

RED LINE SYNTHETIC OIL **LOGO GUIDELINES**

MARCH 2022



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RED LINE OIL LOGO

Red Line's combination of tachometer (tach), checkers and strong text has evolved over time from its inception in 1979. The latest oval version features less tach detail, a black tach face, fewer checkers and larger text for clarity and ease of printing. The logo's latest revisions help it to be used more effectively on packaging, in motorsports, and in branding through distribution of decals, apparel and other promotional items. This logo is only to be utilized in its entirety and not disassembled or deconstructed for use of text or tach only.

The oval Red Line logo is easily confused with older versions, which are spotted by the expired use of gradients, drop shadows, white tach and size of text. A similar rectangular "corporate" logo has been retired.

Beginning in 2013, this logo appears increasingly on Red Line packaging--this process should be complete by Q3 2015 for all quart, gallon, 12/15oz chemical, and 5 gallon pail packaging. Letterhead, catalogs and advertisements will use this latest oval logo and a sweep of reseller websites and printed catalogs will take place in Q2 2015.

Exceptions for using any other logo must be submitted to Red Line's marketing department.



LEGACY LOGOS

Avoid using any legacy Red Line logos, unless in a historical context. In rare situations, it may be appropriate, but requires approval from Red Line's marketing department.



LOGO COMPONENTS

Our logo is a combination of specially drawn word mark and graphics.

Each component is a critical piece of the logo and must stay in the proper relationship to each other. Removing or altering any component dilutes the integrity of the logo and diminishes the strength of the brand identity.

Under no circumstances are these elements to be altered beyond variations defined in this policy without explicit consent and cooperation of Red Line's marketing team.

The Red Line logo is never to be recreated or redrawn. It has been designed to work on multiple color backgrounds.

RED LINE OIL LOGO



RED LINE OIL LOGO WITH WHITE KEYLINE AROUND OVAL



REGISTRATION MARK

The last component of the logo is the trademark registration notice symbol, or ®. The size and position is explained below and is appropriate in most instances. However, when the logo is used at a large or small size, it must be scaled accordingly.

Certain notice symbols or designations, including ®, Reg., TM and SM are often used with marks. These designations are notices advising that the mark is registered in the country where it is used or displayed. In some circumstances, registration of the trademark is compulsory and in most countries, registration is necessary to secure trademark rights.

The registration notice symbol is intended to be placed on all external communication pieces.



CORPORATE TRADEMARK USAGE

Correct use of the Red Line trademark is essential to maintaining the marks and protecting their value to the company. The Red Line logo may also be used without an accompanying trademark reference on applications that limit the reproduction quality of the symbol. These limited exceptions must be approved by Red Line's marketing department. All questions regarding the legal treatment of the Red Line trademark should be referred to Craig Stone (craig.stone@p66.com), trademark counsel, intellectual property.

LOGO COLORS

The logo is created using Pantone 200C red and 100% black, but can also be produced in four-color process and grayscale. Please see the adjacent charts for CMYK and RGB color levels.

Red Line's shade of red has been specifically chosen and should never be substituted or altered from the approved variations defined in this policy.

FULL COLOR



CMYK	RGB
C 16	R 194
M 100	G 32
Y 87	B 50
K 7	



CMYK	RGB
C 40	R 0
M 30	G 1
Y 30	B 5
K 100	

GRAYSCALE



ONE COLOR



MINIMUM CLEAR SPACE

The area that surrounds the logo is as important as the logo itself. No graphic edge, document edge or text should be placed any closer than 1R from the outer edge of the Red Line logo. 1R refers to the height of the letter R in the word RED within the Red Line corporate logo.

A 1R height clear space eliminates visual clutter that might impede its legibility and effectiveness. The graphic to the right shows the absolute minimum clear space of 1R. No other logo should be placed within the clear space.

"R" CLEAR SPACE



WORD MARK

Use of the Red Line Oil word mark is common on some garments and in motorsport applications where space considerations only allow for a horizontal use of space.

Use of the word mark is restricted and requires approval. Submit usage requests to Red Line's marketing department for approval.

SPECIAL APPLICATIONS

Exceptions for special applications or any application not outlined in this policy must be submitted to Red Line's marketing department for approval.

SPOT BLACK OR WHITE ONLY

RED LINE OIL[®]



"R" CLEAR SPACE



WORD MARK APPLICATION



INCORRECT USAGE

To maintain the integrity of the Red Line identity, consistent and proper use of all logo components is **essential**. Avoid any alterations to the logo, including changes to color, size or placement that are not specifically defined as correct use variations within this policy. The examples on this page demonstrate some possible misuses.

DO NOT RESIZE
DISPROPORTIONALLY



DO NOT ROTATE



DO NOT ALTER COLORS



DO NOT SIMPLIFY NAME



DO NOT REMOVE ELEMENTS



DO NOT ADD SHADOWS



DO NOT PLACE ® AT THE END OF THE WORD MARK



LEGAL NAME

The registered legal trade name is Red Line Synthetic Oil.

The preferred representation of the brand is Red Line Oil, however, in certain situations, the full legal name may be used.

The first letter of Red and Line are always capitalized.

DO NOT misspell as “Redline” or use unapproved wording such as “Red Line Oils” or “Red Line Synthetics.”

DO NOT include Corp. / Corporation as part of the Red Line Oil brand.

Red Line does not allow its customers to register internet domain names or URLs that include “Red Line” or “Red Line Oil” in its primary wording.

EXAMPLE:

Approved: www.oldhallperformance.co.uk/redlineoil

Not approved: www.redlineoil.co.uk

Not approved: officialredlinedistributor.com

Not approved: redlinesweden.se

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CONTACT

If you have questions regarding proper use of Red Line Synthetic Oil brand guidelines, contact:

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