

Brand guidelines

PAGE

- 2 The logo
- 3 Logo variations
- 4 Suggested sizes
- 5 Colours
- 6 Fonts
- 7 Essential information
- 8 Resources

2 The logo

This is the logo. It includes the function words underneath.
The full name of the organisation is **Phoenix Brighton**.

PHOENIX brighton
gallery artists studios education

Do not use the logo without the functions (except perhaps at minimum size - see page 8)

~~PHOENIX brighton~~

Do not squash or stretch the logo

~~PHOENIX brighton
gallery artists studios education~~

~~PHOENIX brighton
gallery artists studios education~~

Do not use a different colour

~~PHOENIX brighton
gallery artists studios education~~

Do not recreate the logo

~~PHOENIX brighton
gallery artists studios education~~

Logo files in formats suitable for print, desktop or online use are available from the Phoenix Brighton office: info@phoenixbrighton.org.uk

3

Logo variations

preferred version

These are the permitted variations in the logo.

Colour



Black and white



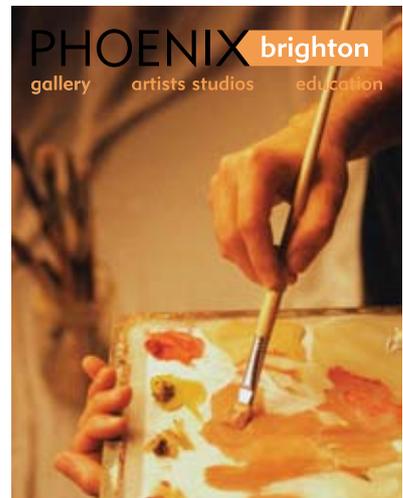
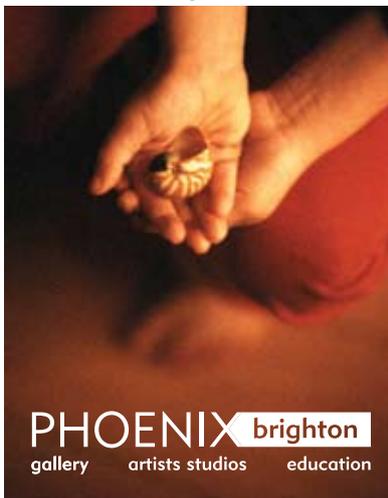
Greyscale



Keep other elements away from the logo (at least the height of the H away)



If placed over an image, make sure contrast with the background is strong enough to keep the logo clearly legible



4 Suggested sizes

One option is to use the full width of any document (within margins)

PHOENIX brighton
gallery artists studios education

A3 documents: 140 mm wide

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A4 documents: 100 mm wide

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A5 documents: 70 mm wide

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A6 (postcard): 50 mm wide

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Minimum size with functions: 25 mm wide

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gallery artists studios education

Can be used at this size without functions if necessary

PHOENIX brighton

Colours

Phoenix Brighton's colours are black and orange. Grey is also used sometimes, especially in one-colour printing.

		Pantone	CMYK	RGB
	Black	Black	35C 45M 70Y 100K (rich black)	R 0 G 0 B 0 FFFFFF
	Orange	PMS 157	45M 71Y	R 233 G 153 B 74 E9994A
	Grey	40% black	36C 28M 27Y (rich grey)	R 153 G 153 B 153 999999

Fonts

For printed materials, Phoenix Brighton uses the Bitstream font **Geometric 415** in three weights: Lite, Medium, Black. The office at Phoenix Brighton can tell you how to obtain it.

Geometric 415 lite

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Geometric 415 italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Geometric 415 medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Geometric 415 black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use the lite version for text and the black version for headings. Italic and medium may be used sparingly.

Aim to use type no smaller than 9pt if possible for continuous text. For more accessible reading, 12pt or larger is recommended.

For desktop use where this font is not available, try to use a similar sans serif font such as Century Gothic or Futura.

The preferred font for online use is Verdana.

7

Essential information

The full name is **Phoenix Brighton**.

All these details are available as text files from the office

Contact details should be included on all publications preferably in this relationship to the logo.

PHOENIX **brighton**
gallery artists studios education

PHOENIX BRIGHTON
10–14 Waterloo Place
Brighton BN2 9NB
01273 603700
info@phoenixbrighton.org
www.phoenixbrighton.org

Registered charity name:
Registered charity number:
Company number:

Phoenix Arts Association Ltd
Registered charity no. 1051551
Registered company no. 3136893

Short description

Phoenix Brighton is the largest artist-led organisation in the South East. It provides galleries, community projects, education programmes and 100 artist studios.

Long description

Home to over 100 artists, a successful outreach programme and one of the biggest contemporary art exhibition spaces in the region, **Phoenix Brighton** is a charitable (not-for-profit) arts organization that has been contributing to the cultural fabric of the South East for the last 25 years.

Based in central Brighton, we provide 100+ studio spaces, a short-term project space for community groups and a gallery and education programme, which brings together professional artists and the general public in a friendly and creative environment.

Phoenix Brighton is the largest artist-led arts organisation in South East England and our artists reflect the full range of contemporary arts practice; working in a variety of forms from printmaking, installation, ceramics and metalwork, to painting, sonic art, film and performance.

Resources

Contact the office for further information:

PHOENIX BRIGHTON
10–14 Waterloo Place
Brighton BN2 9NB
01273 603700
info@phoenixbrighton.org
www.phoenixbrighton.org

Logo files, essential details (charity no. etc), the map below and an up-to-date copy of these guidelines are available from the office.

