

Second Phoenix Logo Specifications



Lettermark



Symbol



Wordmark



Combination

Color Specifications



C: 2 M: 51 Y: 81 K: 0
R: 240 G: 145 B: 71



C: 0 M: 86 Y: 98 K: 0
R: 239 G: 75 B: 37



C: 33 M: 3 Y: 56 K: 0
R: 117 G: 209 B: 143

Please do not distort the designs or add special effects to the designs.

Logos can be used on any color background; however, white is highly recommended.

Clear Space Specifications

In order to maintain logo visibility, please follow the clear space guidelines below. This will ensure the logos remain completely legible. The guidelines will be pictured on the next page.

Symbol: The clear space guidelines pictured have been determined by the space between the phoenix's body and their innermost wing, represented by a pink square.

Lettermark: The clear space guidelines pictured have been determined by the space occupied by the bowl of the letter *P*, represented by a pink square.

Wordmark: The clear space guidelines pictured have been determined by the space between the last letter *d* of *Second* and the first letter *P* of *Phoenix*, represented by a pink square.

Combination 1: The clear space guidelines pictured have been determined by the space between the last letter *d* of *Second* and the first letter *P* of *Phoenix*, represented by a pink square.

Combinationa 2 and 3: The clear space guidelines pictured have been determined by the space between the phoenix's body and their innermost wing, represented by a pink square.

Second Phoenix Logo Specifications

Clear Space Specifications (Continued)



Lettermark



Symbol



Wordmark



Combination 1



Combination 2



Combination 3

Sizing Specifications

The minimum size for the lettermark logo is 2.0 cm by 2.0 cm.

The minimum size for the symbol logo is 1.3 cm by 2.2 cm.

The minimum size for the wordmark logo is 6.1 cm by 1.4 cm.

The minimum size for combination logo 1 is 7.0 cm by 2.5 cm.

The minimum size for combination logos 2 and 3 is 4.6 cm by 7.0 cm.