

**ELLIOTT**

**BRAND  
GUIDELINES**



The background is a dense, repeating pattern of technical drawings and mechanical parts in a light red color. The drawings include various components like gears, shafts, and structural frames. A large, white, bold number '3' is positioned in the upper left quadrant of the page.

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# LOGGOS

**ELLIOTT**

## PROPER SPACING

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Sufficient negative space should surround any Elliott logo. The minimum amount of space being the height of the "E" in Elliott.



**ELLIOTT**



**ELLIOTT**



**ELLIOTT**



## PRIMARY LOGOS

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1. **Main:** This “boxed” version of the “Elliott” logo should be used by default.
2. **Icon:** The Elliott “E” icon can be used alone as a decorative element, watermark, profile image, app icon, or website favicon.
3. **Letters-Only:** This logo version is to be used on trucks and other applications where a container is implied.
4. **Equipment:** Only to be used when it would a description would be helpful to distinguish Elliott’s brand from others.



## PROPER LOGO USE

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1. The full color version should be the default logo used, with adequate space given around the mark.
2. White version of the mark on a solid brand color.
3. Logo Badge can be used as a decorative element.
4. Dark version of the logo can be used on light backgrounds.
5. White version of the mark should be used on darker colors and photos.
6. Full color "light" version should be used on a dark background.



1.



2.



3.



4.



5.



6.



## IMPROPER LOGO USE

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1. Do not change the color of the logo to a color other than a brand color.
2. Do not put a stroke around the logo.
3. Do not stretch or skew the logo.
4. Do not place the logo at an angle.
5. Do not use a dark version of the logo on another brand color, use white instead.
6. Do not put a shadow on the logo.
7. Do not make an alternate color version of the logo.
8. Do not use a color logo over a photo of high contrast.



## DEALER LOGO USAGE

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1. **Group:** Elliott logo over dealer logos separated by a horizontal, 6px black line
2. **Single:** Elliott logo and dealer logo separated by a vertical, 6px, black line.



6

APPROVED  
MAC  
TOLERANCE  
AS SHOWN  
2004-2007  
EQUIP

ORGANIZATION	D
DATE	173
BY	W
SHEET	1 OF 1

for You.

# COLORS

## BRAND COLORS

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Pantone colors are for offset printing, RGB is for digital printing and HEX colors are for web use.

### RED

PANTONE: 1795 CP

RGB: 231, 44, 42

HEX: #E72C2A

### BLACK

PANTONE: BLACK 6 CP

RGB: 0, 0, 0

HEX: #000000

### WHITE

HEX: #FFFFFF

### GRAY

PANTONE: COOL GRAY 3 CP

RGB: 207, 209, 215

HEX: #CFD1D7

# BRAND FONTS

## OSWALD BOLD

[Download from Google Fonts](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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## SPECIAL GOTHIC

[Download from Google Fonts](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

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## DM Sans

[Download from Google Fonts](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Paragraph Styles

**ELLIOTT**

**OSWALD BOLD 42PT**

**SPECIAL GOTHIC EXPANDED  
ALL CAPS 24PT**

DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy.

**OSWALD BOLD 24PT**

**ELLIOTT**

**SPECIAL GOTHIC  
EXPANDED 42PT**

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**OSWALD BOLD ALL CAPS 24PT**

DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy. DM Sans 20pt should be used as body copy.

**SPECIAL GOTHIC 20PT**