

PRIMARY FOX LOGO

The primary FOX logo is 1-color, either white on black background or black on white background. **See page 4 for use on colored backgrounds.**

The FOX logo should always have an ® locked up with it* and always in the same color as the logo. Use the closest appropriate size you need from the proportioned logos provided.

*Logos used in large format (tradeshows, etc.) do not necessarily need the ®. If used in large format, the ® should be sized down appropriately.



Minimum 3-inch



Shown in white on black. Black box is to show background color only — it is not part of the logo.



Minimum 2-inch



Minimum 1-inch

DO NOT use any other variation of the FOX logo, including any version with “Racing Shox”, 2-color without an outline, 4-color, or blue.



2-COLOR FOX LOGO

For use on solid colored backgrounds only.

DO NOT use the 2-color logo on a black or white background.



Colored boxes are to show background color only — they are not part of the logo.



Minimum size is 1-inch



Never use on white or black background



This is not the 2-color logo, there should be an outline



Do not fill the 1-color logo with white letters and tail tip

MINIMUM REQUIREMENTS

The FOX logo should be placed with a generous amount of white space around it, more than or equal to half the height of the logo. Minimum sizes accompany each logo or lockup throughout these guidelines.



Minimum 1-inch



Minimum 1-inch

LOGO CRUELTY

DO NOT use any other variation of the FOX logo, including any version with “Racing Shox”, 2-color without an outline, 4-color, or blue.

DO NOT change orientation, modify or omit elements, alter or amend artwork, change scale of elements or proportions, distort by cropping or masking, apply outlines, styles or filters, recreate with different font, or create new elements that look enough like the FOX logo so as to cause confusion.

DO NOT change color, remove color, or add any gradients.

DO NOT dilute the logo by putting it on a busy background, deface, place text on top of, overlap, or add surrounding elements.

When it doubt, just don't alter the logo in any way.



Lettering fill and tail tip are not embroidered in 1-color logos.

EMBROIDERY

The **1-color logo** should be used for embroidery, heat transfer, or labeling usage on black or white backgrounds.

DO NOT add a color to the fill in the letters or tail tip. These areas are knocked out and the background fabric should show through.



The **2-color logo** should be used for embroidery, heat transfer, or labeling usage on solid colored backgrounds.



VEHICLE LOGO

The **1-color logo** should be used for contingency branding on black or white backgrounds.

The **2-color logo** should be used for contingency branding on solid colored backgrounds.

SHORT COURSE LOGO SIZE & PLACEMENT

OPTION 1 - 11 inch **1-color logo** or **2-color logo** on B pillar. Logo should be placed between the top and bottom of window opening.

OPTION 2 - 13 inch **1-color logo** or **2-color logo** on rear panel above the level sight line of bedside.

DECALS

Use provided logo files to create approved size decals or send a request with shipping information to- bgodfrey@ridefox.com

11 inch Logo on B pillar or 13 inch on rear panel above sight line of bedside.

