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

NOTE: Please center logo by shield, not artwork.

Other Approved Variations

Secondary Logo

On Black/Color Background

One-Color

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.