

OIL 150 VISUAL IDENTITY GUIDELINES

Size, spacing

Logo should be used no smaller than 1"

Space around logo at least 1.5x size of "O" top and bottom and 1x on left and right.

Color on white, light backgrounds

Spot Color Codes

- Pantone Reflex Blue
- Pantone Red 032
- Black 100%

Process Color Codes

- Cyan 100%, Magenta 73%
- Magenta 90%, Yellow 86%
- Black 100%



Color on black, dark backgrounds



Black & white logo on white, light backgrounds

Black & White Codes

- Black 60%
- Black 75%
- Black 100%



Black & white logo on dark, black backgrounds

Reverse logo usage over dark back ground.



OIL 150 Logo with Theme Usage

Size, spacing

The second line of the theme line must match inside of the letter "O"s width of the logo.

Space between bottom of logo and top of themeline letters should be same distance between bottom of numbers to bottom of the letter "O".

Typeface

Korrina Bold Italic.



OIL 150 VISUAL IDENTITY GUIDELINES II

Unacceptable and Acceptable Logo Usage over images

