

**PHOENIX**   
**GLOBAL**

**BRAND STYLE GUIDE**



PHILIPPI-HAGENBUCH INC

Phoenix designs and operates metals and mining sites with maximum efficiency and safety to deliver the greatest material and financial value for our customers.

**EVERYWHERE.**

TR0222

*Integrated Solutions in Metals & Mining*

**LOGOS**

**PHOENIX**  
GLOBAL

**PHOENIX**  
GLOBAL

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GLOBAL

**PHOENIX**  
GLOBAL

**PHOENIX**  
GLOBAL

**PHOENIX**  
GLOBAL

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PRIMARY CENTERED



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HORIZONTAL



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VERTICAL STACKED





**PHOENIX** 

**PHOENIX** 

**PHOENIX** 

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WORD MARK



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MARK



**PHOENIX**  
**GLOBAL**

*Integrated Solutions in Metals & Mining*



This version of the Phoenix Global logo should only be used when a full-color logo is needed on a lighter background, i.e. uniforms, vehicles, etc.



# BRAND COLORS

## FOUNDATION



#2e3243

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C	<b>81</b>
M	<b>73</b>
Y	<b>49</b>
K	<b>48</b>

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R	<b>46</b>
G	<b>50</b>
B	<b>67</b>

## MARINE



#008987

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C	<b>93</b>
M	<b>29</b>
Y	<b>52</b>
K	<b>0</b>

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R	<b>0</b>
G	<b>137</b>
B	<b>135</b>

## RENEW



#4fa271

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C	<b>72</b>
M	<b>16</b>
Y	<b>72</b>
K	<b>0</b>

---

R	<b>79</b>
G	<b>162</b>
B	<b>113</b>

## ENVIRONMENT



#8ac04f

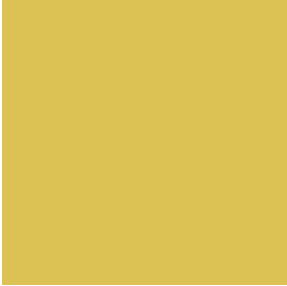
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C	<b>51</b>
M	<b>3</b>
Y	<b>91</b>
K	<b>0</b>

---

R	<b>138</b>
G	<b>192</b>
B	<b>79</b>

## GOLD



#ddc154

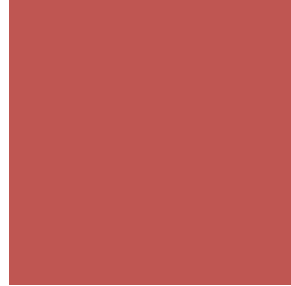
---

C	<b>15</b>
M	<b>20</b>
Y	<b>80</b>
K	<b>0</b>

---

R	<b>221</b>
G	<b>193</b>
B	<b>84</b>

## CLAY



#c05652

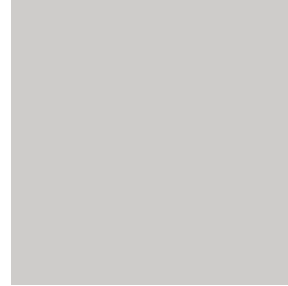
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C	<b>10</b>
M	<b>75</b>
Y	<b>60</b>
K	<b>15</b>

---

R	<b>192</b>
G	<b>86</b>
B	<b>82</b>

## STEEL



#cccccc

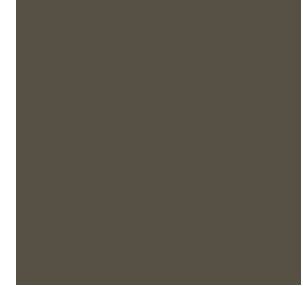
---

C	<b>19</b>
M	<b>15</b>
Y	<b>16</b>
K	<b>0</b>

---

R	<b>204</b>
G	<b>204</b>
B	<b>204</b>

## GRAVEL



#626565

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C	<b>45</b>
M	<b>45</b>
Y	<b>55</b>
K	<b>50</b>

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R	<b>89</b>
G	<b>80</b>
B	<b>70</b>

The secondary color palette is meant to be used sparingly, as accents in branding materials. This palette provides additional color options that represent what Phoenix Global does.

# TYPOGRAPHY



PRIMARY

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## FUTURA BOLD

ABCDEFGHIJKLM  
OPQRSTUVWXYZ

abcdefghijkl  
nopqrstuvwxyz

**AKZIDENZ-GROTESK  
BQ EXTENDED MEDIUM**

**ABCDEFGHIJKLM  
OPQRSTUVWXYZ**

**abcdefghijkl  
nopqrstuvwxyz**

TAGLINE

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*AKZIDENZ-GROTESK*  
*BQ ITALIC*

*ABCDEFGHIJKLM*  
*OPQRSTUVWXYZ*

*abcdefghijkl*  
*nopqrstuvwxyz*

WEB

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SPARTAN MEDIUM

ABCDEFGHIJKLM  
OPQRSTUVWXYZ

abcdefghijkl  
nopqrstuvwxyz

## SPARTAN EXTRA BOLD

ABCDEFGHIJKLM  
OPQRSTUVWXYZ

abcdefghijkl  
nopqrstuvwxyz

# FILE TYPES AND USAGE

## EPS

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EPS files are CMYK and used for any printing. No files labeled as RGB should ever be used for printing.

## JPEG

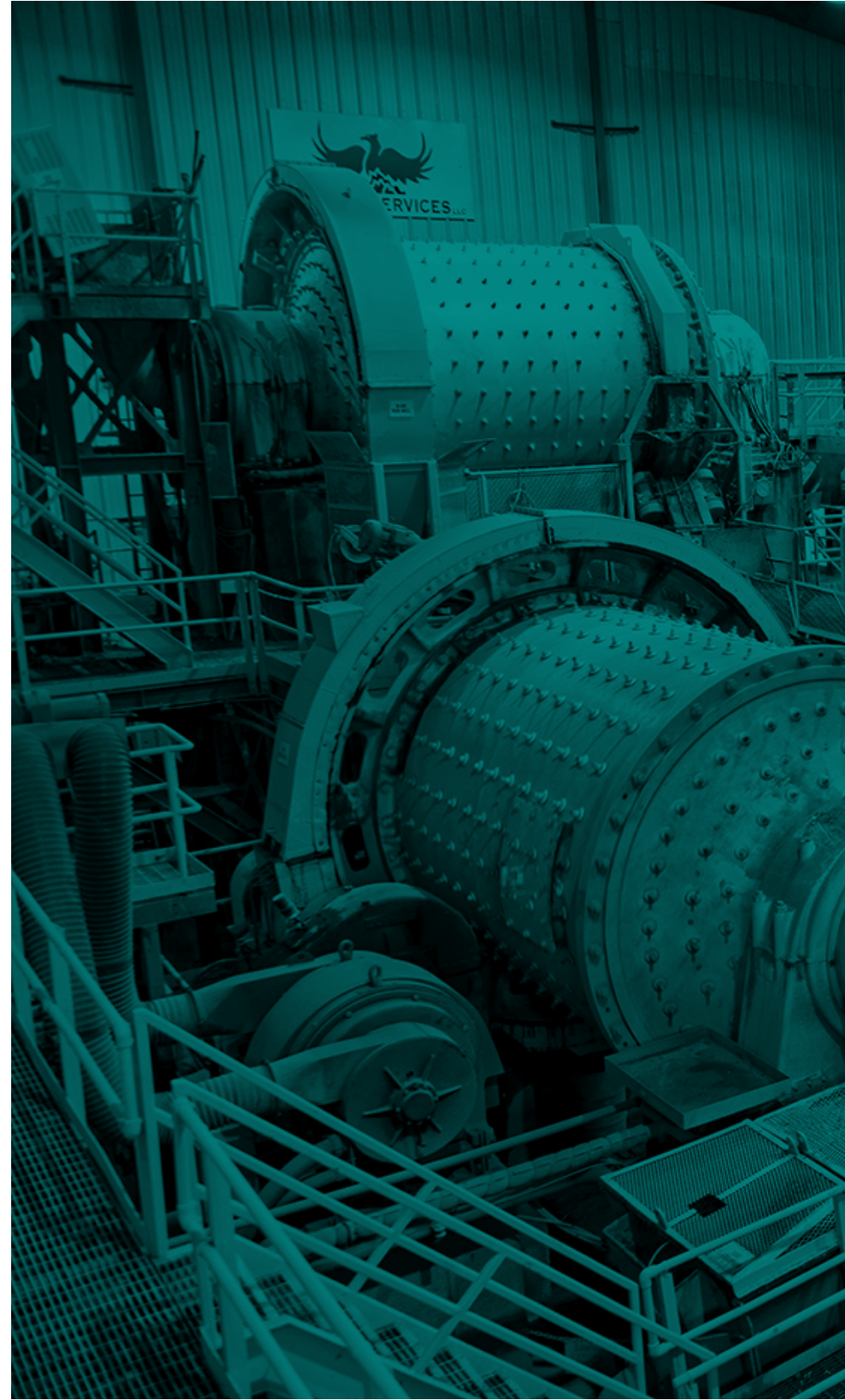
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Both CMYK and RGB JPEG files are included. Only RGB files should be used for web or digital purposes. JPEG files have a solid white background and should not be used on any color background, except white..

## PNG

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PNG files are RGB and should only be used for digital and web platforms. PNG files have a transparent background and should only be used on high contrasting backgrounds (see earlier brand guide for appropriate examples)



## UNACCEPTABLE LOGO USAGE

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These rules apply to all logos within the Phoenix Global branding system.

A logos dimensions should never be changed. Do not stretch or compress the logos in any way.

Only the provided logos should be used for any and all Phoenix Global purposes. A non-brand color should never be used. See color guide and logo files for all provided color options.