



OITB Brand Guidelines - Lilac Version

Logo

The PHOENIX OITB logo is a combination of the lettering of the project acronym and a phoenix icon, which consists of separate flames. This logo can be used with the corporate design gradient as well as monochrome in black or white.



Icon

The PHOENIX OITB icon shows the phoenix without the acronym and is used for circular or square applications such as the social media profile pictures.



○ = **clearspace**

Keep the clearspace of one „o“ around the logo and the icon at all times.



Correct Use

Use the colored logo only on white background. On dark background colors or colorful background images the white logo has to be used. If the background is colored in light colors, the black logo has to be used, in order to ensure enough contrast.



Incorrect Use



Typography

Astoria Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in the logo is Astoria Bold. It is used only in the logo.

Free download here:

<https://www.dafontfree.io/astoria-font-family/>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Catamaran Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Catamaran Bold is a Google Font, which is used for the headlines on the website as well as in other applications.

Free download here:

<https://www.fontsquirrel.com/fonts/catamaran>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Montserrat Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

0123456789

Montserrat Semi-Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

0123456789

Montserrat Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN

0123456789

Montserrat is a Google Font, which is used for the sub-headlines and all body texts on the website as well as in other applications. The sub-headlines are in Bold or Semi-Bold while the body texts are in Regular.

Free download here:

<https://www.fontsquirrel.com/fonts/montserrat>

How to install a font in Windows:

1. Open Control panel - Apperance and Personalization - Fonts
2. Drag & Drop the font file into the font window.

How to install a font in OS X:

1. Double click the unzipped font file and a font preview will open.
2. Click the „Install Font“-button at the bottom of the preview.

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Arial Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

The typeface used in templates such as deliverables or PowerPoint presentations is Arial Regular or Bold. The project acronym always has to be written in CAPITAL letters like this: PHOENIX.

Colors

The brand colors consist of the three colors used in the logo, as well as Ash Grey and White, used on the website and for text elements.



Red Flame

CMYK: 16 / 77 / 65 / 5

RGB: 203 / 83 / 77

HEX: #CB534D



Lilac Flame

CMYK: 84 / 80 / 13 / 1

RGB: 76 / 69 / 137

HEX: #4c4589



Ash Grey

CMYK: 50 / 35 / 16 / 88

RGB: 68 / 68 / 68

HEX: #22262f



White

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: #FFFFFF



PHOENIX OITB gradient from Lilac Flame to Red Flame.

Copyright

This brand guideline is an internal document aimed at presenting the basic principles ruling the corporate design of PHOENIX OITB.

If you have any questions, please contact us at:

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