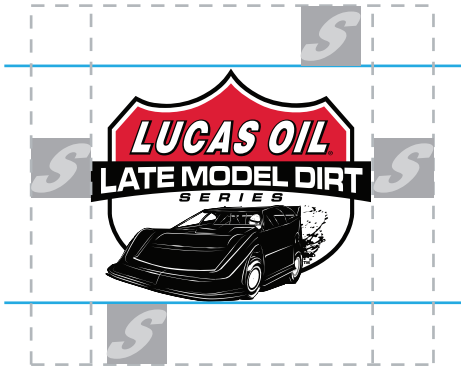


SHIELD | Primary Logo



**NOTE:**  
Proportionate Safe Zone  
should be kept around logo.  
Please center logo  
by shield, not artwork.

Other Approved Variations

One-Color



On Black/Color Background



<b>Pantone</b> 199 C	<b>Pantone</b> BLACK	<b>Pantone</b> WHITE
<b>CMYK</b> C0 M100 Y72 K0	<b>CMYK</b> C50 M50 Y50 K100	<b>CMYK</b> C0 M0 Y0 K0
<b>RGB</b> R213 G0 B50	<b>RGB</b> R35 G31 B32	<b>RGB</b> R255 G255 B255
<b>HEX</b> dd1e36	<b>HEX</b> 000000	<b>HEX</b> ffffff

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 [Marketing@LucasOil.com](mailto:Marketing@LucasOil.com)