

BRAND GUIDE

PHOENIX 
EXTERIORS

ROOFING & SOLAR

Typography

HEADER

Sophia Pro Bold (Title Case)

SUB HEADER

SOLEIL BOLD (ALL CAPS)

BODY

SOLEIL BOLD (ALL CAPS)

Soleil Regular (Sentence Case)

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

USAGE

Heading and Sub Heading should be centered whenever possible.

Body text can be centered or left aligned. Left aligned is preferred for longer pieces of copy.

BRAND GUIDE

Brand Colors

DARK JUNGLE GREEN

#0A1D20

C84 M65 Y64 K75

Image Overlay, Dark Background,
CTA Blocks, and Header/Footers

WHITE

#FFFFFF

C00 M00 Y00 K00

Light Background,
Text and Icons w/ Dark Background

PINE GREEN

#177769

C86 M32 Y62 K15

Color Boxes,
Icons w/ Light Background

PRINCETON ORANGE

#F57E20

C00 M62 Y100 K00

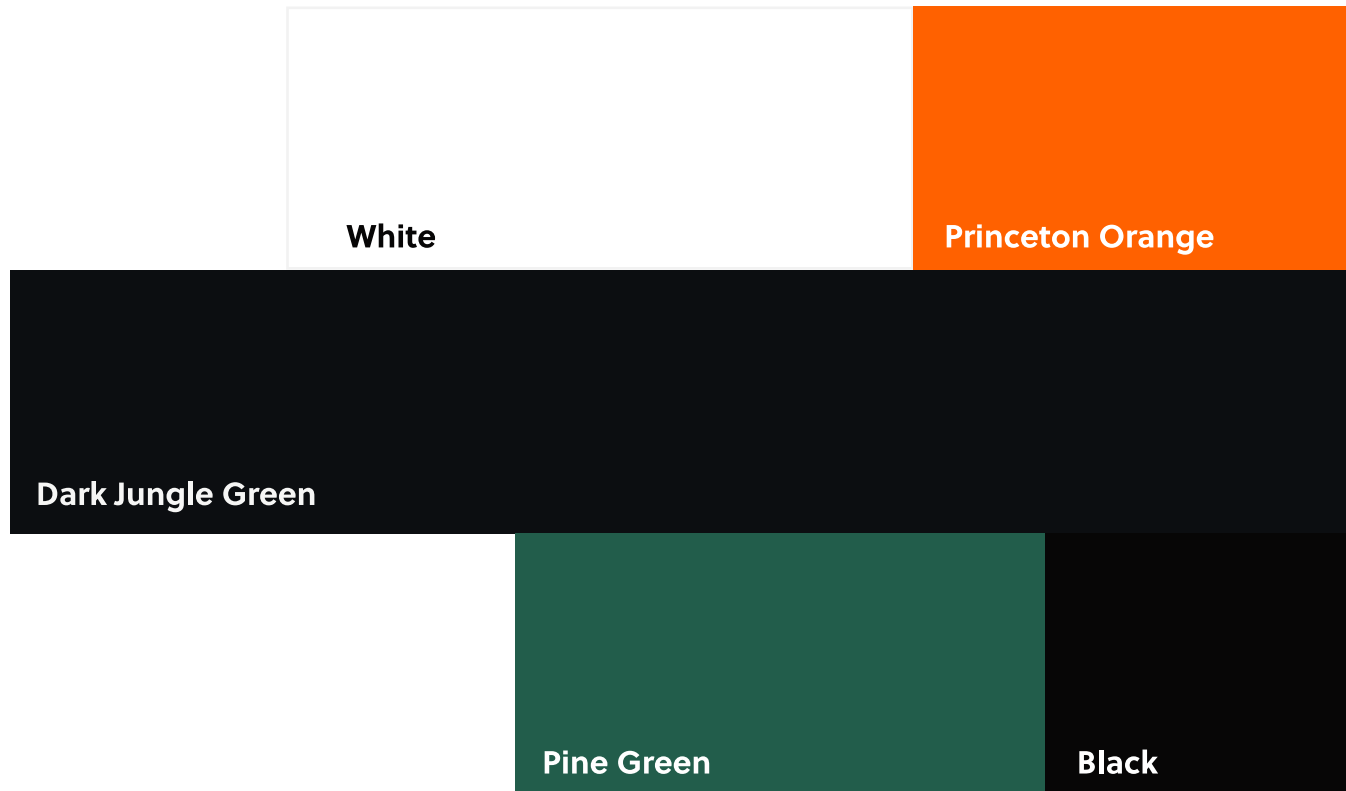
Sub Headers, CTA Title, Phoenix Mark

BLACK

#020000

C74 M68 Y67 K90

Text and Icons w/ Light Background



BRAND GUIDE

Logo & Marks

PRIMARY

SECONDARY

MARK



USAGE

Use on collateral since context and adjacent headings mention Roofing and/or Solar

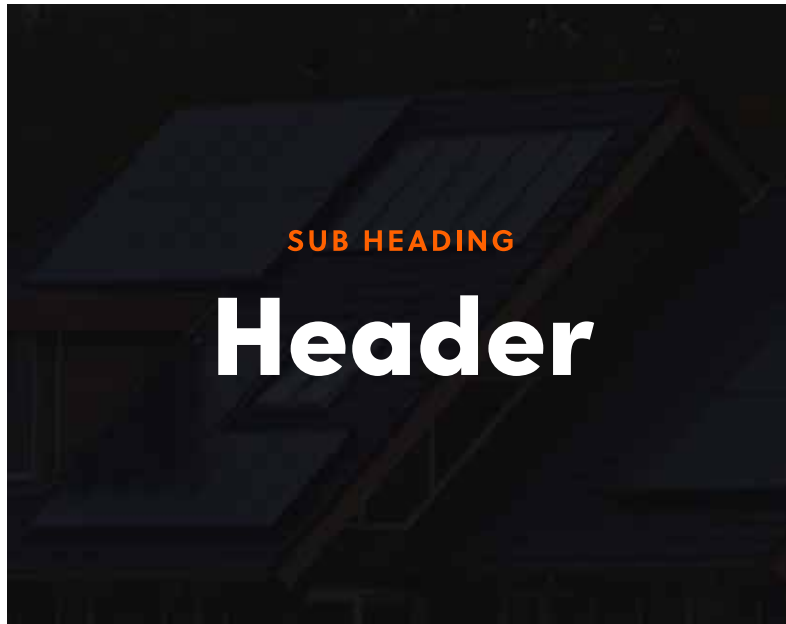
Use only for stand-alone collateral when no additional context is give, ex) Vehicle Wraps

Use only in Footer and CTAs
Never larger than size in logo

BRAND GUIDE

Image Treatment

IMAGE OVERLAY



USAGE

Dark Jungle Green Overlay
Used for Headers and Cover Page images

IMAGE FRAMES



White Frame, Rounded Corners, Slight Drop Shadow
Can feature any image without overlay within collateral

BRAND GUIDE

Additional Elements

CTA

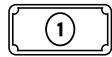
FREE ESTIMATE
916-526-1696 | phoenixexteriors.com

 630-677-(ROOF) 7663 | phoenixexteriors.com

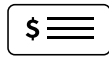
ICONS



25 Year
Warranty



Zero
Up Front Costs



Green
Incentives

COLOR BOXES



FOOTER

 #alwaysrising

phoenixexteriors.com

USAGE

CTAs - In a Dark Jungle Green box with rounded corners. Princeton Orange text or Phoenix Mark can be used to grab attention.

Icons - Black or white (depending on background) and flat/outline style. Separate with a 1pt. Pine Green divider.

Color Boxes - Pine Green. Should have a half circle cutout with rounded corners and a + symbol in cutout.

Footer - Dark Jungle Green. Left: Mark and #alwaysrising Right: Website Center: Address, CTA, Phone, License Number etc.

Note: 916-526-1696 is Print Collateral Phone Number; 630-677-(ROOF) 7663 is General Phone Number

CONTACT INFORMATION

Learn More

PHOENIX 
EXTERIORS

630-677-(ROOF) 7663 | phoenixexteriors.com

**LOOKING TO USE THIS BRANDING?
CONTACT US:**

marketing@phoenixexteriors.com



#alwaysrising

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