

# LUCAS OIL MOTORCYCLE OIL 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

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

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

## Other Approved Variations

One-Color



On Black/Color Background



Decals  
(Trademark Inside)



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.***