

# Spectro Performance Oils | Graphics Standards Manual



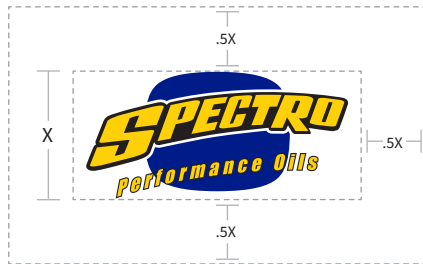
**Primary Logo**

**PANTONE® 109 C**  
 CMYK 0 - 9 - 100 - 0  
 RGB 255 - 209 - 0  
 HEX FFD100

**PANTONE® Reflex Blue C**  
 CMYK 100 - 70 - 0 - 28  
 RGB 0 - 20 - 137  
 HEX 001489

**Official Colors**

Always use the official colors of Spectro Oils, or their CMYK/RGB/HEX equivalents



**Minimum Artwork Clearance**

Please be sure to use the minimum artwork clearance as shown above. The height of the blue logo element is "X" and therefore .5X is the minimum clearance to be used.



**Minimum Size**

Please do not size logo smaller than pictured above (0.75" wide)



**Black & White Application**

Please use this black and white version ONLY when 4-color / process printing not available or applicable.

**Logo Uses**

**YES**



**PREFERRED**  
Primary Logo



Full-color logo on black or dark background



Black and white logo on light background



Black and white logo on dark background



One-color black logo on light background



One-color white logo on dark background

**NO**



Do not change colors under any circumstance



Do not change angle under any circumstance



Avoid putting logo on a solid, dark blue or yellow background



Do not omit ANY logo elements under any circumstance



Do not use any older version of the logo, you can spot an old logo by it's pointy "R" or a yellow-orange gradient in "Spectro"