

# LUCAS OIL MARINE PRODUCTS STYLE GUIDELINES



Pantone # 199 C  
CMYK: 0\_100\_72\_0  
RGB: 213\_0\_50



Pantone # BLACK  
CMYK: 0\_0\_0\_100  
RGB: 35\_31\_32



Pantone # 293 C  
CMYK: 100\_69\_0\_4  
RGB: 0\_61\_165



Pantone # WHITE  
CMYK: 0\_0\_0\_0  
RGB: 255\_255\_255



Pantone # 312 C  
CMYK: 96\_6\_15\_0  
RGB: 0\_167\_206

## Other Approved Variations

One-Color



Decals



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.**