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.
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.
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.

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.
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 display the logo on clashing backgrounds.
- Do not distort the shape of the logo.
- Do not use the logotype independently.
- Do not add other elements to the logo.
- Do not alter the layout of the logo.
- Do not use the logo as a masthead.
- Do not distort the shape of the logo.