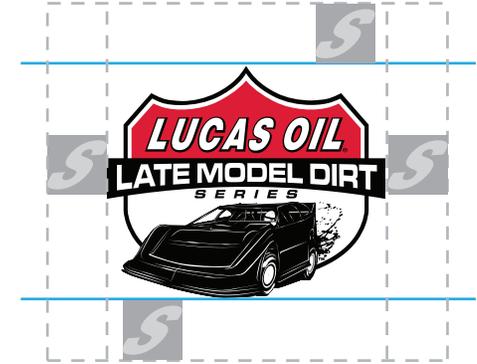


SHIELD | Primary Logo



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



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