BRAND GUIDELINES

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RISE

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1. BRAND IDENTITY

RISE: to move upward, to ascend, to elevate.

In Phoenix – the city named for rebirth and possibility – RISE was built to embody its name.
Located in Phoenix's leading industrial corridor, RISE was purpose-built to support one of the nation's largest private bakeries. Designed with precision, it delivers everything modern manufacturing demands: climate-controlled environments, expansive storage capacity, heavy power infrastructure, and seamless efficiency at scale. Every detail was crafted to keep operations running flawlessly, from production to distribution.
Like the sun lifting over the desert horizon, like the Phoenix ascending from the ashes, and like dough rising with care and craft, RISE tells a bigger story: one of endurance, vision, and opportunity.

Built to grow. Powered to perform. Designed to inspire.

From Inception, We RISE.

BRAND TONE



Enduring
Purposeful
Innovative

Elevated
Resilient
Refined

2. LOGO

This logo reflects the precision and purpose behind RISE — symbolizing movement, structure, and elevation. Its upward, geometric lines echo the rhythm of production and distribution within the building, while the radiant apex represents growth, transformation, and the spirit of Phoenix itself.

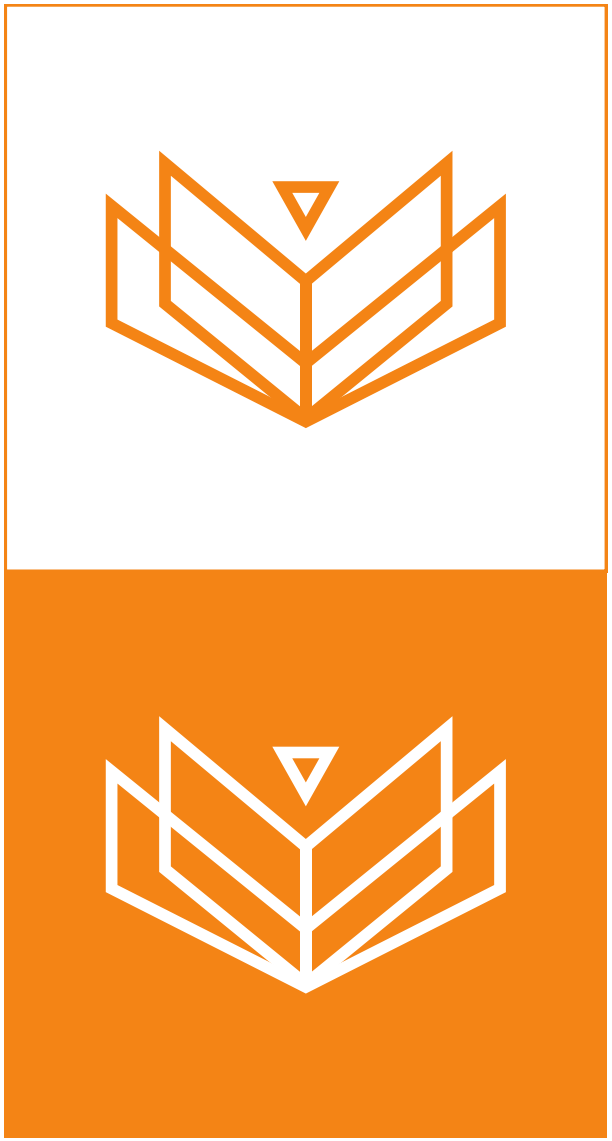
LOGO & USAGE



LOGO MARK

Logo Mark Identity

Rooted in the geometry of construction and the rhythm of production, the RISE logo mark was built to feel engineered, not ornamental. Its angular symmetry mirrors the precision of industrial design, while its upward convergence captures momentum — energy moving with purpose. The result is a mark that feels both architectural and aspirational, reflecting a space designed to perform and a brand built to ascend.



LOGO & CLEAR SPACE

Clear Space Purpose

Clear space around a logo is the area of whitespace that should be maintained around the logo to ensure its clarity and legibility.

Clear space helps to prevent any visual clutter or distractions that could detract from the impact of our logo, ensuring a consistent, professional presentation and enhancing the effectiveness of the RISE brand.



3. COLOR

This color palette embodies the spirit of RISE—where Phoenix's industrial drive meets the warmth of the desert. The blend of bold oranges, muted neutrals, and deep charcoals conveys endurance, precision, and the steady energy that fuels progress and possibility.

BRAND COLORS

About Our Colors

Forged from Phoenix's heat and industry, the RISE palette blends vibrant kiln tones, grounded neutrals, and enduring charcoals. Together, they reflect the building's purpose — strength, precision, and growth — and the city's spirit of renewal and possibility.

RGB 241 / 84 / 0
Hex #F15400
CMYK 0 / 81 / 100 / 0

RGB 242 / 102 / 1
Hex #F26601
CMYK 1 / 73 / 100 / 0

RGB 240 / 137 / 1
Hex #F08901
CMYK 3 / 55 / 100 / 0

RGB 224 / 223 / 208
Hex #E0DFD0
CMYK 11 / 8 / 17 / 0

RGB 118 / 153 / 139
Hex #76998B
CMYK 57 / 27 / 47 / 0

RGB 32 / 66 / 57
Hex #204239
CMYK 82 / 51 / 69 / 50

RGB 87 / 80 / 77
Hex #57504D
CMYK 60 / 58 / 59 / 35

4. TYPOGRAPHY

Archivo is a clean, modern font that aligns with the professional and timeless character of the RISE brand. Its geometric design ensures clarity and legibility across all signage and marketing materials, creating a consistent and strong visual presence for the property.

PRIMARY FONT

Archivo

https://fonts.google.com/specimen/Archivo

Archivo is a grotesque sans serif typeface family originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces. The technical and aesthetic characteristics of the font are both crafted for high performance typography. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages.

Archivo has been upgraded to a variable font in 2021. The weight and width axes allow a wide variety of styles, from Thin to Black and from ExtraCondensed to Expanded.

Archivo is designed by Héctor Gatti and Omnibus-Type Team. To contribute to the project visit github.com/Omnibus-Type.

Aa

Archivo Regular

Archivo Regular Italic

Archivo Medium

Archivo Medium Italic

Archivo Bold

Archivo Bold Italic

FONT HIERARCHY

TITLE

Archivo Bold

HEADING

Archivo Medium

SECTION HEADING

Archivo Regular

BODY TEXT

Archivo Regular

SUBTEXT

Archivo Regular

Hierarchy Purpose

Font hierarchy is the organization and prioritization of fonts in a design. It creates a clear and consistent structure for our messaging, using fonts of different weights and sizes, to emphasize important information and guide the reader's eye. A consistent font hierarchy is important for all communications, enhancing the RISE brand's identity and effectiveness in communicating with our audience.

RISE

Questions about these guidelines?

Contact
Lisa Ripley at lripley@sentre.com or
Emily Urner at eurner@sentre.com

SENTRE