



PHOENIX WOOD

BRANDING OVERVIEW



LOGO



Brandmark
(Symbolic)



PHOENIX WOOD
Healthy Forests, Happy Living

Combination Mark
(Emblem)

- Phoenix Wood's base logo is a brandmark type logo. Using a symbolic type as a basis grants the logo versatility, able to be incorporated into combination mark renditions. The abstract composition of a Phoenix is unique and distinguishable throughout either version, easily remaining the focal point of a viewer's attention.
- Using the brandmark as a primary follows the brand recognition strategy most prominent companies utilize in order to create immediate company association, without the help of text elements. Although this is achieved in the long run, beginning Phoenix Wood's branding as such can help maintain its credibility and recognition as text and additional design elements are either added or taken away.

COLOR PALETTE

“Clean and Energetic”

R: 1 G: 82 B: 73	R: 38 G: 140 B: 125	R: 125 G: 169 B: 175	R: 217 G: 218 B: 217	R: 233 G: 200 B: 147
#015249	#268C7D	#7DA9AF	#D9DAD9	#E9C893

- Best characterized as “Clean and Energetic”, Phoenix Wood’s color palette is prominently analogous when referring to the color wheel. Though it may not achieve the same level of contrast as contemporary schemes, analogous schemes provide a subtle indication of harmony. Subtle contrast given by the selection of pastel colors is also easy on the human eye. The palette’s ability to remain neutral to the eyes makes the company at a glance seem approachable and well branded.



FONTS

Raleway Bold
Raleway Medium
Raleway Regular

Mohave Bold
Mohave Medium

The Raleway Font Family is the primary font used for both titles and smaller texts, Mohave is used for numerical text and subtitles. With both being sans serif fonts, they appear clean and professional, and modern, appealing to today’s text sensibilities and trends that establish subtle ethos across the company.



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A Virtual Enterprise Program

ADMINISTRATION

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COORDINATOR

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Letterhead and Company Description

Phoenix Wood is a company focused on the preservation of the forests through the process of recycling dead wood into natural products. We as a company, are invested in making the community a better, more efficient place through the use of nature's resources by clearing the forests of infested and dead wood.

More Branding Applications (Business Card)



PHOENIX WOOD

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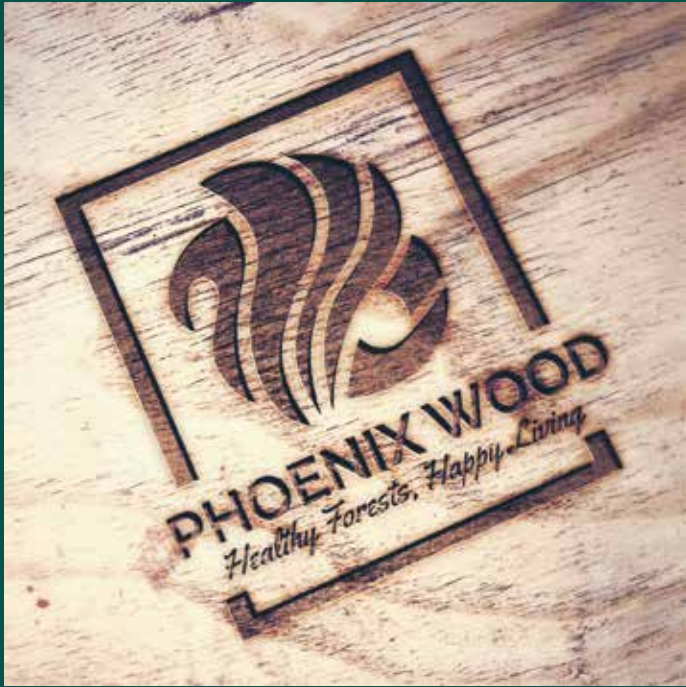
@phoenixwood.vei



More Branding Applications

(Wood Engraving)

(Products- Skateboard)



(Company Website)

