

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	Pantone	Pantone
293 C	BLACK	WHITE
CMYK	CMYK	CMYK
C100 M69 Y0 K4	C50 M50 Y50 K100	C0 M0 Y0 K0
RGB	RGB	RGB
R0 G61 B165	R35 G31 B32	R255 G255 B255
HEX	HEX	HEX
003da5	000000	ffffff

Brown Gradient

CMYK 1: C48.83 M67.58 Y89.84 K62.11 **Opac:**100% **Location:**0%
CMYK 2: C57.81 M68.36 Y76.56 K77.34 **Opac:**100% **Location:**71.03%
CMYK 3: C74.61 M68.36 Y65.63 K87.89 **Opac:**100% **Location:**100%

Gold Gradient

CMYK 1/2: C0 M35 Y85 K0 **Opac:**100% **Location:**0% and 6.1798%
CMYK 3: C0 M80 Y95 K0 **Opac:**100% **Location:**10.5211%
CMYK 4: C0 M35 Y85 K0 **Opac:**100% **Location:**17.5745%
CMYK 5: C0 M0 Y0 K0 **Opac:**100% **Location:**40.04%
CMYK 6: C3.91 M7.81 Y12.11 K0 **Opac:**100% **Location:**44.39469%
CMYK 7: C0 M0 Y0 K0 **Opac:**100% **Location:**56.3842%
CMYK 8: C8.98 M7.81 Y8.98 K0 **Opac:**100% **Location:**100%

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