## LUGAS OIL PRODUGTS, ING. STYLE GUIDELINES

## LUCAS OIL SHIELD | Primary Logos



| RED | Pantone \#199 C <br> CMYK: 0_100_72_0 <br> RGB: $213 \_0 \_50$ | BLACK |
| :--- | :--- | :--- |

Pantone \# BLACK YK: 0100720
RGB: 213_0_50
RGB: 35_31_32
RGB: 0_61_165

CMYK: 0000 RGB: 255_255_255

Other Approved Variations

One-Color


FILE NAME: LucasShield-Black.eps

On Black/Color Background


Decals Registered Trad


FILE NAME: LucasShield-ColorLogo Decal.eps

Embroidery


FILE NAME: LucasShield-Embroidery.ep

## LUCAS OIL TEXT | Primary Logos

LUGAS OII. LUGAS OII. BUGAS OII. LUGAS OIL.
FILE NAME: LucasOil Letters.eps
Other Approved Variations

One-Color

## LUCAS OIL.

FILE NAME: LucasOil_Letters_OneColor.eps

On Black/Color Background


FILE NAME: LucasOii_BOLD_Letters.eps LUGAS OIL

Embroidery
LUGAS OII
FILE NAME: LucasOil_Letters_Embroidery-Red.eps
LUCAS OIL

PREFERRED FORMAT


This 4-color version is most preferred.
(PMS 199, PMS 293, white
and black.)

## TRADEMARK



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

Proper location

In the case of special die cuts and decals where the ${ }^{\circledR}$ might be cut off, use the "Decal" format shown on the first page.

## FONT

Swis721 BIk BT has been chosen as the primary corporate typeface.
Lucas Oil Products Inc. Swis721 Blk BT should be used for copy in marketing materials and throughout any correspondance.

## TEXT PREFERRED FORMAT



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

## 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.

## DO NOT ALTER



The color of the shield must always remain the same. Do not change the color. Do not alter or recreate the lettering within the shield.

To reinforce and strengthen brand recognition, all guidelines on these sheets should be followed at all times.
For more information, contact the Lucas Oil Graphics Department at (800) 342-2512.

