

---

# Brand Identity Style Guides

---

## Fenix Performance Physiotherapy, LLC

Owner: Matt Kahre  
12.15.2021

Adrienne Myers Design  
901.486.4174  
adriennebmyers@outlook.com  
abmyersdesign.com

**Table of Contents**

1 ..... Introduction: Mission & Vision Statements, Core Values, Goals and Tagline

2 ..... Logomark

3 ..... Clear Space

4 ..... Logo Variation

5 ..... Brand Colors

6 ..... Typography

7 ..... Do Nots

## Introduction

---

Fenix Performance Physiotherapy is a physical therapy company whose **goal** is to help active people recover from injury and pain by optimizing human movement.

### Mission:

Our mission is to empower others to rise stronger.

### Vision:

Decrease the number of individuals forced to quit an active lifestyle due to pain and injury.

### Core Values:

- Speak truth with courage
- Use emotional intelligence
- Create surprise and delight
- Pursue lifelong growth and learning
- Apologize and correct when you miss the mark

# Rise Stronger

tagline

## Logomark

The logomark symbol is made up of several components that represent Fenix. The human body, the phoenix, the flame and the letter F can all be seen inside the mark. The phoenix and flame represent the rising of renewal.



## Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of the logo. No graphic elements should encroach the border around the logomark. This space is determined by using the capital X in Fenix on all four sides of the logo.



## Logo variation

Several variations are shown here for application depending on the background and production method.



Full color on white



White on dark background



Full color and white  
on dark colored background



Black on light background









2-color

## Brand Colors

Colors are to be used on all marketing materials and collateral, including advertising, web graphics, stationery,

Additional colors should not be added unless a secondary color palette is determined in the future.

			
<b>CMYK</b>	3 66 99 0	3 32 91 0	100 59 35 16
<b>RGB</b>	238 118 35	245 179 53	0 85 121
<b>HEX</b>	#EE7623	#F5B335	#005579
<b>PMS</b>	158 c	143 c	308 c
			
<b>CMYK</b>	67 52 44 17	75 68 67 90	0 0 0 0
<b>RGB</b>	93 102 111	0 0 0	255 255 255
<b>HEX</b>	#5D666F	#000000	#FFFFFF
<b>PMS</b>	431 c	black	white

## Typography

---

The logo is made up of two font families, DIAVLO and HOUSCHKA PRO.

DIAVLO Book is the primary font used for the word “FENIX”. This font should be used for titles and headlines, as well as the tagline “Rise Stronger”. This typeface family comes in light, book, medium, bold and black options.

HOUSCHKA PRO Medium is the primary font used for the words “Performance Physiotherapy”. This font should be used secondary and body text. This typeface family comes in thin, think italic, light, light italic, medium, medium italic, demibold, demibold italic, bold, bold italic extrabold and extrabold italic.

### Diavlo (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

### Houschka Pro (Medium)

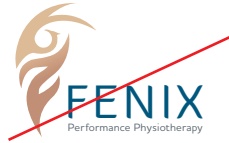
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()



### Do Not: Logomark

---

Do not resize or change the position of the logomark.



### Do Not: Fonts

---

Do not use any other font for the logo.



### Do Not: Sizing

---

Do not condense, stretch, or alter the size and proportion of the logo.



### Do Not: Color

---

Do not use colors outside of the colors outlined in these guidelines. Do not use the brand blue or grey for the logomark and do not use orange or yellow for the text part of the logo.

