





LUCAS CATTLE COMPANY STYLE GUIDELINES

	<p>RED</p> <p>Pantone # 199 C CMYK: 0_100_72_0 RGB: 213_0_50</p>		<p>BLACK</p> <p>Pantone # BLACK CMYK: 50_50_50_100 RGB: 35_31_32</p>
	<p>BLUE</p> <p>Pantone # 293 C CMYK: 100_69_0_4 RGB: 0_61_165</p>		<p>WHITE</p> <p>Pantone # WHITE CMYK: 0_0_0_0 RGB: 255_255_255</p>



Other Approved Variations

One-Color



On Black/Color Background



Embroidery



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

For more information, contact the Lucas Oil Graphics Department at (800) 342-2512.