

INTRODUCTION



OVERVIEW OF THE SUNOCO RACE FUELS® LOGO

Symbols influence the consumer's decision to buy certain products and services and identify the companies that stand behind them. They are indicators to customers to convey quality, dependability and value. To employees and businesses, they indicate steadiness of purpose and longevity in a competitive environment.

By those standards, Sunoco Race Fuels is in a class by itself. It represents the status as the Official Race Fuel in various series and by sanctioning bodies. It is imperative that **ONLY** approved Sunoco Race Fuels logos are used for reproduction.

- Printed Materials
- Point-of-Purchase Materials
- Banners
- Labels, Drums, Packaging
- Business Stationery (external and internal)
- Business Cards
- Trucks and Vehicle Identification
- Premium and Promotional Items



The ® (Registered Trademark) must be used when the logo is reproduced 2" or larger.	 Diamond Logo	 Diamond Logo w/®
Printed Material / Marketing Brochures		•
Point-of-Purchase Materials		•
Advertising Literature		•
Labeling and Packaging		•
Business Stationery (external and internal)	•	
Business Cards	•	
Forms, Invoices, Payroll and Other Checks	•	
Tanker Trucks and Vehicles	•	
Official Reports and Publications		•
Premium and Promotional Items	•	

TYPOGRAPHY

The “RACE FUELS” font was developed with certain letters only. A full alphabet (upper case only) is available in vector format, but is not recommended for any other use.

RACE FUELS

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ***

LOGO USAGE GUIDELINES

To maintain our brand identity, the logo must only appear as depicted in color or Black (for one-color reproduction).

When using the logo on a dark background, the Diamond must never be reversed out. However, the “Race Fuels” text can go in white or yellow as shown in the diagram.

USAGE WITH BACKGROUNDS

The logo can be used against any background provided that the “Race Fuels” remains clearly legible. An outline should never appear around the Diamond.

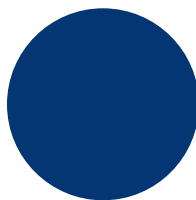
Do not alter the Diamond colors in any way.

SPACING

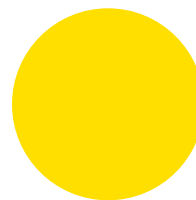
A certain amount of clear space must be maintained around the logo to allow it to stand out. The logo cannot be violated in any way.



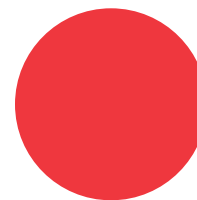
Maintain clear space around the logo equal to the height of a letter in RACE FUELS.



PMS 288 C
100%



PMS 109 C
100%



PMS 185 C
100%

PMS 288 CP
C=100 M=80 Y=6 K=32

RGB
R=0 G=45 B=114

PMS 109 CP
C=0 M=9 Y=100 K=0

RGB
R=255 G=209 B=0

PMS 185 CP
C=0 M=93 Y=79 K=0

RGB
R=228 G=0 B=43

UNACCEPTABLE USAGE

EXAMPLES OF INCORRECT USE OF THE LOGO

- Do not modify the composition or proportion of the logo elements.
- Keep all elements in the proper placement; do not rescale or rearrange any elements.
- Do not change the colors of the Sunoco Diamond or “Race Fuels” lettering.
- Do not ignore the clearance area around the logo.
- Do not use the logo in such a way as to reduce legibility.
- Do not distort the logo.
- Never put the logo in a box or shape.
- Never outline the logo.
- Use only logo files provided by Sunoco. Do not download files from the Internet as colors and proportion may not be accurate.

