

INCORRECT USAGE

The Phoenix Center for the Arts logo should always be applied with consistency and in accordance with the guidelines shown in this document. Below are some examples of how the logo should NOT be used.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The text is in a different font than the official logo.

Do not change the fonts.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The text elements are not in their original proportions.

Do not change the proportions of the logo elements.



PHOENIX
CENTER
FOR THE ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The elements of the logo are rearranged.

Do not rearrange the elements of the logo.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The text is colored in purple, red, green, and blue.

Do not change the colors of the logo.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The text is stretched horizontally.

Do not stretch or compress the logo.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The text has a blurred, digital effect applied.

Do not apply digital effects to the logo.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The logo is tilted at an angle.

Do not angle or tilt the logo.



PHOENIX
CENTER
FOR THE
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The logo is placed on a solid blue background.

Do not place the logo against colors that make it hard to read.



PHOENIX
ARTS

A large, light gray 'X' is superimposed over the logo, indicating it is incorrect. The word 'CENTER' has been removed from the logo.

Do not remove elements from the logo.