherever possible. Favorit comes with a variety of ligature options throughout the typeface.

Crypto doesn't have to be cryptic
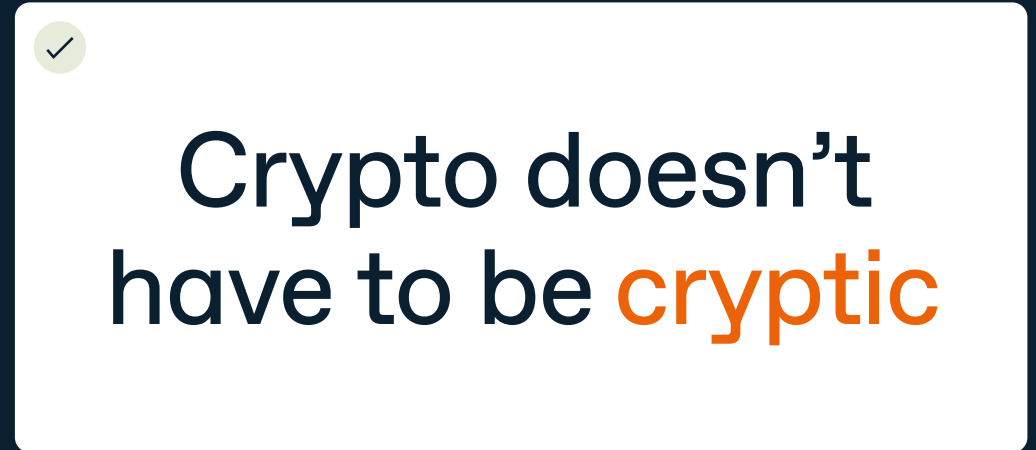
Do: Highlight
Do use colour in an interesting way to highlight key words or areas of interest.

HELLO

Do Not: Capitals
Do not use capital letters unless it's for a call-to-action, button or single word header.

Live, Learn and Earn
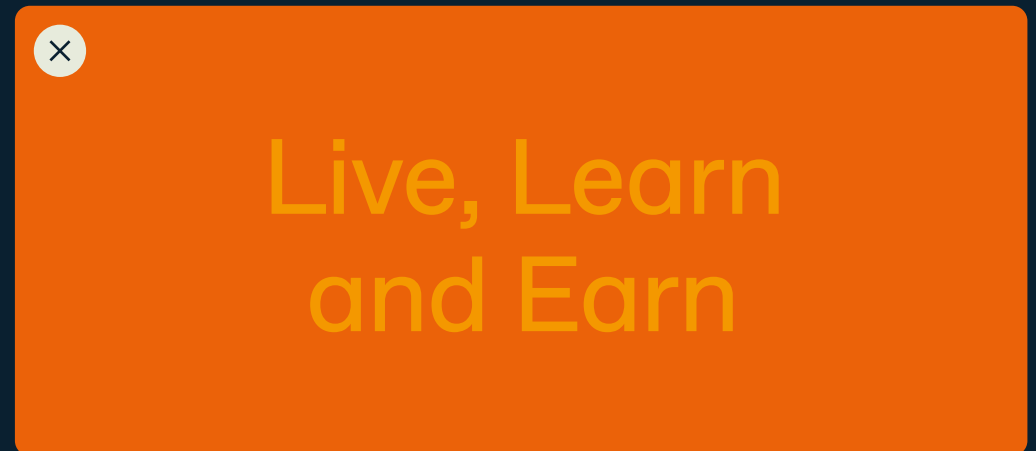
Do Not: Blend
Do not use colours of a similar HUE together. Ensure there is contrast to allow for easy readability.

04.
Graphic Language

Our brand pattern takes inspiration from 'swarm intelligence' building a repetitive and dynamic pattern of shapes that work together. Conquering disruption and solving complex problems.
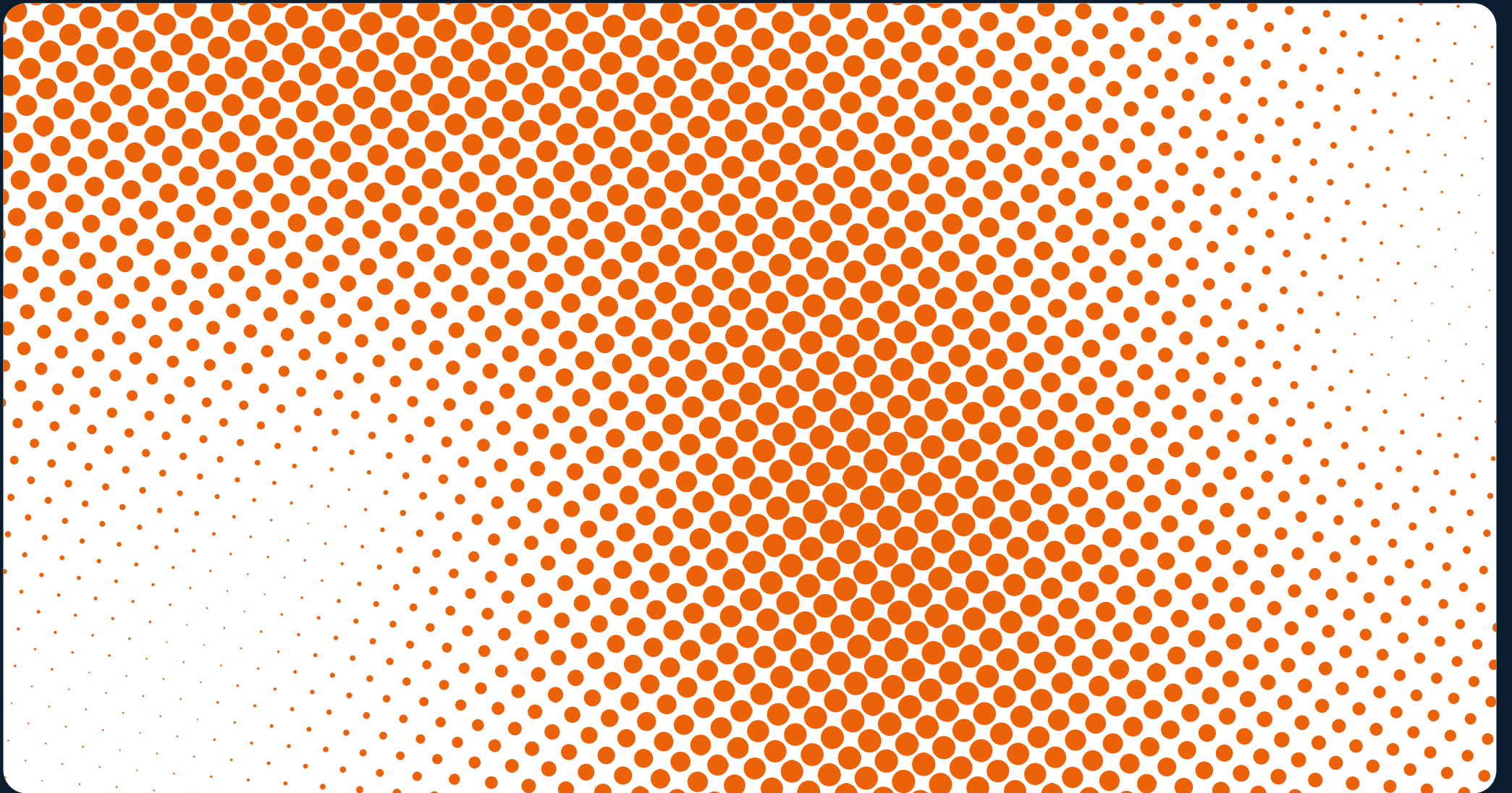
We should ensure that the Swarm graphic is always cropped at a new area in order to add a consistent ever changing living pattern to our identity. We should also make sure the each crop works with the design to enhance the communication and not take away from anything.
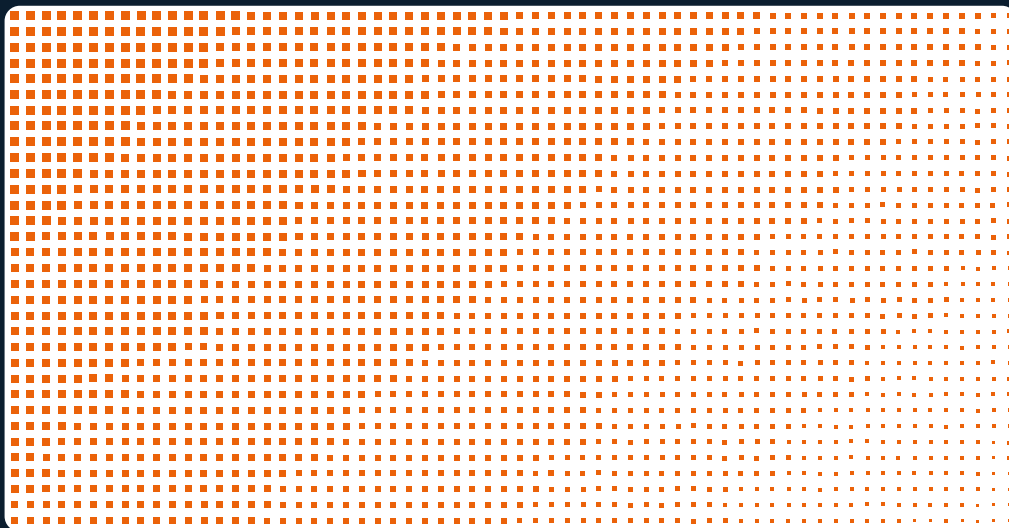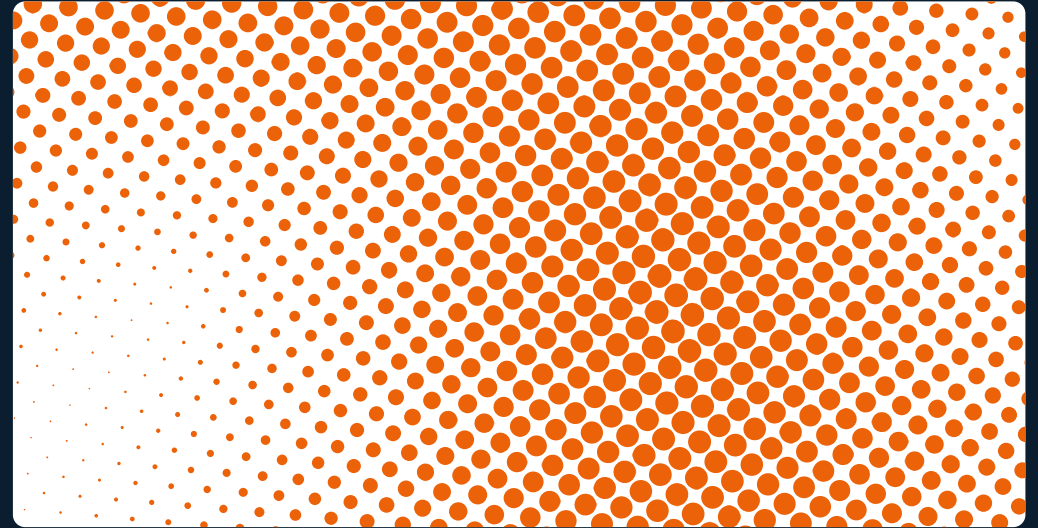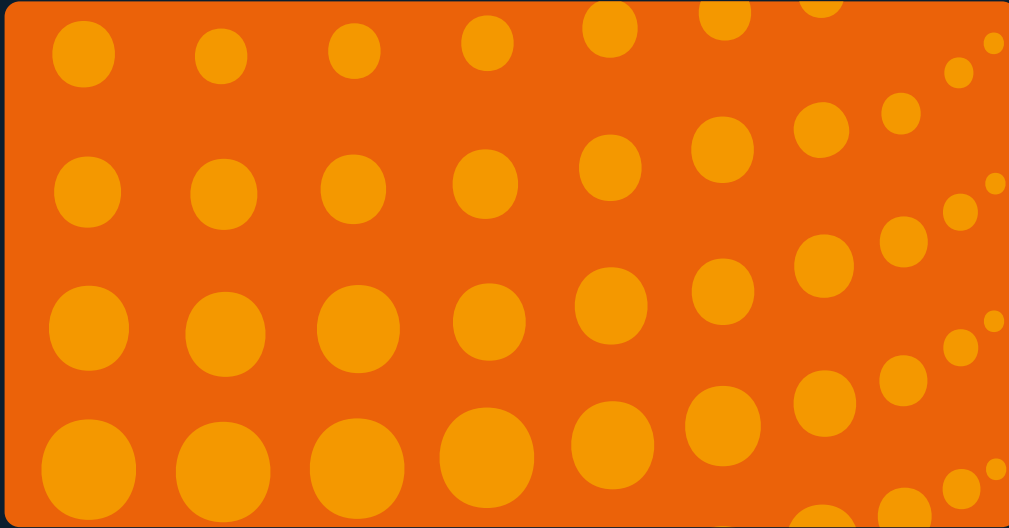
Our iconography takes influence from the Swarm pattern and is constructed from dots that work together to form a single visual. Each icon should take an abstract form that benefits to message or copy it is parried with.
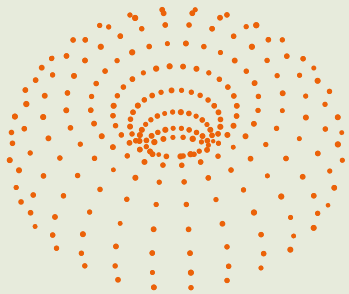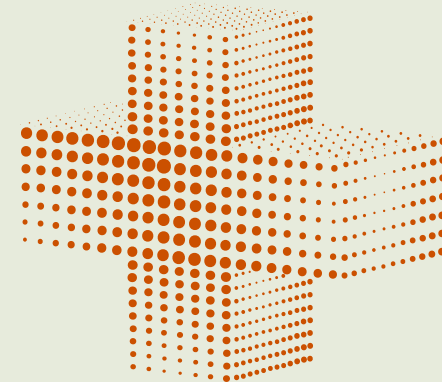
Network
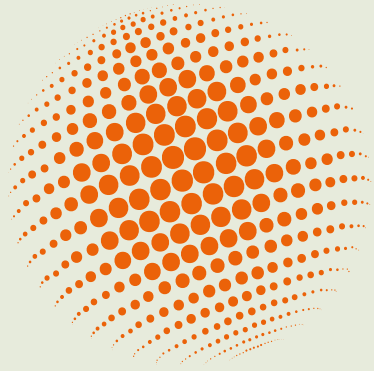
Growth

Investment

Earn

PHOENIX

Thank You

If you have any queries regarding these guidelines please email info@phoenixgroupuae.com

Get in touch