LILLYCO QUICK BRAND GUIDE

CORPORATE V.4 | 2026

LOGO FAMILY

Background is **Pantone 2377 C**

Single color logo

PRIMARY

The primary logo serves as the heart of the brand's visual identity.

SECONDARY

The secondary logo represents a versatile variation of the primary logo, customized for specific applications.

ALTERNATE

The alternate logo/wordmark is to be used when reproduction of primary logo would result in degredated results or loss of visibility/clarity

COLOR PALETTE 1 (Primary logo)

Pantone Cool Gray 11 C
RGB: 83 86 90
CMYK: 8 4 0 65
HEX: #53565A

Pantone Cool Gray 9 C
RGB: 117 120 123
CMYK: 5 2 0 52
HEX: #75787B

Pantone Cool Gray 6 C
RGB: 167 168 169
CMYK: 1 1 0 34
HEX: #A7A8A9

Pantone Cool Gray 3C
RGB: 200 201 199
CMYK: 0 0 1 21
HEX: #C8C9C7

COLOR PALETTE 2 (Print & Web)

LillyCo Blue 1
Pantone 289 CP
RGB: 19 46 83
CMYK: 100 66 0 76
HEX: #132E53

LillyCo Blue 2
Pantone 4153 C
RGB: 26 78 138
CMYK: 81 43 0 46
HEX: #1A4E8A

LillyCo Blue 3
Pantone 2133 CP
RGB: 51 98 169
CMYK: 94 67 0 0
HEX: #3362A9

Pantone 7683 CP — *LillyCo Blue 4*
RGB: 83 117 173 | CMYK: 79 53 0 0 | HEX: #5375AD

Pantone 652 CP — *LillyCo Blue 5*
RGB: 136 157 192 | CMYK: 52 27 0 1 | HEX: #889DC0

Pantone 657 CP — *LillyCo Blue 6*
RGB: 200 214 232 | CMYK: 19 7 0 0 | HEX: #C8D5E8

Pantone 13-0859 TCX — *LillyCo Gold*
RGB: 255 195 0 | CMYK: 0 24 100 0 | HEX: #FFC300

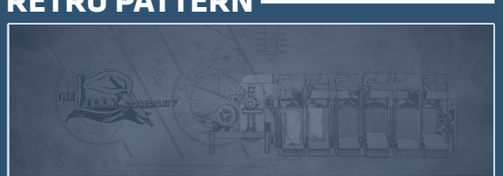
TYPOGRAPHY

MAGNESIUM MVB CONDENSED	Klavika Basic	Klavika Light	Calibri
HEADING For use in main headings across the visual identity.	**SUB HEADING** For use to introduce paragraphs and headings	BODY For use in body text, all paragraphs and lengths of content	System Font For use in Headings, Sub Heading, and Body text when official fonts are not available on system

WORD MARK

SOLUTIONS FOR MODERN MATERIAL HANDLING

RETRO PATTERN



TAG LINES & WEB

Current/Active:

SOLUTIONS FOR MODERN MATERIAL HANDLING

Legacy/Inactive:

- "Material Handling Experts Since 1919"
- "Let Us Take Your Business To New Heights!"
- "Knowledge. Experience. Integrity."
- "Since 1919"
- "Material Handling Solutions That Work"

Web Address Wordmark & Font: **LILLYFORKLIFTS.COM** ***LILLYFORKLIFTS.COM***

IMPROPER LOGO USAGE

No dissassembly, modification, or removal of the "badge", no combining colors of the text, no improper use of single color logo, no odd positioning no stretching

Approved color options

No modification to the colors for any purpose, including background, text, or flower

2026
Version: C1.4

The Lilly Company
Memphis, TN

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