

LUCAS OIL PRODUCTS, INC. STYLE GUIDELINES

LUCAS OIL SHIELD | Primary Logos



FILE NAME: LucasShield-ColorLogo.eps



FILE NAME: LucasShield-Embossed.eps



Pantone #199 C
CMYK: 0_100_72_0
RGB: 213_0_50



Pantone # BLACK
CMYK: 50_50_50_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

Other Approved Variations

One-Color



FILE NAME: LucasShield-Black.eps

On Black/Color Background



FILE NAME: LucasShield-OnBlack.eps

Decals
(Registered Trademark Inside)



FILE NAME: LucasShield-ColorLogo_Decal.eps

Embroidery



FILE NAME: LucasShield-Embroidery.eps

LUCAS OIL TEXT | Primary Logos



FILE NAME: LucasOil_Letters.eps

Other Approved Variations

One-Color



FILE NAME: LucasOil_Letters_OneColor.eps

On Black/Color Background



FILE NAME: LucasOil_BOLD_Letters.eps

Embroidery



FILE NAME: LucasOil_Letters_Embroidery-Red.eps



FILE NAME: LucasOil_Letters_OneColor-White.eps



FILE NAME: LucasOil_Letters_White.eps



FILE NAME: LucasOil_Letters_Embroidery-Blk.eps

PREFERRED FORMAT



This 4-color version is most preferred. (PMS 199, PMS 293, white and black.)

TRADEMARK



All printed logos must include a *Registered Trademark* logo [®] at the lower right hand side of the shield.



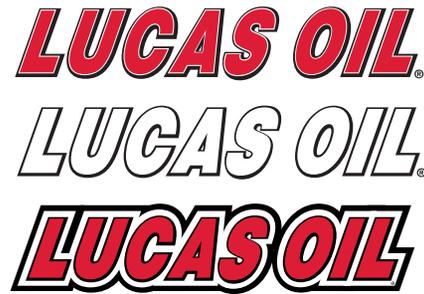
In the case of special die cuts and decals where the ® might be cut off, use the "Decal" format shown on the first page.

FONT

Swis721 Blk BT has been chosen as the primary corporate typeface.

Lucas Oil Products Inc. **Swis721 Blk BT** should be used for copy in marketing materials and throughout any correspondence.

TEXT PREFERRED FORMAT



The lettering "logo" is specifically designed and can not be recreated by any conventional typesetting methods. Use only provided appropriate master files.

DO NOT DISTORT



ALWAYS maintain correct proportions when rescaling the logo.

To properly scale: Highlight the logo, hold down the SHIFT KEY while using the boxes in the corners of the selected area, to enlarge or decrease the image.

DO NOT ALTER



The color of the shield must always remain the same. Do not change the color. Do not alter or recreate the lettering within the shield.

To reinforce and strengthen brand recognition, all guidelines on these sheets should be followed at all times.

For more information, contact the Lucas Oil Marketing Department at (800) 342-2512.