

# BRAND BOOK

FOUNDATIONAL ELEMENTS  
& CREATIVE GUIDELINES

FOR  
INTERNAL  
USE







# “WE’RE NEVER DONE”

*Bob Fox*



01

POSITIONING

3

02

LOGO

7

03

COLOR

14

04

TYPOGRAPHY

17

05

PHOTOGRAPHY

22

06

VIDEOGRAPHY

28

07

DESIGN

33



# POSITIONING

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01

#RIDEFOX







WE ARE

**BORN IN  
RACING**



WITH A PASSION TO

**MAKE GREAT  
PRODUCTS**







THROUGH

**HARD WORK,  
PASSION &  
PRIDE**





# LOGO USAGE

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02

#RIDEFOX





## **BRAND LOGO**

This is the FOX brand logo. Throughout the years there has been iterations of the logo but please only use this version moving forward.

FOX is a registered brand with the national trademark office. Make sure the logo you are using includes the registered symbol.





**LOGO COLOR**

Our logo should be used in FOX Orange whenever possible, including on imagery. If the design does not allow for FOX Orange to be used the logo can be represented in white.

LIGHT BACKGROUND



DARK BACKGROUND

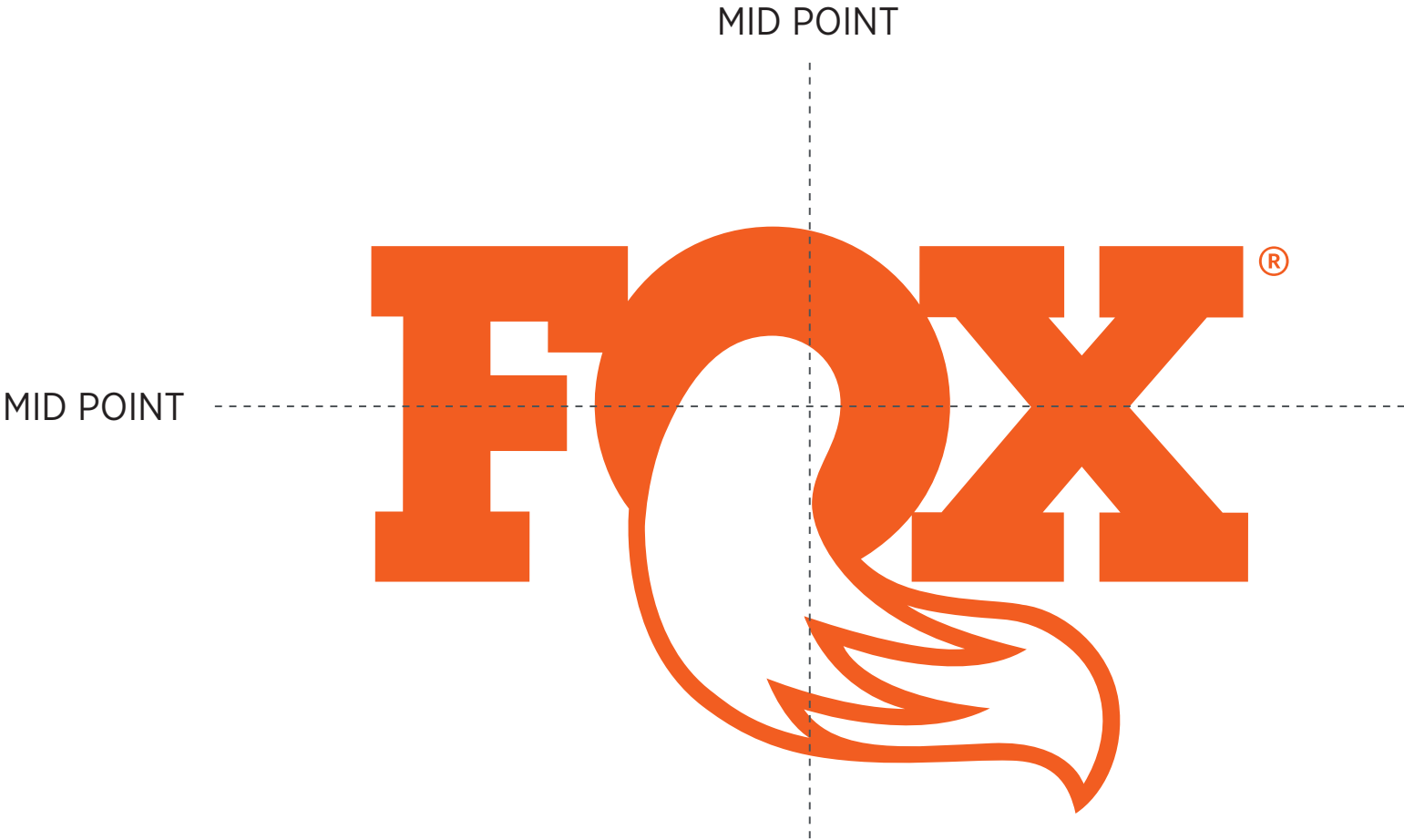


IMAGE BACKGROUND



**ALIGNMENT/SIZING**

Standard alignment of the FOX logo is visually off. We ask you pay attention and custom align the logo for correct balance. See guides for reference midpoints.



**MINIMAL SIZE**  
The FOX logo should not be used at any size smaller than .5” width.



## **CLEAR SPACE**

Always keep clear space around the logo. As a rule, you can use the “X” in FOX to gauge how far live elements should be from our logo.

### **PRINT CLEAR SPACE**

Keep all live materials 1 full “X” away from the FOX letterform.

### **DIGITAL CLEAR SPACE**

At times, especially in social ads, artboards can be much smaller and confined. Because of this we ask to keep clear space at least half of the “X” away from the FOX letterform

PRINT



DIGITAL





## **DO NOT - OLD LOGOS**

Old logos have been phased out and should never be used in any form on product or for any promotional purposes, unless approved by a FOX Marketing Director.





## DO NOT - CUSTOMIZATION

Using a consistent logo allows for stronger brand recognition. Please do not alter, customize, update, improve upon, or do anything to change our logo.

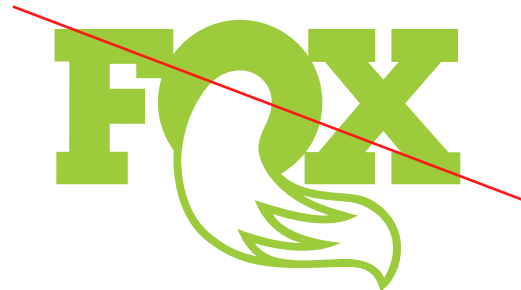
SKEW



STRETCH



WRONG COLOR



OUTLINED



FILL WITH PATTERN



ADD ELEMENTS





# COLOR

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03

#RIDEFOX





**COLOR - PRINT / DIGITAL**

Our color makes our brand instantly recognizable. Our primary palette is Factory Orange and Black, one of these colors should be represented in anything we create.

Our secondary palette should be used sparingly to draw attention to certain elements.

**PRIMARY COLOR PALETTE**



**FACTORY ORANGE**

CMYK: 0, 78, 100, 0  
RGB: 255, 102, 0  
HEX: #FF6600  
PANTONE: 021C

**BLACK**

CMYK: 25, 25, 25, 100  
RGB: 0, 0, 0  
HEX: #000000  
PANTONE: BLACK

**SECONDARY COLOR PALETTE**



**MERCURY**

CMYK: 11, 5, 0, 65  
RGB: 78, 84, 88  
HEX: #4E5458  
PANTONE: 10392C, 7540C

**STEEL**

CMYK: 3, 3, 0, 54  
RGB: 107, 113, 117  
HEX: #6B7175  
PANTONE: 10390, 424C

**GRANITE**

CMYK: 0, 0, 0, 52  
RGB: 142, 144, 145  
HEX: #8E9091  
PANTONE: 877C



**COLOR - MATERIALS / PAINT**

When wrapping vehicles, creating promotional vinyl banners, or painting a trade show booth, use these corresponding color codes to represent our brand palette.

**VINYL WRAP MATERIALS**



FIERY ORANGE	GLOSS BLACK	METALLIC GREY	METALLIC SILVER
3M Wrap Film Series 1080  1080-G364 GLOSS FIERY ORANGE	3M Wrap Film Series 1080  1080-G12 GLOSS Black	AVERY Dennison supreme Wrapping Film  GLOSS METALLIC GREY	AVERY Dennison supreme Wrapping Film  GLOSS METALLIC SILVER

**PAINT CODES**



ORANGE ZEST	BLACK CAT	MT. RUSHMORE	DUCT TAPE GRAY
KMA13	KM4883	KM4902	KM4879



# TYPOGRAPHY

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04





**BRAND FONTS**

We use three fonts for all of our communication. United is used a technical highlight, Trade Gothic can be used for larger, louder headlines and Gotham Narrow can be used for softer communication and body copy.

**UNITED SANS**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**TRADE GOTHIC CONDENSED**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**GOTHAM NARROW**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



## **FONT USAGE**

Use Trade Gothic in all caps for display or headlines. Gotham Narrow can be used for sub heads set in bold and all caps as well as body copy set in regular and used in sentence case. United should be used as an accent and only to callout product names/numbers.

PRODUCT CALLOUTS

UNITED SANS

DISPLAY / HEADLINES

**TRADE GOTHIC CONDENSED**

SUBHEAD

**GOTHAM NARROW**

BODY COPY

Gotham Narrow



**HIERARCHY**

Creating a typographical hierarchy allows for messages to be delivered with purpose. Headlines should be larger, impactful messages which draw you into the smaller supporting copy.

PRODUCT

3.0

HEADLINE

**THE BEST  
JEEPS RUN FOX**

SUB HEADLINES

**WHERE DO YOU RIDE?**

BODY  
(20% HEADLINE)

Dolo et dolorem re, arum fugit escim ditam  
quaernam, cum fugia dolum qui consed  
ut dolupta tendite doluptae pos eicia plis  
dolupitaquid eatiori onsedipsam, nullupt



**DO NOT - TYPOGRAPHY**

In order to create a consistent system we ask you follow a few rules when designing for FOX.

Don't use Trade Gothic in a non capitalized form

Don't use Gotham Narrow as a display font. Don't use Trade Gothic for subheads

Don't use tracking as a style or design element.

The best jeeps run fox

**THE BEST  
JEEPS RUN FOX  
WHERE DO YOU RIDE?**

Dolo et dolorem re, arum fugit escim ditam quaernam, cum fugia dolum qui.

**T H E   B E S T  
J E E P S   R U N   F O X  
W H E R E   D O   Y O U   R I D E ?**

Dolo et dolorem re, arum fugit escim ditam quaernam, cum fugia dolum qui.



# PHOTOGRAPHY

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05

#RIDEFOX





## MOMENTS ROOTED IN PERFORMANCE

We look to transport the viewer into the photo and have them relate or be inspired by each situation captured.

## THEMES

### IN THE GARAGE

Setup, product macro, human touch

### IN USE

Frozen in time, speed, power, flow

### IN THE WILD

Texture, grit, dirt, natural patina

### BEFORE/AFTER

Emotion, anticipation, focus, celebration





## IN THE GARAGE

New products bring a promise of a new experience. Capturing the installation of new products shows the product in its unused form and builds excitement by showing a vehicle upgrade.





## IN USE

Our products push the level of performance and our photos should reflect this. We want the viewer to be awestruck by the what the driver is capable of doing with FOX products.





## IN THE WILD

FOX products are meant to get dirty, scratched and used. Additionally, showing how products are mounted helps the viewer see how the products are meant to be used.





## BEFORE/AFTER

The moments that happen before and after a ride can say more than being in action. These photos should be used as supporting imagery to action and product.





## DO NOT

Keeping a consistent photography style builds a relationship with our customers. They are used to seeing our style and changing it without purpose can have a negative reaction. To avoid this, please stay away from the following:



### LENSE DISTORTION

Avoid using lenses that distort the subject or landscape.



### OVER EDITING

We let the subject of the photos do the talking and stay away from editing trends. Please do not over-process, oversaturate or edit photos in a non natural way.



### CROPPING

Avoid cropping or choosing angles that make specific vehicle parts (that FOX does not manufacture) the subject.



### COMPOSITION

Create compositions that elicit an emotion or feeling. Flat compositions leave the viewer uninterested.



# VIDEOGRAPHY

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06





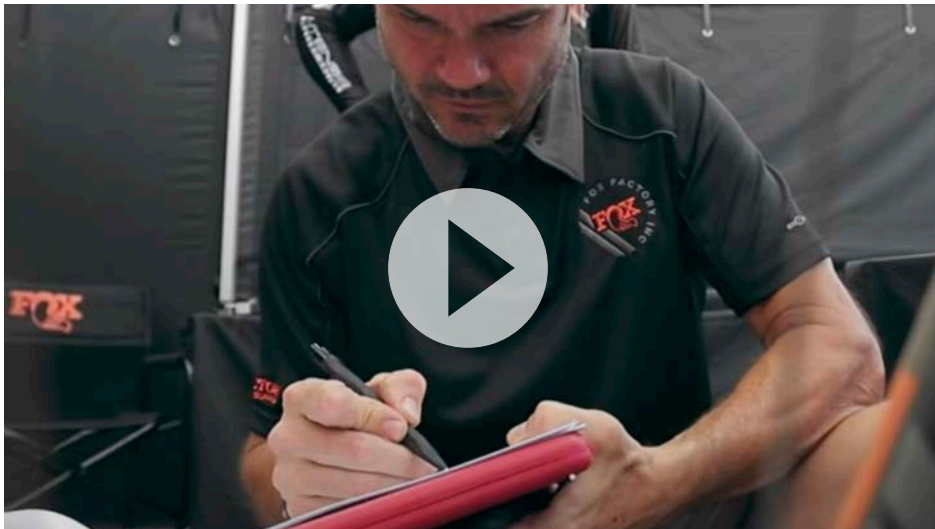
PERSONALITY

We create different kinds of content centered off a few themes. Race recaps and athlete videos will have an up beat excited tone while FOX Academy will have friendly, technical approach. Determine what kind of video you are making and infuse personality into the edit.



ENERGETIC

- Performance
- Fast
- Up-beat
- Motivating
- Rugged



INFORMATIVE

- Instructional
- Technical
- Comprehensive
- Friendly
- Clear



ENTERTAINING

- Lively
- Enjoyable
- Captivating
- Relatable



## EDITING STYLE

Our editing style is clean, energetic and direct. We want our videos to benefit the customer and build credibility for our brand.

### DO:

- Create engaging edits that serve a purpose.
- Use music and edit to the beat of the track.
- Let your edit breath by spacing out information.
- Develop a storyline.
- Use graphics and color to supplement motion.
- Edit with the customer in mind.
- Edit with the hosted platform in mind.
- Color correct.
- Master audio.

### DON'T:

- Use trendy transitions.
- Use color in large amounts.
- Use music without rights.
- Try to accomplish many goals in one video
- Make an artistic statement or infuse your personal style into the video.
- Use shaky footage.



LOGO USAGE

We use a consistent logo animated bumper at the beginning and end of all FOX videos. These files can be found in the asset folder.

INTRO ANIMATION



INTRO ANIMATION





# DESIGN



07





## HOW WE DESIGN

Our design style is clean and clear. We let our photography and copy writing do the heavy lifting and stay away from large textures, trendy styles and specific graphical treatments.

Fox design principles

### PLAN, EXECUTE, AND MEASURE

Things to remember:

#### 1) Who's the audience

An elite customer and a beginner customer will have different needs and interests. Figure out who you're trying to reach as the first step.

#### 2) What are we selling (product vs experience)

Product ads will have a large emphasis on hero imagery where experience ads will use action imagery to relate to personal experiences.

#### 3) Where will this show up

What you create will have limitations depending on the platform. Understand the technical limitations before diving into a concept.

#### 4) Execution

Identify CTA's and KPI's - building brand awareness, engagement or conversion.



# THE BEST JEEPS RUN FOX

#### TUNED TO PERFECTION

Whether you're crawling a new route or pushing the limit in the desert, the adjustable FOX factory 3.0 can meet your needs. Dial in your performance and take your Jeep to places you've only dreamed of.

[LEARN MORE](#)



#RIDEFOX  
RIDEFOX.COM



PRINT



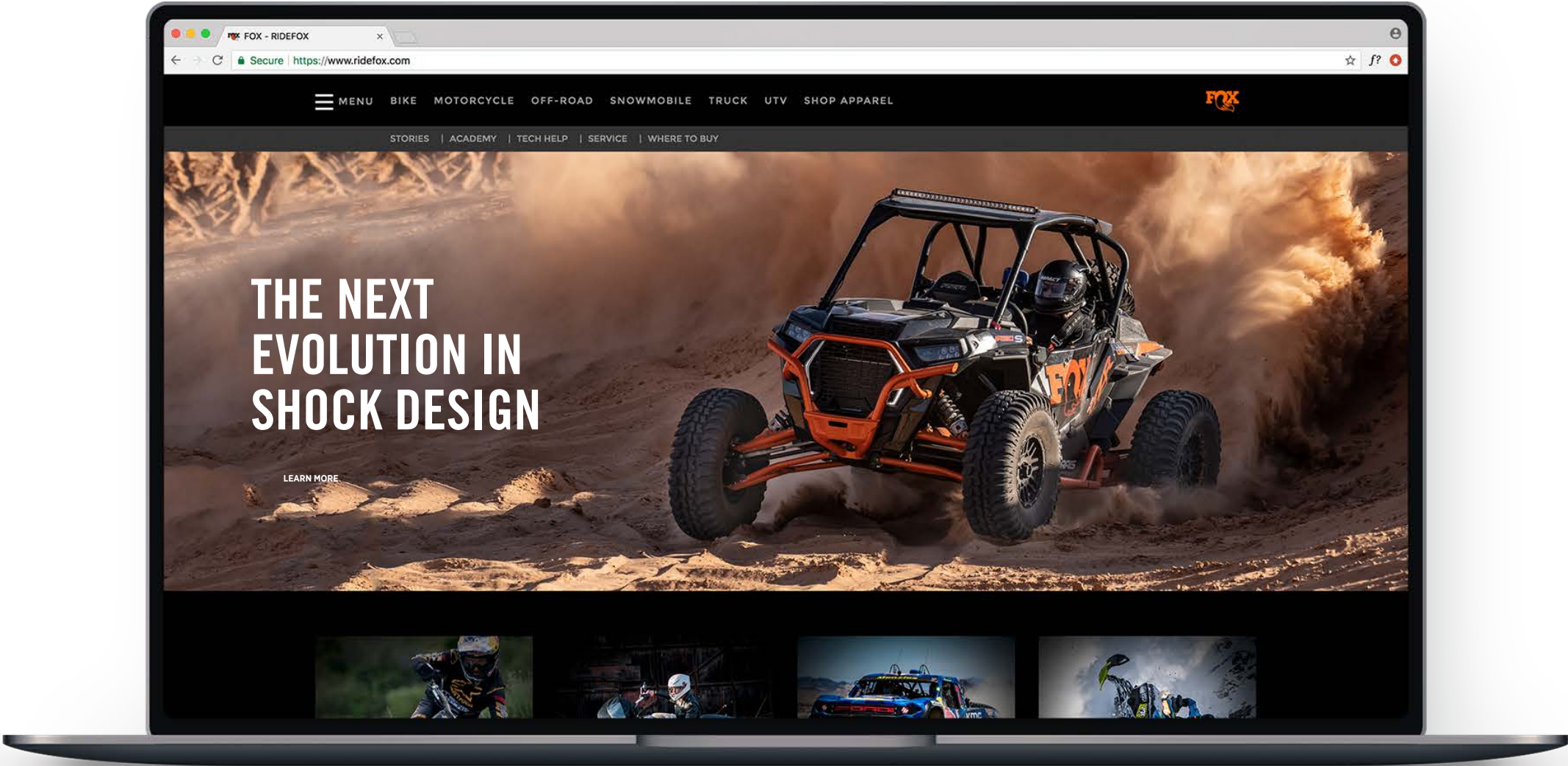
SINGLE PAGE



SPREAD



DIGITAL



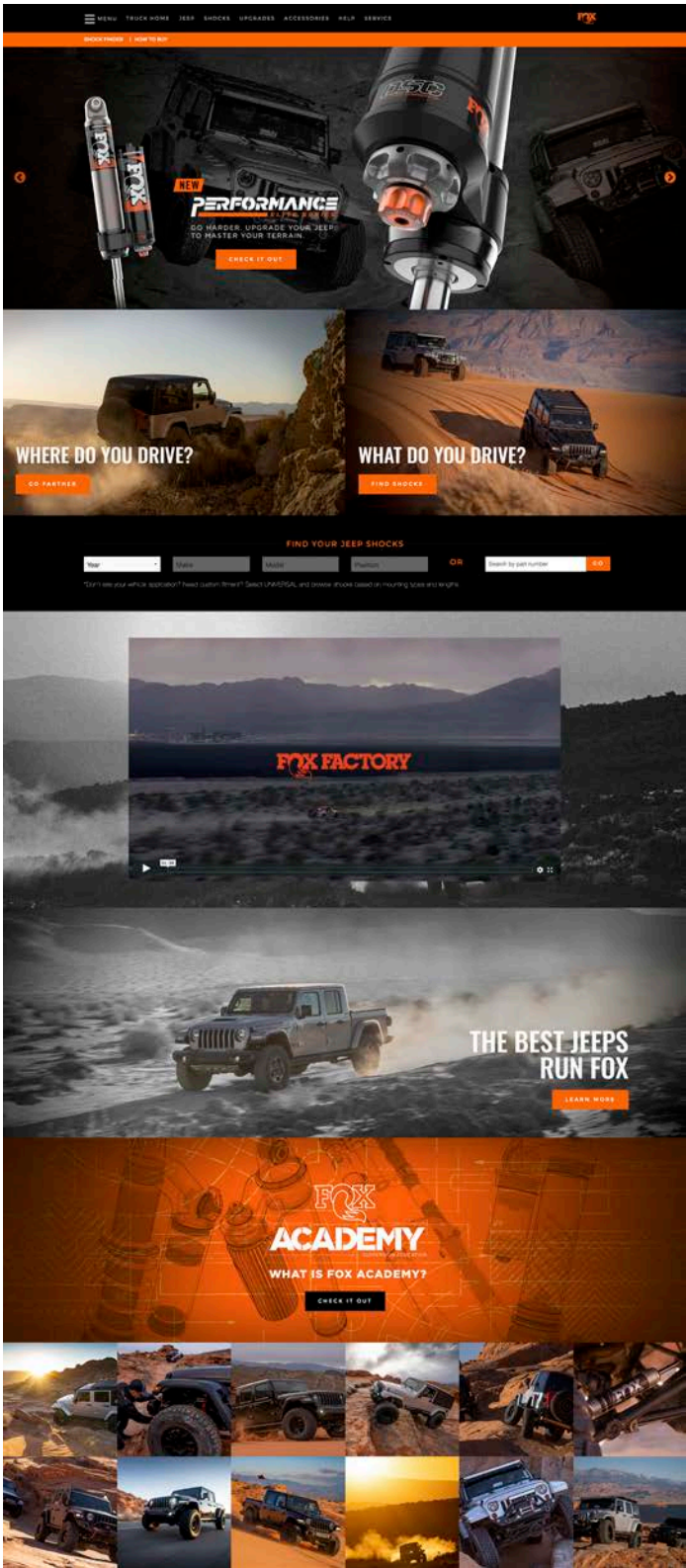


## DIGITAL EVOLUTION

Series landing pages use location photography to build excitement and act as a hub for a specific type of vehicle.

Product landing pages use hero photography to show off specific products. The design should be clean and easy to understand what the product is and what the technical features are.

SERIES LANDING PAGE

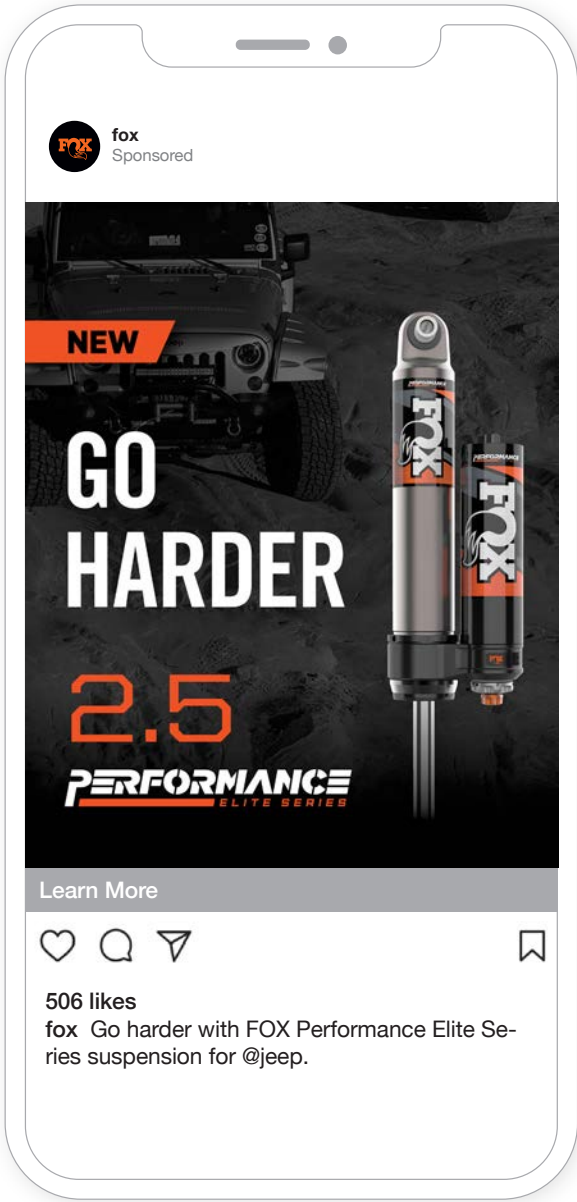


PRODUCT LANDING PAGE



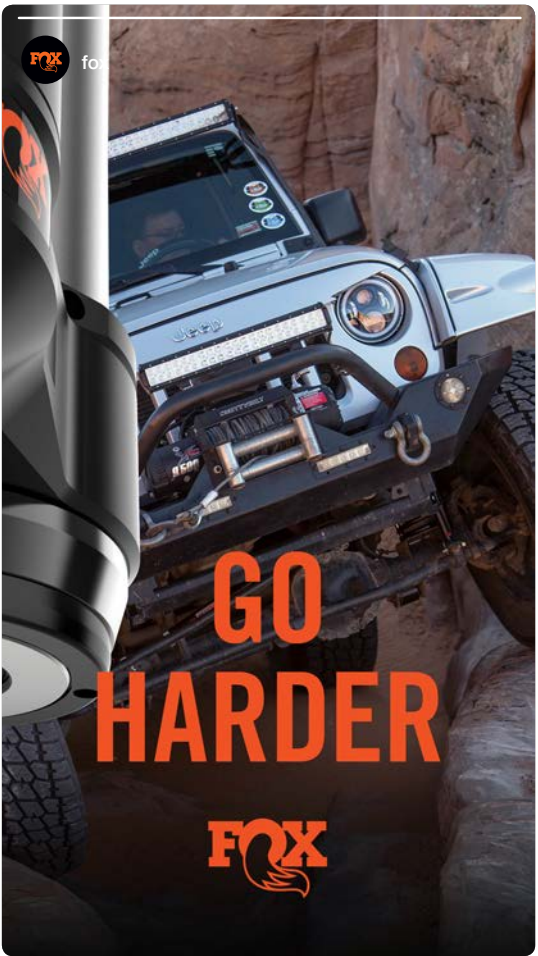


SOCIAL - ADS



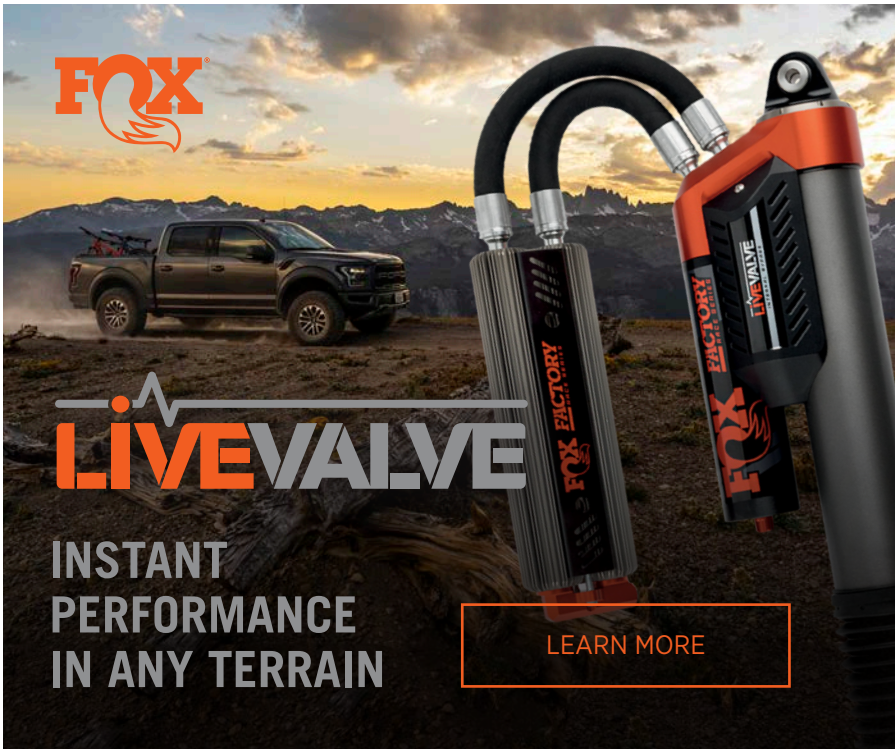
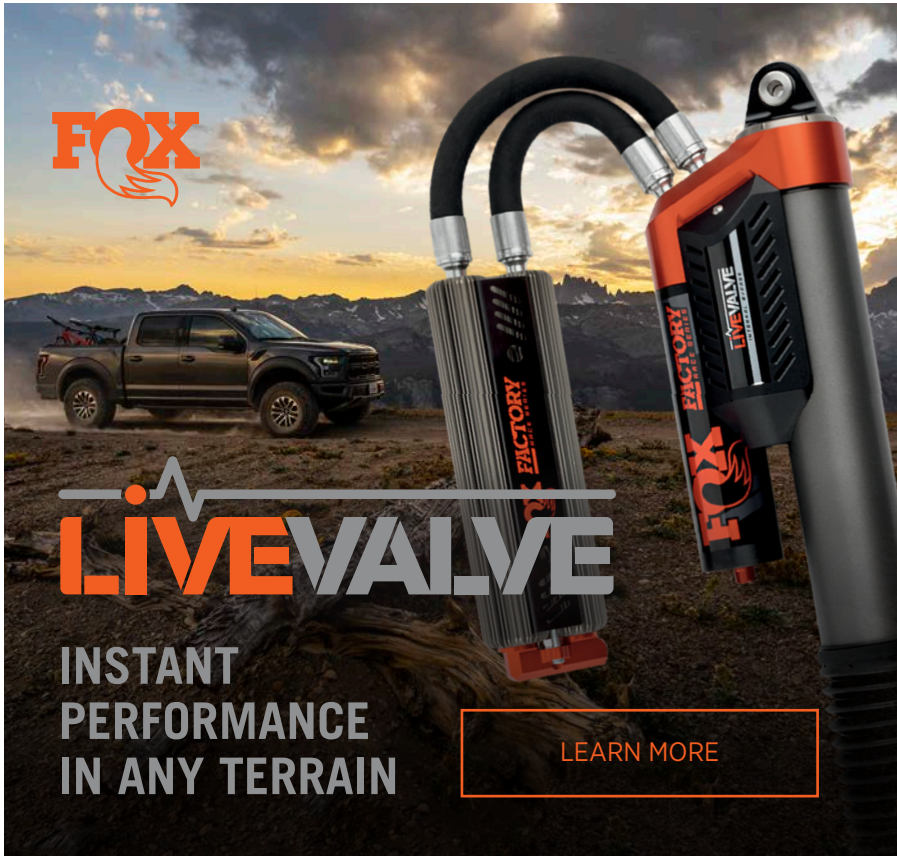


SOCIAL - STORY





DIGITAL ADS





EVENTS

FOX’s approved branding and color pallette is applied to various structures for events, tradeshows, and activations.

All concepts need to be submitted to FOX PVG Marketing for approval before production.





VEHICLE WRAPS

FOX’s current look and feel on vehicles is bold and proud with large branding and a high contrast color palette.

FOX’s large trailer is heavily branded for high visibility at events. Signage specific to each event should tie into the same aesthetic.

**If design or application assistance is needed, reach out to FOX PVG Marketing.**







# THANK YOU