

## IDENTITY

### Primary

#### Full logo

Two colors make up the Fox Valley Elevator identity: Pantone® 7693 C and a golden yellow.

**FOX VALLEY  
ELEVATOR™**

#### Abbreviated logo

This logo should be used sparingly, in pieces where the company name is already known (Dealer correspondence, for example).

**FVE™**

It can also be used when the full horizontal logo doesn't work.

#### Reversed logo

For instances where the logo can be in color but needs to be on a dark background.

**FOX VALLEY  
ELEVATOR™**

**FVE™**

# IDENTITY

Grayscale

Full logo in  
grayscale

**FOX VALLEY  
ELEVATOR™**

Abbreviated logo  
in grayscale

**FVE™**

Reversed logos  
in grayscale

**FOX VALLEY  
ELEVATOR™**

**FVE™**

# IDENTITY

Clear Space

Clear space  
with full logo



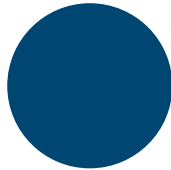
Clear space with  
abbreviated logo



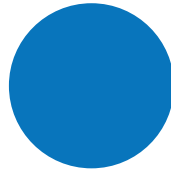
# COLOR PALETTE

## Primary & Secondary

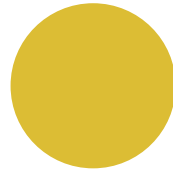
### Core colors



**Pantone® 7693 C**  
CMYK 100 / 38 / 0 / 54  
RGB 0 / 70 / 114  
HEX #004672



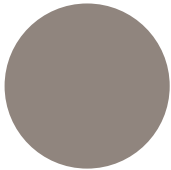
CMYK 87 / 50 / 0 / 0  
RGB 4 / 17 / 186  
HEX #0475BC



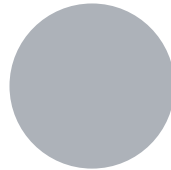
CMYK 2 / 13 / 88 / 14  
RGB 219 / 188 / 51  
HEX #DBBC33

### Support colors

Neutral colors are used for backgrounds, body text and to support the piece.



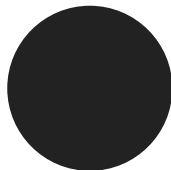
CMYK 82 / 57 / 39 / 18  
RGB 58 / 93 / 118  
HEX #3A5D73



CMYK 28 / 20 / 17 / 7  
RGB 172 / 177 / 183  
HEX #ACB1B7



CMYK 4 / 3 / 0 / 0  
RGB 241 / 240 / 249  
HEX #F1F2F9



CMYK 72 / 66 / 64 / 72  
RGB 34 / 34 / 34  
HEX #222222