

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that will make the **PHOENIX** identity instantly recognisable.

The following pages guide you through the core elements. These will assist you in designing and producing marketing and communications with a high degree of creative flexibility, while staying within the identity guidelines.



The Logo is simple and in one colour for maximum flexibility. The logo colour is flexible, but clarity is always maintained by the use of contrasting colours. The following fundamental rules will help your design meet the guidelines.



To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly when used on a textured or photographic background.



When on a dark colour background the logo should appear in white, or a pale colour. On dark backgrounds, the logo should appear in black or dark colour to maintain legibility.

HEADLINE FONT: **GOTHAM BLACK**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

## MIXED WEIGHT:

GOTHAM BOOK | **GOTHAM BLACK**

## BODY TEXT:

TITLE: GOTHAM BOOK | TEXT GOTHAM MEDIUM

Lorem ipsum dolor sit amet, ius te error scripserit cotidieque.  
Eius nobis vis et, nibh habemus ut cum. Vix cu omnesque  
conclusionemque. Ad dicat debitis signiferumque vel. Debitis  
scriptorem definitionem ne sit, alienum mediocrem maiesthinc  
debet platonem ne qui. Lorem ipsum dolor sit

Shown here with 12pt Title and 9pt Bodytext

## STANDOUT TEXT:

**Lorem ipsum dolor sit amet, ius te error  
scripserit cotidieque. Eius nobis vis et,  
nibh habemus ut cum. Vix cu omnesque  
conclusionemque. dolor sit**

The main font is Gotham which has good range of weights for most needs. There is also a condensed version for when space is at a premium, but should only be used if absolutely necessary.

TITLES SHOULD BE IN CAPITALS  
WITH NORMAL KERNING

**DISPLAY TITLES**

CAN USE GOTHAM ULTRA WITH TIGHT KERNING

OR

GOTHAM LIGHT

FOR A MORE ELEGANT LOOK

If Gotham is not available, the web substitute Google Font is: **MONTERRAT** which is available in most weights. This should only be used in situations where Gotham is unavailable and should never replace the common elements: Logo, Footer, Header, Strap-line or Lock-up which can be provided by the office.

**PHOENIX**  
WINDOW GALLERY

**PHOENIX**  
EVENTS

**PHOENIX**  
EDUCATION

**PHOENIX**  
MAIN GALLERY

**PHOENIX**  
ARTIST STUDIOS

**PHOENIX**  
COMMUNITY OUTREACH

## IDENTITY STRAP LINE VARIATIONS

In some situations the logo may be called upon to brand individual aspects of Phoenix, The base of the Logo provides the perfect way to do this. This is especially useful on marketing materials for specific aspects of the organisation. These would be used sparingly as an example; The signage for the window gallery within the building would not need it, but on the masthead of a Window Gallery social media page it would be perfect.

## CREATING STRAPLINE VARIATIONS



## CREATING STRAP LINE VARIATIONS

There may be a need to create a unique strap line variation, remember that any variation of the logo needs to be approved by PHOENIX. The Font is Gotham Bold and the kerning is 100 depending how the text lines up with the PHOENIX SIGN, if the text looks odd it is permissible to increase or decrease the kerning by 20 (in this case, the kerning is increase by 13 to bring the 'M' in line with the O of PHOENIX). The strap line variation should never appear in the same space as the core logo. If there is a core logo on the same page or same space, use the text only version.

FONT - GOTHAM MEDIUM, KERNING 75

MAIN GALLERY

WINDOW GALLERY

GREEN ROOM

BLUE ROOM

WHITE ROOM

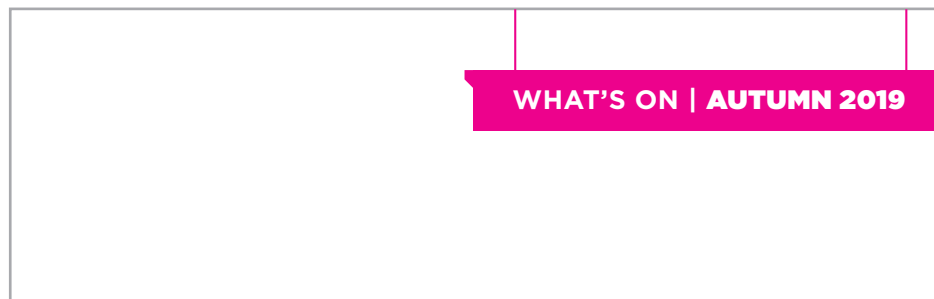
RED ROOM

ARTIST STUDIOS

## CREATING SIGNS & HEADINGS

All signs should be in Gotham Medium kerning 75, within the building signs should be a mid-grey (Pantone cool grey 5), It should be on a white background with clear space around it.

## HEADER GRAPHIC



This is the header graphic which is based on the Plinth used in the logo. The graphic is to be used on publications with multiple pages or as the title for a design which uses a full bleed image, as is shown with the What's On Brochure example. The graphic should be the same colour as the logo when used together.

## FOOTER GRAPHIC



This is the Footer graphic which is to be used to promote the range of PHOENIX services on the bottom of publications. The lines should bleed and match the weight of line of the header when used together. The graphic should also be the same colour as the logo when used together.

## LOCK-UP GRAPHIC



This Lock-up graphic for exceptional circumstances, where the logo appears in another organisation's publication or outside a PHOENIX branded space and when there is a need to explain what PHOENIX provides in more detail in a limited space.



Colour is at the heart of the PHOENIX identity, The logo colour is flexible, but clarity should always be maintained by the use of contrasting colours.



The primary use of the logo should be a single bold colour on white or white out of a strong colour. When using with images and artwork, especially full bleed, we recommend generating a colour palette from the artwork.

Besides using a colour picker in your design app, a great way to generate these palettes is through a resource such as [color.adobe.com](https://color.adobe.com)

#### BASE COLOURS



#### HIGHLIGHT COLOURS










#### FULL COLOUR LOGOS USING COMBINATIONS OF THE EXAMPLE PALETTE










## EXAMPLE COLOUR PALETTES

### Vibrant

|   |   |   |   |   |   |  |
|---|---|---|---|---|---|--|
|  |  |  |  |  |  |  |
| P 157-15 U<br>Hex: 9ab83b<br>C42 M5 Y83 K6  | P 1176-6 U<br>Hex: 3399cc<br>C70 M0 Y0 K30  | P 30-7 U<br>Hex: f68b40<br>C0 M55 Y79 K0  | P 30-7 U<br>Hex: cc3e79<br>C0 M87 Y10 K0  | P 52-7 U<br>Hex: e83d3e<br>C0 M86 Y71 K0  | P 1-15 U<br>Hex: e83d3e<br>C0 M0 Y81 K0   | P 102-15 U<br>Hex: 3d4d94<br>C83 M69 Y0 K0   |

### Muted

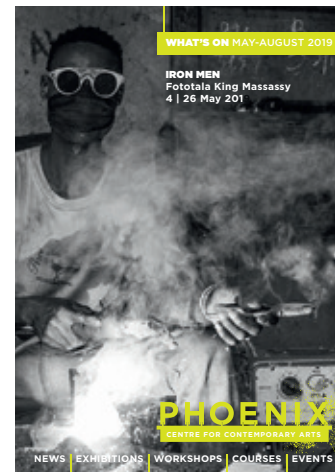
|   |   |   |   |   |   |  |
|---|---|---|---|---|---|--|
|  |  |  |  |  |  |  |
| P 128-11 U<br>Hex: 74B0AD<br>C50 M0 Y25 K19                                       | P 175-9 U<br>Hex: 3399cc<br>C70 M0 Y0 K30   | P 34-13 U<br>Hex: E27F4E<br>C9 M58 Y71 K0   | P 64-14 U<br>Hex: A9515F<br>C0 M68 Y34 K41  | P 52-7 U<br>Hex: 6C82A8<br>C48 M25 Y0 K29   | P 160-11 U<br>Hex: D3E3AC<br>C14 M0 Y40 K0  | P 103-11 U<br>Hex: 3d4d94<br>C45 M27 Y0 K33  |

### Highlights on Grey / Black & White

|   |   |   |   |   |   |  |
|---|---|---|---|---|---|--|
|  |  |  |  |  |  |  |
| P 121-6 U<br>Hex: 74B0AD<br>C40 M0 Y10 K0   | P 139-ii U<br>Hex: 3399cc<br>C70 M0 Y0 K30  | P 166_4 U<br>Hex: E27F4E<br>C9 M58 Y71 K0   | P 91-3 U<br>Hex: A9515F<br>C0 M68 Y34 K41   | P 52-7 U<br>Hex: 6C82A8<br>C48 M25 Y0 K29   | P 106-4 U<br>Hex: D3E3AC<br>C14 M0 Y40 K0   | P 115-15 U<br>Hex: 3d4d94<br>C45 M27 Y0 K33  |

The colour palette should respond to the mood subject matter of the design. As a starting point PHOENIX is colourful and vibrant. This Palette can be used as a generic palette. The colour you use for text and the logo will depend on the background. As stated before always make sure the logo and text is clear and legible.

If a more muted and sophisticated palette is required, you can use this example.



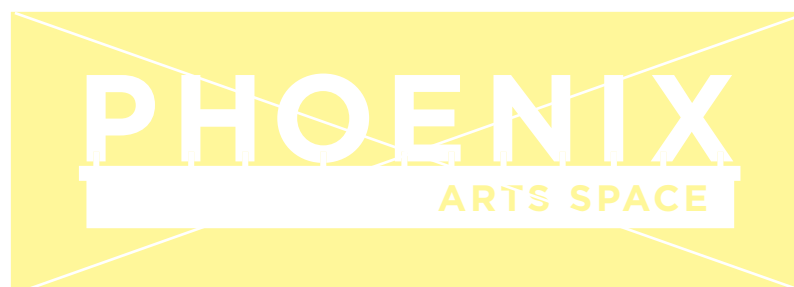
When using a Black and White images we recommend adding colour, as in the example shown.

This Highlight palette can be used over dark areas of a black and white image



When the logo appears by itself without an obvious palette to follow. If in doubt use a single bold colour, by the nature of 4 colour printing the core colours will always be the strongest and least likely to have registration issues, such as 100% MAGENTA or 100% Cyan.

Using 2 colours, BLACK overprinted on 100% yellow is an old favourite of designers wanting to create the most dynamic image.

**DO****USE COLOURS THAT COMPLIMENT THE DESIGN****USE WHITE ON BLOCKS OF DEEP COLOUR****BE CAREFUL WHEN USING ON BACKGROUNDS****DON'T****MAKE THE LOGO MORE THAN ONE COLOUR****USE WHITE ON VERY PALE COLOURS****USE COLOUR ON COMPLEX BACKGROUNDS**

**DO**

**USE COLOUR ON WHITE BACKGROUNDS**  
(colour is our friend avoid using too much black and white)



**BE CREATIVE WHEN INSPIRED**  
(but always get approval before changing the logo in anyway)



**THE STRAPLINE CAN BE CHANGED**  
(but always get approval before changing)

**DON'T**

**USE OUTLINES GLOWS OR FEATHERED EDGES**



**REDRAW OR SIMPLIFY THE LOGO**



**STRETCH OR AMEND TO FIT SPACE**

Gallery Poster (simple)



Gallery Poster (with funding logos)



Event Poster





## What's on Guide

**CANVAS COFFEE Co.**  
Monday - Sunday  
8:00 - 18:00

The cafe at Phoenix offers a welcoming space to stop for light refreshment, serving hot drinks and tasty snacks throughout the day with an opportunity to enjoy the changing exhibitions in the Window Gallery presented by our Phoenix artists.



**PHOENIX ART SPACE**

PHOENIX is a unique art space at the heart of Brighton's creative community, comprising 120 artist studios; four workshop and event spaces; two galleries and a great cafe.

**OPENING HOURS**  
The Main Gallery is open during exhibitions  
Wed-Sun 11:00-17:00.  
The Window Gallery is Open  
Monday - Sunday 8:00 - 18:00  
Arts courses are open at times stated in the programme.

**JOIN OUR MAILING LIST**  
To receive monthly newsletters and updates on all our exhibitions, events and creative courses.

**ACCESS**  
The ground floor exhibition space, workshop rooms, cafe and toilets are fully wheelchair accessible. Please note that other areas in the building are only accessed via stairs.

Thanks for the ongoing support from our Patrons  
Henry Normal and David Shrigley.

**PHOENIX ART SPACE**  
10-14 Waterloo Place, Brighton BN2 9NB  
five minutes walk from Brighton Station

[phoenixbrighton.org](http://phoenixbrighton.org)

Our website provides latest details of our exhibitions, events and courses, with booking forms and tutor biographies. Sign on to our email list to keep up to date.

[/phoenixbrighton](https://www.facebook.com/phoenixbrighton) [@phoenix\\_brighton](https://www.instagram.com/phoenix_brighton) [phoenix\\_brighton](https://www.instagram.com/phoenix_brighton)




**PHOENIX ART SPACE**

EXHIBITIONS | EVENTS | FAMILIES | COURSES

**PAINTING & DRAWING**

**Acrylic Painting**  
*with Denise Harrison*  
Develop your painting skills and gain confidence through exercises in colour, tone and composition.  
**24 September to 29 October**  
6 Tuesday mornings 10:30 - 13:00  
5 November to 10 December  
6 Tuesday mornings 10:30 - 13:00  
£115

**Acrylic Painting Weekend**  
*with Denise Harrison*  
9 & 10 November  
1 weekend 10:30 - 16:30  
£90

**Art in the Making**  
*with Rachel Cohen & Dinah Kelly*  
Take part in museum visits and be inspired by artists' work to create your own drawings, paintings and mixed media pieces back in the studio.  
**27 September to 6 December**  
(no class 1 November)  
10 Friday mornings 10:00-13:00  
£170

**Life Drawing**  
*with Carolyn Bow*  
Develop your observational skills and confidence through a series of drawing exercises using a range of materials and a mixture of short and long poses.  
**8 October to 26 November**  
8 Tuesday afternoons 14:00-16:30  
or 8 Tuesday evenings 18:00-20:30  
£160




**PAINTING & DRAWING | PRINTMAKING & TEXTILES**

**Graphic Novels, Real Life Stories - Intermediate**  
*with Otilie Hainsworth*  
Take part in weekly drawing and writing sessions on location around Brighton and in the studio to develop your own visual storytelling style and create a vibrant diary.  
**23 September to 2 December**  
(no class 28 October)  
10 Monday mornings 10:00-12:00  
£135

**Graphic Novels, Real Life Stories - Advanced**  
*with Otilie Hainsworth*  
Delve deeper into your life experiences and imagination to research, plan and find a visual form to create your own graphic story.  
**26 September to 5 December**  
(no class 31 October)  
10 Thursday mornings 10:00-12:00  
£135

**All Levels Printmaking**  
*with Rachel Cohen*  
Learn several types of mono-printing as well as relief and dry-point etching techniques using simple materials such as lino, card and plastic.  
**3 October to 12 December**  
(no class 31 October)  
10 Thursday evenings 18:30-21:30  
£170

**Lino cut and Collage day**  
*with Rachel Cohen*  
Design your own original lino cut and print onto collaged papers and cards.  
**16 November**  
1 Saturday 10:30-16:30  
£55

**Printed Textiles 1 Block and Mono Printing onto Fabric**  
*with Deborah Manson*  
Print your own designs on to fabric and paper using a series of handmade printing blocks. Please note: this is the first part of a three term course, each part can be taken on its own.  
**7 October to 25 November**  
8 Monday evenings 18:00-21:00  
£180




For more information, booking and details see: [phoenixbrighton.org](http://phoenixbrighton.org) | 11

**EVENTS | REGULAR EVENTS**

**BPF First Mondays**  
The first Monday of the month  
19:00 - 21:00 (doors open 18:30)  
Regular monthly meet ups focusing on the latest Brighton Photo Fringe news, with talks from photographers on their practice.  
FREE drop in

**Spotlight**  
16th September, 14th October, 18th November 18:30 - 20:30 (doors open 18:00)  
Spotlight is a regular series in which Phoenix artists showcase their work and artistic practice. Join us for an evening of creative discussion and networking.  
FREE please book at: [www.phoenixbrighton.org/events](http://www.phoenixbrighton.org/events)

**WEDNESDAYS AT PHOENIX**  
19:00 - 24:00 (doors open 18:30)  
An innovative, friendly and informal weekly series of events, every Wednesday in collaboration with our partners Canvas Coffee Co. Meet new people, mingle with Phoenix artists and get your culture fix as you soak in an eclectic array of creative words, sounds and ideas.  
Ticket prices from £2 - £5  
For details and bookings see: [phoenixbrighton.org/events/](http://phoenixbrighton.org/events/)

**Art Quiz**  
Sat 4, Oct 4, Nov 6  
Test your knowledge on all things arts related in this casual, head-to-head, including guest rounds by local artists. Open to all levels if you know nothing about art!

**Art Words**  
Sat 9, Oct 12, Nov 13  
An opportunity to listen to the words of artists read by accomplished performers.

**Sounds**  
Sat 18, Oct 18, Nov 20  
From folk to the experimental, this is an evening of sounds chosen by Phoenix Artist Ed Briggs.

**Cred Talks**  
21 Sep, 20 Oct, 27 Nov  
Join us on the last Wednesday of every month for a unique program of informative talks hosted by our Patron Henry Normal.

**BRIGHTON ARTS LAB CLUB SILENCIO**  
Friday 6 November 19:30 - 22:00 (doors at 19:00)  
This November we welcome back Brighton's sole and only Club Silencio to take over the Phoenix before most again! Experimental & electronic music meets quietly in an alternative art happening you won't want to miss.  
FREE please book at: [www.phoenixbrighton.org/events](http://www.phoenixbrighton.org/events)

**Brighton Dome: Apple & Snakes: TROPE**  
Tuesday 8 October 19:30 - 22:00  
Doors at 19:00

**Pop-Up Makers Store**  
Sat 16 & Sun 17 November 11:00 - 17:00  
Preview: Fri 16 November 18:00 - 20:00

**Brighton Dome's quarterly spoken word showcase**, which you can see for **free** from the UK's top artists alongside local musical and spoken word talent, returns this October to the Phoenix Gallery.

**Each Trope has a theme and is the National Mental Health Awareness Week, with thought leadership** would be something to tackle.

What is it? Can we truly have it? Is it an art or is it a business? What makes us happy? Big questions for a big night.

Hosted by **Rory Gerrard**  
Featuring **Francesca Beard**  
Music from **Amber Borgeaux**  
Poet in Residence: **Carroll Byrne**

**Pop-up Makers Store**  
Sat 16 & Sun 17 November 11:00 - 17:00  
Preview: Fri 16 November 18:00 - 20:00  
The Phoenix will be a hub in the Phoenix and full on residents in November. Occupying the usually unused gallery space, DODO will provide a temporary space for artist work that reflects upon objects lost, recovered and brought together.

**Canvas Coffee Co.**  
Open Monday - Sunday 8:00 - 18:00  
Late opening for special events, see details [www.phoenixbrighton.org](http://www.phoenixbrighton.org)

The cafe at Phoenix offers a welcoming space to stop for light refreshment, serving hot drinks and tasty snacks throughout the day with an opportunity to enjoy the changing exhibitions in the Window Gallery presented by our Phoenix artists.

| CREATIVE COURSES FOR ADULTS: CALENDAR & INFORMATION |           |             |   |  | Cost |
|---|-----------|-------------|---|--|------|
| Start   | Day       | Time        | Course  |  |      |
| 17 Sept to 22 Oct                                   | Tues      | 18:30-20:00 | Watercolour                                   |  | £95  |
| 21 Sept to 26 Oct                                   | Sat       | 10:00-13:00 | Unleashed Life Drawing                        |  | £60  |
| 21 Sept to 2 Dec                                    | Mon       | 10:00-12:00 | Graphic Novels, Real Life Stories - Intro     |  | £95  |
| 28 Sept to 29 Oct                                   | Tues      | 18:30-19:00 | Acrylic Painting                              |  | £95  |
| 21 Sept to 10 Nov                                   | Wed       | 18:30-20:00 | Portrait Drawing and Painting                 |  | £25  |
| 26 Sept to 5 Dec                                    | Thurs     | 10:00-12:00 | Graphic Novels, Real Life Stories - Ad        |  | £95  |
| 27 Sept to 6 Dec                                    | Fri       | 10:00-13:00 | Art in the making                             |  | £70  |
| 2 Oct to 4 Dec                                      | Wed       | 18:00-21:00 | Contemporary Jewellery                        |  | £75  |
| 2 Oct to 1 Dec                                      | Wed       | 18:00-21:00 | Graphic Novels, Real Life Stories - Ad Intro  |  | £95  |
| 1 Oct to 1 Dec                                      | Thurs     | 18:30-20:00 | Lino and Printmaking                          |  | £95  |
| 15 & 16 October                                     | Sat & Sun | 10:30-16:30 | Make a Hot Potate Basket                      |  | £50  |
| 5 Oct   | Sat       | 10:00-16:00 | Guided Walk on Mount Caburn                   |  | £6   |
| 7 Oct to 25 Nov                                     | Mon       | 18:00-21:00 | Portrait Drawing - Block & Mono Printing      |  | £95  |
| 8 Oct to 26 Nov                                     | Tues      | 14:00-16:30 | Life Drawing                                  |  | £95  |
| 10 Oct to 28 Nov                                    | Thurs     | 18:30-21:00 | Abstract Botanical Graphics & Sculpture       |  | £95  |
| 18 Oct  | Sat       | 10:30-17:30 | Introduction to Sculpture                     |  | £75  |
| 18 Oct to 20 Oct                                    | Sat & Sun | 11:30-17:30 | Creative Machine Embroidery                   |  | £90  |
| 20 Oct  | Sat       | 10:30-16:30 | One Day Portrait Drawing and Painting         |  | £90  |
| 26 Oct to 29 Oct                                    | Sat & Sun | 10:30-16:30 | Evening of Vintage Pottery                    |  | £90  |
| 30 Oct  | Wed       | 10:30-16:30 | Introduction to Screen Printing on Textiles   |  | £90  |
| 5 Nov to 10 Nov                                     | Tues      | 18:00-20:00 | Textile Stories                               |  | £75  |
| 6 Nov to 11 Nov                                     | Wed       | 18:30-21:00 | Portrait Drawing and Painting                 |  | £25  |
| 13 & 14 Nov   | Sat & Sun | 10:30-16:30 | Acrylic Painting Weekend                      |  | £90  |
| 13 & 15 Nov   | Sat & Sun | 10:30-17:00 | Abstract Botanical Graphics & Sculpture Intro |  | £95  |
| 16 Nov  | Sat       | 10:30-16:30 | Lino cut and Collage day                      |  | £50  |
| 16 Dec  | Sat       | 10:00-16:00 | Christmas Wreath & Pattern Making             |  | £90  |

**Booking by course: Terms and conditions**  
Courses are booked on a first-come, first-served basis. Places are limited and booking early is advised. All bookings are subject to the Phoenix Art Space's terms and conditions. A refund policy applies to all bookings. For more information, please visit [www.phoenixbrighton.org](http://www.phoenixbrighton.org). All bookings are subject to the Phoenix Art Space's terms and conditions. A refund policy applies to all bookings. For more information, please visit [www.phoenixbrighton.org](http://www.phoenixbrighton.org).

**SPACE | PHOENIX VENUE HIRE**

**PROJECTS | EXHIBITIONS**

**SPACE FOR HIRE**

**PHOENIX GREEN ROOM**

Our Green Room is a dynamic and flexible space perfect for short term projects and exhibitions. We now have new exhibition rates, reflecting the need for temporary, versatile and affordable space where creative ideas can be realised.

**Normal Exhibition Rates:**  
Wed - Sun for £500 or Fri - Sun for £300.  
Standard Day Rates:  
Our weekly, weekend, workshops etc: £120/day or £20/hr.  
We have concessions available for charities, students and early career artists. Phoenix is always keen to support innovative and experimental ideas.

**Come and talk to us.**  
Venue Hire and Events Coordinator: [gabby@phoenixbrighton.org](mailto:gabby@phoenixbrighton.org)  
For more venue hire options visit: [www.phoenixbrighton.org/venuehire](http://www.phoenixbrighton.org/venuehire)

