



*CORPORATE IDENTITY  
BRAND MANUAL*



## *CORPORATE IDENTITY BRAND MANUAL*

This book is a summary of the corporate identity brand manual of SUNOCO. Here we show you the principal applications of the SUNOCO company logo. Since this brief manual can not cover every possible exception, we would like to ask you, should you have any questions regarding the application of the SUNOCO logo, to contact:

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The SUNOCO logo was created at the end of the nineteenth century (1894) and has been the symbol for quality and reliability regarding lubricants ever since.

Throughout its history, there have been noticeable changes, but meanwhile the recognizability of the SUNOCO logo has been spread all over the world.

January 1<sup>st</sup> 2000 was the starting signal for a new and dynamic millennium. SUNOCO emphasized that dynamism through modernising its logo which is still actual.

The logo consists of a yellow checker which originally symbolised a diamond (because of the takeover of the Diamond Oil Company), perforated by a red arrow, which indicated, at that time, the direction of the service station where the SUNOCO products were available. The brand-name SUNOCO, acronym of **SUN** Oil **CO**mpany, is placed centrally in the logo.



1894



1920



1954



2000



Fig. 1

## 1. THE SUNOCO LOGO

The design, proportions and colours of the SUNOCO logo as presented in this manual should be respected at all times. There are no deviations allowed. Before you switch to the production of material with the SUNOCO logo, you should always submit a model for approval to the Marketing Department of PETRONAS LUBRICANTS BELGIUM NV.

The SUNOCO logo should always be horizontal, never vertical or slant.

## 2. THE LOGO COLOR SCHEME

The power of the SUNOCO logo is also determined by consistent use of the correct colours. Only following colour numbers and build-up percentages are allowed. Different backgrounds could lead to colour deviations. In order to achieve the most satisfying result possible, all colour applications should be tested by yourselves and approved by the Marketing Department of PETRONAS LUBRICANTS BELGIUM NV.



## PANTONE®

PMS 288	Blue PMS 288
PMS 185	Red PMS 185
PMS 109	Yellow PMS 109

Fig. 2

## RAL

RAL 5002	Blue RAL 5002
RAL 3020	Red RAL 3020
RAL 1018	Yellow RAL 1018

Fig. 3

## CMYK

BLUE	C100%/M82%
RED	Y100%/M90%
YELLOW	M13%/Y100%

Fig. 4

The exact colours of the logo follow the Pantone Matching Colours Standard (PMS).

The colours of the FULL-COLOUR SUNOCO logo are: BLUE PMS 288, RED PMS 185 and YELLOW PMS 109. Just like the form, this colour combination should be respected at all times; no deviations are tolerated.

With some applications (like paints, lacquers, ...) another colour system is applied: the RAL colour standard. The conversion of the SUNOCO PMS colours to RAL colours is: BLUE RAL 5002, RED RAL 3020 and YELLOW RAL 1018.

The CMYK colour standard with four-colour print: BLUE C 100% M 82%, RED Y 100% M 90% and YELLOW M 13% Y 100%.

*Attention: the colours used in this manual are only a guideline and are not a reference. Always refer to the colours of the most recent version of the Pantone colour card.*



### 3. FULL-COLOUR LOGO ON WHITE BACKGROUND

See 1. and figure 1.



Fig. 5

### 4. FULL-COLOUR LOGO ON COLOURED BACKGROUND

The SUNOCO logo should only be used on an plain background.  
The colour logo only exists with a white lining (absence of print ink), which is of course not visible on white paper. This lining can not be other than WHITE. The logo is never placed on a picture or a texture background.

### 5. MONOCHROME OR BLACK/WHITE LOGO ON WHITE BACKGROUND

The coloured logo is the standard logo. However, with single colour print on a white background, the monochrome SUNOCO logo can be applied. This can only be done in the colour BLUE PMS 288 or BLACK. The monochrome logo has no lining. The coloured logo is preferable!



Fig. 6



Fig. 7



Fig. 8

## 6. MONOCHROME LOGO ON COLOURED BACKGROUND

There are 2 possibilities for using the monochrome logo with coloured background:

- on a light background: BLUE PMS 288 or BLACK (fig. 7)
- on a dark background: YELLOW PMS 109 or WHITE (fig. 8)

Other colours are never allowed. In the monochrome logo, arrow nor diamond can be coloured.

So the SUNOCO logo can be used either in 3 colours or in 1 colour, never in 2 colours. However, the coloured logo is always first choice!



*Lubricants*

Fig. 9

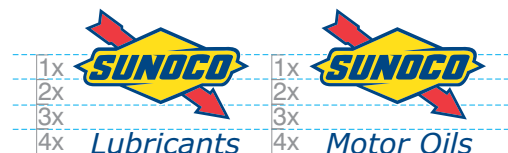


Fig. 10



Fig. 11

## 7. LOGO WITH BASELINE

It is possible to add a baseline to the logo. The placement of the baseline is fixed: the height of the brand name "SUNOCO" is the unit of measure. Fig. 10 shows that a baseline should be placed under the logo on 4x.

The font of the baseline is Verdana Normal Italic, written in lower case with starting capital. The colour is PMS 288.

The standard language for baselines is English. If the local market demands translation, you can contact the Marketing Department of PETRONAS LUBRICANTS BELGIUM NV.





## Verdana

abcdefghijklmnopqrstuvwxyz  
0123456789ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

## *Verdana Italic*

*abcdefghijklmnopqrstuvwxyz  
0123456789ABCDEFGHIJKLMNO  
PQRSTUVWXYZ*

## **Verdana Bold**

**abcdefghijklmnopqrstuvwxyz  
0123456789ABCDEFGHIJKLM  
NOPQRSTUVWXYZ**

## ***Verdana Bold Italic***

***abcdefghijklmnopqrstuvwxyz  
0123456789ABCDEFGHIJKLM  
NOPQRSTUVWXYZ***

Fig. 12

## 8. TYPOGRAPHY

For corporate communications, the standard SUNOCO font is Verdana. In general use, following fonts can be used: Verdana Normal, Verdana Italic, Verdana Bold and Verdana Bold Italic. This font should be applied in all expressions of the company. The general rule is that all text is put in lower case with starting capital.

For forms, letter heads, business cards, etc... there are supplementary rules. For that matter, please contact the Marketing Department of PETRONAS LUBRICANTS BELGIUM NV.



**SUNOCO**  
**SUNOCO**

Fig. 13

#### 9. SUNOCO WORD-LOGO ON WHITE BACKGROUND

If the available space is not suitable for putting the complete SUNOCO logo, the word "SUNOCO" can be used separately. This is the "SUNOCO WORD-LOGO".

As for design, the SUNOCO Word-Logo is identical to the brand name in the SUNOCO logo. Also in this case the proportions should always be respected.

The SUNOCO Word-Logo is always monochrome and can only be used in BLUE PMS 288 or BLACK (fig. 13).



Fig. 14

#### 10. SUNOCO WORD-LOGO ON COLOURED BACKGROUND

There are 4 possibilities for using the SUNOCO Word-Logo on a coloured background:

- on a light background: BLUE PMS 288 or BLACK
- on a dark background: YELLOW PMS 109 or WHITE

The use of other colours is not allowed.



**SUNOCO**  
MOTOR OILS

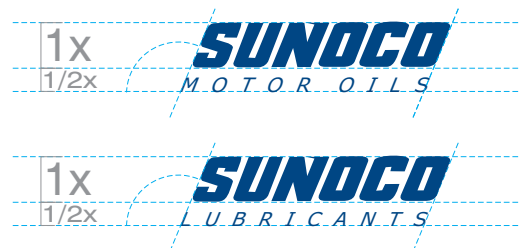


Fig. 15



Fig. 16

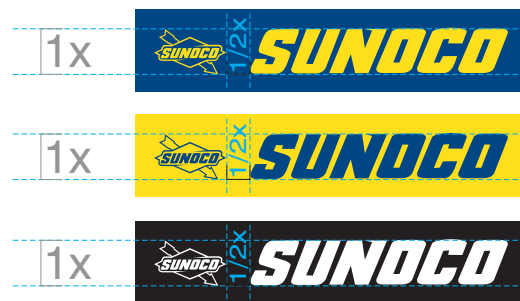


Fig. 17

### 11. SUNOCO WORD-LOGO WITH BASELINE

A baseline can also be added to the SUNOCO Word-Logo. For the baseline the font Verdana is always used, completely in capitals, without lower case. The fixed inclination of the font should be adapted to the inclination of the SUNOCO Word - logo. The distance between the baseline and the Word- logo is set on 1/2x, justified left and right, aligned at the bottom.

### 12. COMBINATIONS SUNOCO LOGO AND SUNOCO WORD-LOGO

In very exceptional cases, combinations of the logo with the Word-Logo are possible. The distance between the SUNOCO logo and the SUNOCO Word-Logo is always 1/2x.

The colour combinations are as mentioned above: either the SUNOCO logo in 3 colours, YELLOW PMS 109 or BLACK or WHITE. The SUNOCO Word-Logo can only be in monochrome BLUE PMS 288, YELLOW PMS 109, BLACK or WHITE.



Fig. 18

With a combination in mono-colour, the colour for the SUNOCO logo as well as for the SUNOCO Word-Logo, is always the same.



Fig. 19

### 13. ROTATION OF THE SUNOCO WORD-LOGO

When the available publicity space is vertical as for proportions (as with big flags or some publicity pillars) the Word-Logo can be rotated 90° (only in left direction).

So SUNOCO is still readable upwards.

The rotated SUNOCO Word-Logo can possibly be combined with the SUNOCO logo, though the latter can only be put horizontally.



14. FIGURATIVE USE OF THE SUNOCO LOGO



NEVER change the proportions of the logo (p.2)



NEVER rotate or slant the logo (p.2)



NEVER use wrong colours or colour combinations (p.3)



NEVER other than white lining (p.4)



NEVER wrong background



NO lining at monochrome logo (p.5 en 6)



NEVER break baseline rules (p.6)



NEVER change the proportions of the Word-Logo (p.8)



NEVER use wrong colour combinations



NO lining (p.8)



NEVER use wrong baseline (p.9)



NEVER use wrong colour combinations (p.10)



NEVER be "creative" with the logo!

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