





# LUCAS OIL SPEEDWAY STYLE GUIDELINES

	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

NOTE: Please center logo by shield, not artwork.



## Other Approved Variations

Secondary Logo



One-Color



On Black/Color Background



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.**