CITGO Logo Guidelines

CITGO LOGO: STANDARD USAGE

The logo is comprised of a trimark and the logo type "CITGO." The logo must contain a registered trademark symbol (®). Below are all accepted variations and usage of the logo.



Process Logo

For use on white, aluminum or very light backgrounds. Preferred on most advertising materials.



One-Color Logo

Use of the one-color version of the CITGO logo works best:

- at extremely small sizes, no smaller than 1/4-inch squared
- in one- or two-color low- resolution applications such as novelty items, T-shirts, mugs, caps, koozies, etc.
- where poor registration prevents the use of full-color logos
- when the background or substrate is not white

The standard one-color logo can appear in black, PMS 286 Blue, PMS 185 Red or reversed.



Process with Reverse Type Logo

For use on dark photo or color backgrounds that provide sufficient contrast with the logo colors.



CITGO

Grey Scale Logo

For use on high resolution (250 dpi or higher) one and two-color applications that include black. For low resolution applications such as newspaper, silkscreening, etc., use one-color logo.



Two-Color Logo

The two-color, black and PMS 185 Red, logo should be used when full-color printing is not possible, but when two-color printing is available.

Colors

To keep our colors true to the station design and printing technology, we have tweaked our color slightly so the paint at the station matches the single-color and full-color process logos on your printed materials.



Orange

Pantone[®] 158 C: 0, M: 60, Y: 100, K: 0 R: 245,G: 130, B: 32



Medium Red

Pantone[®] 185 C: 5, M: 100, Y: 100, K: 0 R: 227, G: 32, B: 38



Dark Red

Pantone[®] 187 C: 30, M: 100, Y: 100, K: 0 R: 184, G: 41, B: 47



Blue

Pantone[®] 286 C: 100, M: 66, Y: 0, K: 2 R: 0, G: 93, B: 170

Contact your CITGO gasoline supplier with any questions.

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