

# LUCAS OIL PRODUCTS, INC. STYLE GUIDELINES

## LUCAS OIL SHIELD | Primary Logos



FILE NAME: LucasShield-ColorLogo.eps



FILE NAME: LucasShield-Embossed.eps



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



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



Proper location



Secondary location

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

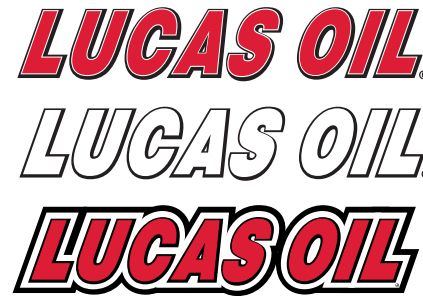
In the case of special die cuts and  
decals where the ® might be cut off,  
use the “Decal” format shown on the  
first page.

## FONT

**Lucas Oil Products Inc.**

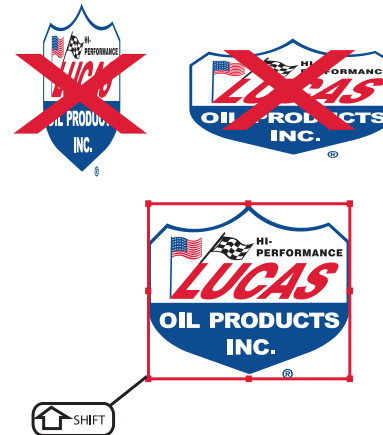
**Swis721 Blk BT** has been chosen  
as the primary corporate typeface.  
**Swis721 Blk BT** should be used  
for copy in marketing materials and  
throughout any correspondence.

## 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.**