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# THIS IS PHOENIX

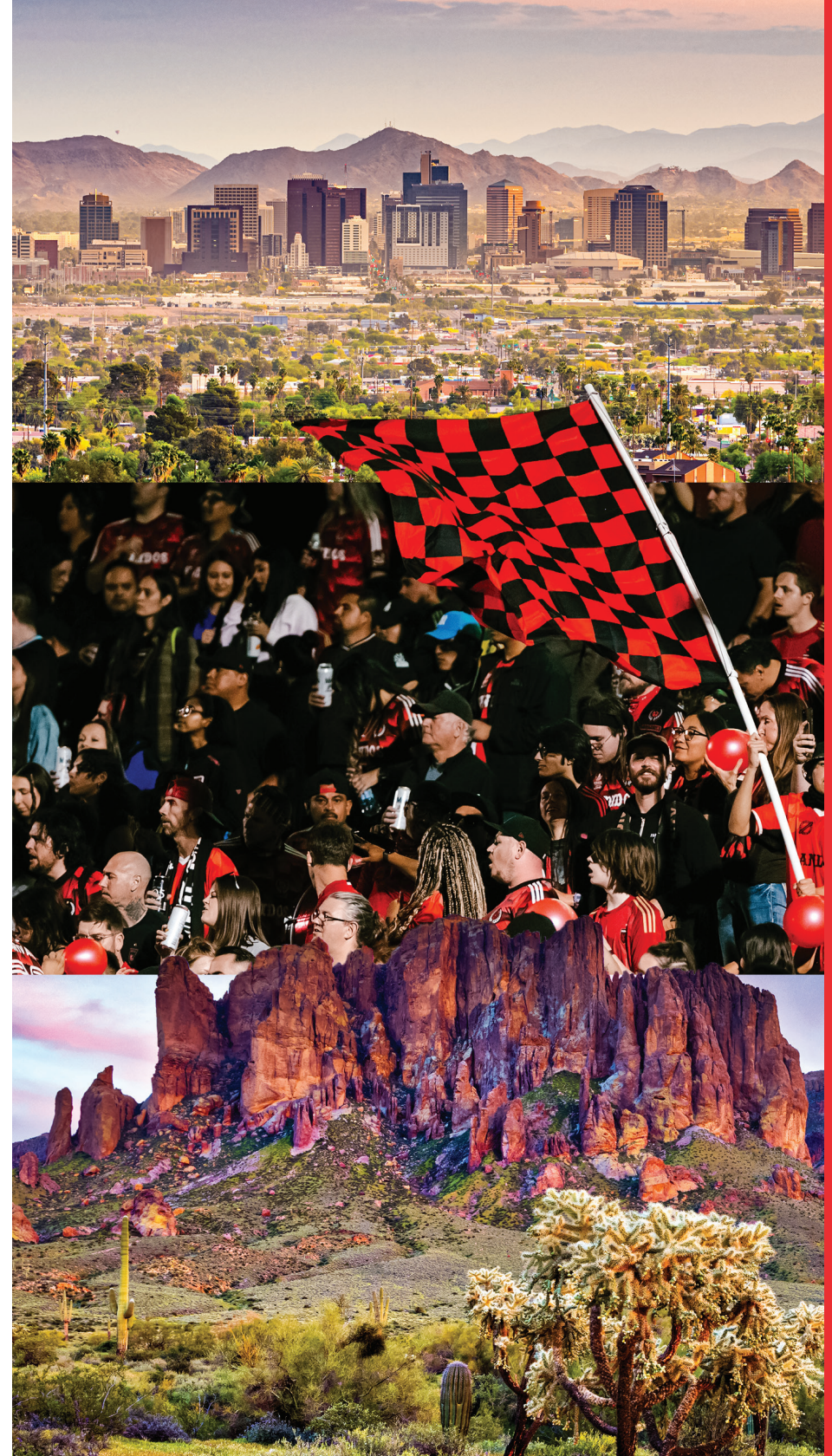
Welcome to the Phoenix Rising FC brand guide, designed to help Phoenix Rising and its partners maintain a distinctive and cohesive visual identity across all mediums. This guide is not just a set of rules but a foundation that ensures consistency while embracing creativity. Continuously establishing and growing a brand's identity is vital, and with this guide, the organization looks forward to collaborating to achieve that goal.





# THE NAME

When the name Phoenix Rising FC was selected for the franchise, it was chosen not only for the powerful symbolism of the phoenix. The name represents many things: a spirit of resilience and renewal, a commitment to representing the vibrant and dynamic city of Phoenix, and a mission to unite a diverse community of soccer fans under one banner. It embodies the strength and determination of the team, forged in the heart of the desert, and a dedication to continually rising and striving for greatness. Phoenix Rising FC stands as a testament to the city, the community, and an unwavering spirit.





# BRAND PRINCIPLES

The brand at Phoenix Rising FC is designed to be distinctive, rooted in elements that authentically represent the team and the vibrant community it serves. To amplify its impact, four guiding principles have been established to shape the brand voice:

## UNITY IN DIVERSITY:

Phoenix Rising FC stands as a beacon of unity within a diverse community. Fans come from various backgrounds, yet they unite through a shared passion for soccer and the city. On and off the field, differences are celebrated while striving toward common objectives, fostering a culture of inclusion and mutual respect. The vibrant brand language integrates music and art into the narrative, resonating deeply with fans.

## COMMUNITY COHESION:

From grassroots leagues to professional ranks, Phoenix Rising unites people under a banner of camaraderie and sportsmanship. The brand reflects this spirit, nurturing a sense of community and mutual regard. The Phoenix Rising logo serves as a symbol representing soccer throughout the region.

## UNDEFEATABLE SPIRIT:

Phoenix Rising FC embodies strength, resilience, and an unwavering spirit. The team's personality is defined by an unstoppable drive to conquer challenges and achieve victory, mirroring the essence of the phoenix. This relentless pursuit of success, never backing down and always rising to the occasion, extends beyond the field—inspiring fans, uplifting the community, and driving continual improvement together.

## A STAR OF ACHIEVEMENT:

The star above the Phoenix Rising FC crest symbolizes excellence and accomplishment. Awarded for the 2023 championship victory, it signifies the team's dedication, hard work, and success on the field. The star serves as a reminder of triumphs and sets high standards for future endeavors. Its use is reserved exclusively for the first team.



## OUR WHY

To inspire change and rise above, igniting transformation through soccer.

## WHO WE ARE

### DIVERSE

Representing the community both on and off the pitch, Phoenix Rising FC connects different cultures and communities through the world's game.

### ACCESSIBLE

Believing in the power of soccer to transcend socioeconomic backgrounds, Phoenix Rising FC is dedicated to bringing the game closer to fans.

### RELIABLE

Driven to excel both on and off the pitch, Phoenix Rising FC embodies excellence in every action.

## WHAT WE STAND FOR

### SOCCER

Ensuring universal engagement by offering accessible avenues, including free clinics, pitch restoration, and various initiatives, extending the game's influence to underserved communities.

### UNDERSERVED YOUTH

Promoting the mental well-being of young individuals through educational resources, programs like food drives, and scholarships to establish a stronger and improved foundation.

### INCLUSIVITY & DIVERSITY

Demonstrating inclusivity by celebrating varied heritages, supporting adaptive sports, and fostering a sense of unity among fans.



## THE CREST

Professional soccer team logos traditionally resemble shields from the Middle Ages. The crest is designed with this historical context in mind, blending it with local Native American folklore and the powerful imagery of the phoenix rising from the flames of a soccer ball.

### CREST

The crest symbolizes more than just a logo—it embodies the spirit of unity and community pride. Historically used on battlefields to identify allies, it now represents unity on the field of play and within this diverse community.

### SOCCER BALL

In a city with a passionate base of soccer fans longing for a professional team to rally behind, the soccer ball in the crest holds significant meaning. It symbolizes the arrival of a permanent home for soccer fandom in this community, a rallying point for all who share love for the game.

### PHOENIX

At the heart of the crest is the phoenix, a mythical bird renowned for rising from its own ashes. This symbolizes the team's resilience, endurance, and perpetual renewal. Just as the phoenix emerges stronger after each challenge, so too does Phoenix Rising FC. The club embodies the dynamic and ever-evolving spirit of the city of Phoenix, continuously growing and pushing forward.





# YOUTH TEAM

By connecting the Phoenix Rising FC brand with youth development initiatives statewide, the organization elevates soccer in Arizona to unprecedented heights, ensuring every aspiring player can dream of wearing the Phoenix Rising crest with pride and providing a seamless pathway from youth soccer to professional ranks.





# MARK HIERARCHY

The primary logo is the preferred option for all applications.

In cases where legibility or size constraints require a logo without typography, an alternative secondary and tertiary marks.

Additionally, in specific instances, a fully enclosed crest may be utilized.



## PRIMARY LOGO



## SECONDARY LOGO



Only use secondary logo if logo is less than 3/4" tall in application.

## TERTIARY LOGOS



FIRST USAGE



SECOND USAGE

### Use the tertiary logo when:

- Low contrast background would obscure elements of logo
- Busy background (e.g. a photo) would obscure elements of logo
- The star would become an independent element, e.g. embroidered separately

## WORDMARK

Wordmarks should always be last resort when applying our brand.



## SINGLE COLOR MARKS

Single color logo should only be used when primary, secondary and tertiary marks cannot be achieved



For placement on black backgrounds



For placement on light backgrounds

## TWO COLOR MARKS



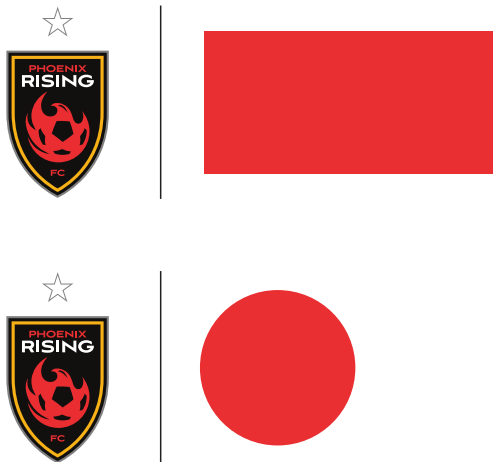
Two color mark only to be used or applied in retail environments. This is only to be used when primary, secondary, tertiary, single color marks are not achievable.



# PARTNERSHIPS

When incorporating the logo into partnerships or sponsorships, it's essential to use only the primary crest or logomark. This guideline applies to partnership lockups and instances where the club collaborates with other organizations and are featured on promotional materials. Partnership lockups should maintain a balanced visual hierarchy, ensuring that partner logos do not exceed the height of the Phoenix Rising FC logo and maintain proportional weight and size.

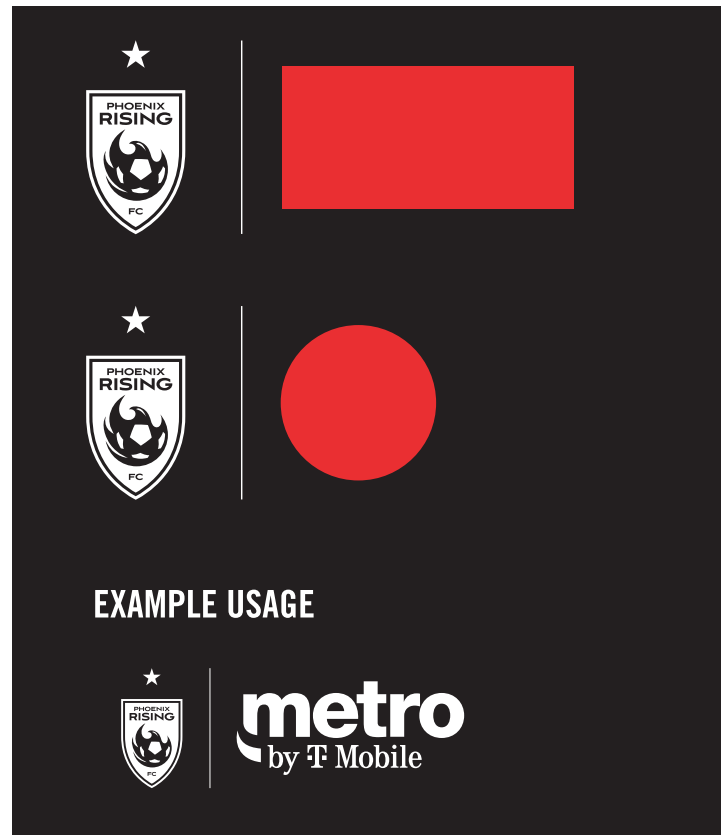
## FULL COLOR



## EXAMPLE USAGE



## SINGLE COLOR



## EXAMPLE USAGE



# SPACING

The logo and mark should maintain a minimum clear space from any distracting elements such as type, illustrations, or textured backgrounds to ensure maximum impact. This clear space should be an invisible border around the logo and mark, measuring equal to the height of the phoenix or soccer mark from the logo. This guideline applies consistently across all color variations of the logo and mark.

## PRIMARY



## WORKMARK



## TERTIARY





# LOGO APPLICATIONS

Regarding our primary, full-color crest, consistency is key across all applications. The background should adapt to complement the crest's design rather than vice versa.

## ON PHOTOGRAPHY:

When integrating any of the Phoenix Rising FC marks into a photograph, ensure it does not cover areas of visual interest or obstruct the focal point behind it. To enhance visibility, consider placing the photograph under a red or black overlay, providing the necessary contrast for the crest to stand out. For other logos, including the wordmark, prioritize legibility without cluttering the background.

## ON FLAT COLOR:

When using the champion's crest, avoid placing it on backgrounds flooded with white or black to prevent elements from blending in. Opt for high-contrast options, as shown in the example on the bottom right. Note that some merchandise applications may warrant exceptions to this guideline.



Example of logo useage on photography.



Example of logo useage on flat color.

# COMMON MISTAKES

The following are examples of incorrect usage of the logo. Following these guidelines will help ensure the most consistent and distinct visual expression of the brand.

- Never place the logo over a pattern or distracting elements.
- Never distort the logo.
- Never reconstruct the logo.
- Never rearrange the colors in the full color logo.
- Do not reverse the black logo.



NEVER PLACE LOGO OVER A PATTERN OR DISTRACTING ELEMENTS



NEVER DISTORT THE LOGO



NEVER REARRANGE THE COLORS IN THE FULL COLOR LOGO



NEVER RECONSTRUCT THE LOGO



DO NOT REVERSE THE BLACK LOGO.





## COLOR APPLICATION

The colors in the Phoenix Rising FC palette are a direct reflection of Phoenix itself: the fiery red passion and energy echoing the spirit of the city, from the urban landscape to the resources that have allowed this community to thrive in the heart of the desert.

The graphic on the right serves as a guide for the hierarchy of colors to be used in all applications.

Color should be strategically employed to highlight specific elements or guide the viewer's gaze across the layout. Mohave Gold should be used sparingly, reserved for special emphasis.

None of the branded communications should incorporate colors outside this carefully curated palette.



### PHOENIX RED

PANTONE 1795 C  
 CMYK C=0 M=96 Y=90 K=0  
 RGB R=236 G=28 B=36  
 HEX #EC1C24



### ASH BLACK

PANTONE BLACK C 2X DOUBLE HIT  
 CMYK C=20 M=20 Y=20 K=100  
 RGB R=0 G=0 B=0  
 HEX #000000



### SMOLDER GREY

PANTONE WARM GRAY 9 C  
 CMYK C=0 M=0 Y=0 K=60  
 RGB R=128 G=129 B=132  
 HEX #808184



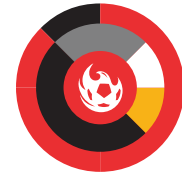
### PURE WHITE

CMYK C=0 M=0 Y=0 K=0  
 RGB R=255 G=255 B=255  
 HEX #FFFFFF



### MOHAVE GOLD

PANTONE 130 C  
 CMYK C=0 M=30 Y=100 K=0  
 RGB R=252 G=184 B=19  
 HEX #FCB813



# TYPOGRAPHY

Here are the fonts relied on for Phoenix Rising FC communications when needed. The logo font, Aviano Sans Black, embodies a powerful, timeless, and geometric style that maintains the brand's strong and consistent identity. Just remember, Aviano Sans Black should never be used to recreate the logo.

## AVIANO SANS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&\*()

## AVIANO SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&\*()

## TRADE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## TRADE GOTHIC BOLD Condensed No.18

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## TRADE GOTHIC BOLD No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## Trade Gothic LT Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()





## THE LOOK

### THE PHOENIX:

Affectionately known as "Larry" — named after its Twitter cousin — the Phoenix can be used independently from the crest but should be reserved for items of merchandise or secondary marks on a kit.

### THE STAR:

The star above the Phoenix Rising logo represents the 2023 USL Championship-winning team. This unique addition should be used exclusively on merchandise celebrating that achievement or on attire directly related to the first team. It may also be used for in-stadium elements, such as signage, broadcast graphics, and video boards. For non-playing gear—such as hats, scarves, and t-shirts—as well as for youth teams, non-first teams, and where space is limited or the mark might be obscured, the secondary mark should be used instead.



Example of Larry used on club jersey.



Example of star used on club jersey.

# COMMUNICATION STANDARDS

## OFFICIAL TEAM NAMES AND ASSOCIATED BRANDS

The official name of the club is Phoenix Rising Football Club. "Phoenix Rising" should be used whenever possible; "PRFC" is an acceptable acronym. Whenever forming the possessive, "Phoenix Rising's" should be used instead of "PRFC's".

**Do not use: "The Phoenix Rising" | "The Rising" | "PHX Rising" | "PHX Rising FC"**

## WEBSITE

The official website of the club is [phxrisingfc.com](http://phxrisingfc.com)

**Do not include: "www"**

## PHONE

The main phone number for Phoenix Rising is (623) 594-9606. The phone number should be written with the area code in parentheses and a dash between the prefix and the line number.





## **CONTACT INFO**

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