



LOGO GUIDLINES

SEPTEMBER 2014 • VERSION 1.2

THE LOGO.

The company's logo is the company's signature, very much like your personal signature. It is used to identify the company to our customers, suppliers, agents and communities.

Consistent use of our logo builds corporate integrity, reliability, and trust to those we interact with every day.

Driven Racing Oil's logo may be used in four predetermined applications (figure 1.1). The application is determined by the logo's clarity and legibility.

LOGO INTEGRITY.

In all logo applications there is a fixed dimensional relationship between the slogan, sub headings, logo registration mark, field outlining (where applicable) and the Driven Racing Oil type that must not be altered (figure 1.3).

The ® symbol (registration mark) must always appear with the logo and appropriately denoted at the end of the document as shown on page 2.

Additionally the logo's overall proportions must not be skewed or altered in any way.

SIZE GUIDELINES.

The size of Driven Racing Oil's logo is regulated by final output clarity and legibility.

The Driven Racing Oil logo is no smaller than 1.25" in width for printing reproduction, 200 pixels wide for web applications and 2.75" in width for embroidery. For other applications not listed, assess the legibility and clarity of our corporate signature and determine the proper course of action.



Full color on light colored background.



Full color on dark colored background.



Full color (with field) on busy background.



Black on light background. Also used on dark background in conjunction with field (above).

Figure 1.1 - Various approved logo versions shown in their appropriate applications.

COLOR GUIDLINES.

The approved colors for Driven Racing Oil are orange, black, and white.

Our Pantone color may be referenced as PMS Orange 021. Any commercial printer and graphic oriented facility (advertising agency, graphic designer, tradeshow houses, sign manufacturer etc.) in the world will be familiar with this color reference.

Please utilize the worldwide accepted standard “PANTONE® color matching system” in order to maintain the color, hue and saturation integrity of these colors.*

When using four-color process (CMYK), the Driven Racing Oil orange can be built from process colors (figure 2.1). Please assure the CMYK color breakdown shown is utilized.

Refer Figure 1.1 for logo black and white printing applications.

It is the printer’s responsibility to use the correct screens to build an acceptable visual match based on paper stocks and other printing variables.

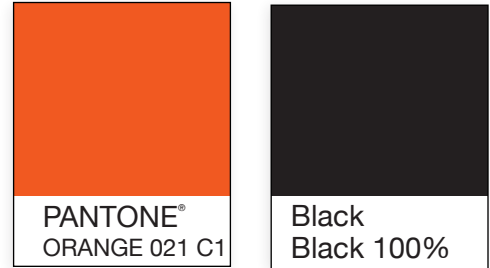
When creating Microsoft® PowerPoint® presentations and other computer or film oriented applications please refer figure 2.2 for the Driven Racing Oil PMS to RGB color conversion specifications. Please assure the RGB color breakdown shown is utilized.

When creating web/online applications refer figure 2.3 for the appropriate color designation

Additional information: Chris Douglas, Director of Marketing drivenracingoil@gmail.com

***NOTE:** Pantone, Inc. adjusted their color conversion values with the introduction of the PMS Color Bridge system. To assure the most consistent color reproduction please utilize the color conversion values listed in this document (above, right). Please direct any questions or concerns to our Director of Marketing.

*DRIVEN
Color Conversion
Reference*



PMS TO 4C PROCESS:

4c	Orange	Gray
Cyan	0	0
Magenta	79	0
Yellow	100	0
Black	0	100

Figure 2.1

PMS TO RGB:

RGB	Orange	Black
Red	255	0
Green	88	0
Blue	0	0

Figure 2.2

PMS TO WEB COLOR:

Web	#FF5800	#000000

Figure 2.3