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Fox Cities Exhibition Center brand/website revealed

December 20, 2016 – A logo inspired by the signature 82 ft. tall lighted spire and a new website featuring booking and construction information for the Fox Cities Exhibition Center launched Tuesday.

The logo, designed by Appleton-based A2Z Design, features a signature 82 ft. tall lighted spire that will rise above the Fox Cities Exhibition Center. The spire pays tribute to the year 1882 when the first hydro-electric generation station in the nation started operation here in Appleton. The spire in the logo is an eye-popping lime green color, accompanied by the words Fox Cities Exhibition Center in cool gray and burgundy colors. The color palette was inspired by the natural hues of the park-like setting and the building design itself. The logo will be featured on everything from stationary, to signage and advertising/promotional materials. The spire in the facility itself will be lit with LED lighting and will be programmable with a variety of different colors.

“The bold, bright logo and the visually stunning website will enhance the image of this uniquely-designed facility, making it an even more marketable and attractive destination for meetings from across the Midwest,” said Mayor Tim Hanna.

The website, www.fcexhibitioncenter.com is the destination for any meeting planner looking to book an event at the Fox Cities Exhibition Center. Designed by Appleton-based B2 Web Studios, the site shows floor plans for the facility as well as the connected Radisson Paper Valley Hotel. It also features an online event booking form, a section with the latest news about construction of the facility and links to area information from the Fox Cities Convention & Visitors Bureau.

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