

LUCAS OIL PRODUCTS INC. LOGO STYLE GUIDE

To reinforce and strengthen brand recognition, all guidelines on this sheet should be followed at all times.

RED

Pantone # 485
CMYK: 0_100_91_0
RGB: 237_28_46

REFLEX
BLUE

Pantone # 071
CMYK: 100_72_0_6
RGB: 0_83_159

PREFERRED FORMAT



This 4 color version is most preferred.
(PMS #485, PMS #071, White and Black)

FILE NAME: lucaslogo.eps

TRADEMARK



Proper location

All printed logos must include a *Registered Trademark* logo at the lower right hand side of the shield.



FILE NAME: lucaslogo.eps

DO NOT DISTORT



ALWAYS maintain correct proportions when rescaling the logo. To properly scale: highlight the logo, hold down the SHIFT KEY while using the boxes in the corners of the selected area, to enlarge or decrease the image.

Lucas Oil Products Inc.

Swis721 BT has been chosen as the primary corporate typeface. Swis 721 BT should be used for copy in marketing materials and throughout any correspondence.

ONE COLOR - BLACK



In the case when only Black is available, use this version.

FILE NAME: shieldlogoblack.eps

TEXT

LUCAS OIL®
LUCAS OIL®

The lettering "logo" is specifically designed and can not be recreated by any conventional typesetting methods. Use only provided appropriate master files.

FILE NAME: lucasoil.eps

DO NOT ALTER



The background color of the shield must always be PMS #485, do not change the color. Do not alter or recreate the lettering within the shield.