

# 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.



### 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.

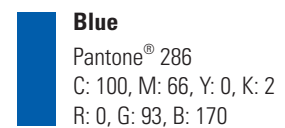
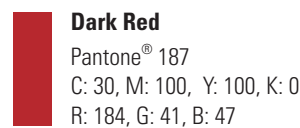
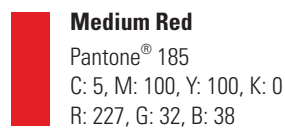
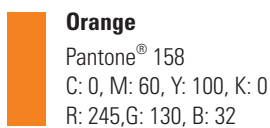


### Two-Color Logo

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.



Contact your CITGO gasoline supplier with any questions.