

LUCAS OIL ASCS SPRINT CAR DIRT SERIES STYLE GUIDELINES

	RED Pantone #199 C CMYK: 0_100_72_0 RGB: 213_0_50		BLACK Pantone # BLACK CMYK: 50_50_50_100 RGB: 35_31_32		WHITE Pantone # WHITE CMYK: 0_0_0_0 RGB: 255_255_255
	BLUE Pantone # 293 C CMYK: 100_69_0_4 RGB: 0_61_165		YELLOW Pantone # YELLOW C CMYK: 0_1_100_0 RGB: 254_221_0		

NOTE: Please center logo by shield, not artwork.



Other Approved Variations

One-Color



Grayscale



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 Marketing Department at (800) 342-2512.