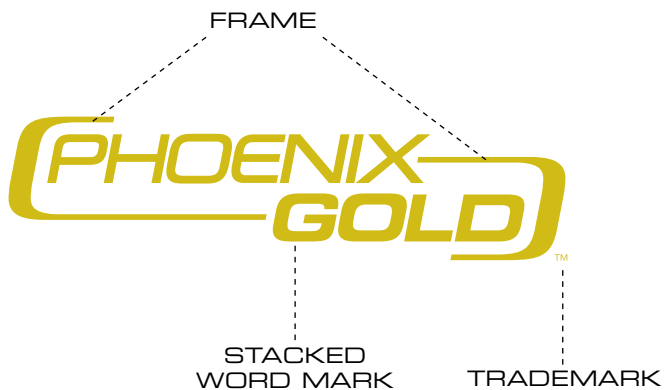# PHOENIX GOLD ™

STYLE**GUIDE**

First Edition

In order to position Phoenix Gold as a leader and innovator in both home and 12 volt audio and video products, we have created a graphical representation of the Phoenix Gold name. The Phoenix Gold logo is memorable and versatile because of its simplicity of color and design. It has been designed to work in a wide range of media including print, web and product labelling. *This style guide applies mainly to the print media. Exceptions can be made when applying graphics to automobiles.*

The Phoenix Gold logos contain several symbolic components. Both logos contain the color of gold which is regarded as having great value or goodness. Both logos have also been created with references to the previous Phoenix Gold "surfer" logo, bringing some of Phoenix Gold's history with it into the future. The PG LINK is comprised of Phoenix Gold's initials joined together: two components interacting together to form one, just as Phoenix Gold's companies work together as one and connect to the international marketplace. The WORD MARK, STACKED WORD MARK and PG LINK all angle forward to the right creating a feeling of motion because Phoenix Gold is and will always be moving forward.

The WORD MARK and STACKED WORD MARK appear in their designated letterforms. They should never appear in any other typeface or with any other text element.

To legally protect our our logos, we are required to display the TM "bug" on every usage of the Phoenix Gold logos.

LOGOS

PG BOX

PG LINK

PHOENIX**GOLD** ™

WORD MARK   TRADEMARK

FRAME

STACKED
WORD MARK   TRADEMARK

LOGO**ELEMENTS**

In every medium, it is important to display the Phoenix Gold logo consistently. The primary 12 volt logo and the packaging/home product logo should be used accordingly whenever possible. The following pages describe the preferred configurations and acceptable variations.

These are the preferred Phoenix Gold logo configurations. They have been designed to maximize the impact of the Phoenix Gold logo and WORD MARKs in unified shapes. The colors and relative proportions should be preserved as well as their relationships to each other. Use these primary logos whenever possible.

PRIMARY **12 VOLT LOGO**

PHOENIXGOLD ™

SECONDARY 12 VOLT **LOGO**

If vertical space severely limited, it is acceptable to use the primary packaging/home products logo, preserving the same relative proportions, color and clear space.

PHOENIX GOLD ™

LOGO**CONFIGURATIONS**

PHOENIX GOLD INTERNATIONAL **LOGOS**
(for internal use only)

PHOENIXGOLD ™
International, Inc.

PRIMARY **PACKAGING/HOME PRODUCTS LOGO**

SECONDARY PACKAGING/HOME **LOGO**

If horizontal space severely limited, it is acceptable to use the primary 12 volt logo, preserving the same relative proportions, color and clear space.

PHOENIXGOLD ™

LOGO**CONFIGURATIONS**

Regarding color values, we have established some guidelines in order to maintain the consistent use of the Phoenix Gold logo. The following examples provide the required color values for printing any and all configurations of the Phoenix Gold logo. Gold foil is also an acceptable choice for logo color. For color applications other than the Phoenix Gold logo, please refer to the color palette section of this style guide.

COLOR**LOGOS**

This is the preferred color treatment of the primary 12 volt logo. The PG prints as gold, specified as Pantone® PMS 117C, or as a CMYK mix of C-0, M-18, Y-100, K-15. The BOX, WORD MARK and TRADEMARK print black.

This is the preferred color treatment of the primary packaging/home products logo. The entire logo prints as gold, specified as Pantone® PMS 117C, or as a CMYK mix of C-0, M-18, Y-100, K-15.

100% BLACK**LOGO**

The Phoenix Gold logo may appear in certain media which do not use color. To achieve maximum impact in black-and-white media, use the 100% black logo. Phoenix Gold does not use a grayscale logo. All parts of each logo appear as 100% black or reversed out (see 100% white logo).

ONE-COLOR**LOGO**

For merchandising purposes only, it may be necessary to use a one color Phoenix Gold 12 volt logo. This is the only circumstance in which a one-color logo is acceptable. Depending on the medium, all other uses of the logo should be in full color or black and white.

COLOR**USAGE**

At times, the logo will be placed against a background that does not provide sufficient contrast to effectively present the logo. In instances such as these, the following reversed logos may be used.

100% WHITE**LOGOS**

The 100% white logos should be used only on a black or solid color background. The logo knocks out entirely as white.

REVERSED COLOR**LOGO**

This reversed color logo should be used only on dark backgrounds. The box remains gold (Pantone 117C) and the WORD MARK and trademark knock out to white. Note the PG LINK remains 100% black.

REVERSED**LOGOS**

Clear space is the area that surrounds the logo. To avoid visual clutter and distraction from the corporate identity, this area should always be free of any additional graphic elements.

The primary 12 volt logo must always be surrounded by a clear space at least half the height of the BOX. For example, if the height of the BOX is 2 inches, there should be at least one inch of clear space on all sides of the logo. The diagram below shows the height of the BOX as "X" and the minimum clear space as ".5X"

The minimum clear space must be maintained to achieve the maximum impact in all graphic environments.

.5X

X

.5X

PHOENIXGOLD™

The primary packaging/home products logo must always be surrounded by a clear space at least half the height of the entire logo. For example, if the height of the logo is 2 inches, there should be at least one inch of clear space on all sides of the logo. The diagram below shows the height of the logo as "X" and the minimum clear space as ".5X"

The minimum clear space must be maintained to achieve the maximum impact in all graphic environments.
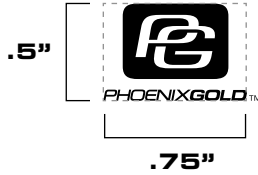
.5X

X

.5X

PHOENIX GOLD™

CLEARSPACE

Minimum size is the smallest the logo is allowed to appear. If it appears any smaller, the company's name is not legible and maximum impact is not achieved.

The minimum size of the primary 12 volt logo is .5 inches high by .75 inches wide. The diagram below visually describes the minimum size.

.5"

PHOENIX**GOLD**™

.75"

The minimum size of the primary packaging/home products logo is .25 inches high by 1 inch wide. The diagram below visually describes the minimum size.

1"

.25"

PHOENIX GOLD™

MINIMUM**SIZE**

Our customers experience Phoenix Gold in a number of ways. One of the first sensory clues to the Phoenix Gold identity is color. Consistent use of our color palette identifies us in ways words can not. The Phoenix Gold color palette has been created to establish a common look and feel in all our communications.

Please select from the following colors in all Phoenix Gold communications.

RED
PMS RED 032 C
C-0, M-90, Y-86, K-0
R-253, G-27, B-20

ORANGE
PMS 1585 C
C-0, M-56, Y-90, K-0
R-254, G-112, B-19

YELLOW
PMS 116 C
C-0, M-16, Y-100, K-0
R-255, G-214, B-0

LIGHT**BLUE**
PMS 293 C
C-100, M-57, Y-0, K-2
R-11, G-68, B-153

DARK**BLUE**
PMS 293 C
C-100, M-57, Y-0, K-2
R-11, G-68, B-153

COLOR**PALETTE**

A major contributor to maintaining the Phoenix Gold image is typography. We have chosen this set of attractive typefaces that compliment each other and work well together based on readability and versatility.

Helvetica is our primary typeface and is preferred for body copy for any printed piece. (In the event you do not have Helvetica installed on your computer, Arial is the preferred substitute.) Eurostile Extended 2 is the preferred typeface for headline copy and for emphasized text such as phone numbers or web addresses.

Please select from the following typestyles for all Phoenix Gold communications.

EUROSTILE**EXTENDED**2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;--'"*!?( )/$

EUROSTILE**BOLD** EXTENDED**2**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;--'"*!?( )/$

HELVETICA**NEUE** 55**ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;--'"*!?( )/$

HELVETICA**NEUE** 65*ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;--'"!?( )/$*

HELVETICA**NEUE** 75**BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;--'"*!?( )/$

HELVETICA**NEUE** 76**BOLD**ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;--'"*!?( )/$

TYPOGRAPHY

It is important that the Phoenix Gold logo consistently appears as specified in this style guide. Overlooking these guidelines will negate our efforts to create a common look and feel in all of our communications, develop a relationship of trust with our customers, establish a memorable logo, and ultimately, maintain a strong brand.

The following are some examples of common logo violations. Please make every effort to adhere to the style guide specifications by reviewing these examples. Always use the electronic files distributed with this guide to avoid any potential misrepresentation.

These rules apply mainly to the print media. Exceptions to these rules can be made when applying graphics to cars.

DO NOT change the colors of the logo.

DO NOT flip elements of the logo or use mirror images.

DO NOT fill the logo with art elements.

DO NOT change the size relationship of the logo.

DO NOT change the space relation of the elements of the logo.

DO NOT change the typeface of the WORD MARK

LOGO**VIOLATIONS**

DO NOT encase the logo in a design element without minimum clear space.

DO NOT stretch, distort, or skew the logo.

DO NOT embellish the logo with decorative elements.

DO NOT omit the FRAME of the logo.

DO NOT rotate the logo.

LOGO**VIOLATIONS**

It is important that the Phoenix Gold logo consistently appears as specified in this style guide. Overlooking these guidelines will negate our efforts to create a common look and feel in all of our communications, develop a relationship of trust with our customers, establish a memorable logo, and ultimately, maintain a strong brand.

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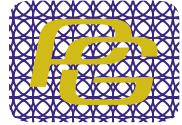

DO NOT change the colors of the logo.

DO NOT flip elements of the logo or use mirror images.

DO NOT fill the logo with art elements.

DO NOT change the size relationship of the logo.

DO NOT change the space relation of the elements of the logo.

DO NOT change the typeface of the WORD MARK

LOGO**VIOLATIONS**

DO NOT encase the logo in a design element without minimum clear space.

DO NOT stretch, distort, or skew the logo.

DO NOT embellish the logo with decorative elements.

DO NOT use the WORD MARK without the PG BOX.

DO NOT rotate the logo.

DO NOT use the PG BOX without the WORD MARK.

LOGO**VIOLATIONS**

PHOENIXGOLD ™