This manual contains the corporate identification standards for the Trademark of Marathon Petroleum Corporation (MPC), also referred to as the logo. Anyone utilizing the Marathon logo should reference this manual to maintain the integrity of the logo.

The majority of examples throughout this manual utilize the Marathon logo or the Marathon Petroleum Company LP signature, however, these guidelines apply to Marathon Petroleum Corporation and all related companies when utilizing the logo. For usage guidelines of all other MPC trademarks and services marks, please contact MPC’s Graphic Services organization to ensure ongoing protection for and benefit from these marks.

MPC Graphic Services has a variety of logo and company signature files in the correct proportions and formats to fit most needs. If you are reproducing the logo or you are working with a third party who is requesting the logo, please contact MPC Graphic Services to obtain the correct file format or go to www.marathonpetroleum.com/About_MPC/Corporate_Logos_and_Standards to download various logo formats.

Guidelines governing proper corporate identification standards are set forth by Marathon Petroleum Corporation Policy Statement 13001. If you have any questions regarding a specific guideline or need guidance in handling a particular logo issue, please contact MPC Graphic Services. Alterations or variations to the standard guidelines are not allowed unless they are reviewed and approved by the Corporate Identification Committee.

Thank you for your cooperation in maintaining the integrity of the Marathon logo.

For questions regarding the corporate identification standards or to report cases of infringement and trademark misuse, please contact MPC Graphic Services at 419-672-3321.
TABLE OF CONTENTS

VISUAL IDENTITY - APPLIES TO ALL MEDIA
- LOGO ELEMENTS & COLOR SPECIFICATIONS .......................... 1
- HOLDING LINE, SHIELD & REGISTRATION SYMBOL .............. 2
- COLOR VARIATIONS ................................................ 3
- FIDELITY OF FORM ............................................... 4
- CONTRAST .......................................................... 5
- BACKGROUND ...................................................... 6
- CORPORATE SIGNATURES ......................................... 7
- USE OF MPC ABBREVIATION ...................................... 9

ELECTRONIC MEDIA
- VIDEO STANDARDS .................................................. 10
- WEB & MOBILE APPLICATIONS .................................... 11

SPECIALTY ITEMS & CLOTHING
- STANDARDS .......................................................... 12
The six elements of the logo shown above have been carefully designed to function in print and electronic media as a unique and unified visual identity for Marathon Petroleum Corporation and all related companies.

The logo is represented here in the preferred two-color treatment. In order to maintain consistent quality of our corporate colors, the following specifications should be used:

When representing the logo in Pantone printed inks, use:
- **Red**: Pantone Matching System, 199 Red (PMS 199)
- **Blue**: Pantone Matching System, 286 Blue (PMS 286)

When representing the logo in full-color printed material, use the following process color combinations:
- **Red**: 100% Magenta and 62% Yellow
- **Blue**: 100% Cyan and 66% Magenta

When representing the logo in RGB colors, use:
- **Red**: R = 238, G = 25, B = 58
- **Blue**: R = 20, G = 71, B = 158

When representing the logo on websites and mobile applications, use:
- **Red**: hexadecimal #EE193A
- **Blue**: hexadecimal #14479E
- **White**: hexadecimal #FFFFFF
When a full-color logo is printed on a color background or full-color image, the holding line and shield must be maintained. There are other guidelines on shield and holding line use in the single-color format (refer to page 5). The registration symbol ® must accompany the logo as one of its logo elements (refer to page 1 for placement).

Exceptions to the registration symbol ® usage are made only for certain specialty items or signage, upon approval by MPC Graphic Services and/or the Corporate Identification Committee. When using a color logo on a white or light background, the registration symbol ® should be blue. When the color logo is used against a medium or dark-colored background, the ® should be white. When a single-color logo is used, the ® should be printed in the same single color.

### ACCEPTABLE

- Full-color logo on a light-colored background.
- Full-color logo on a dark-colored background.
- Full-color logo on a dark background image.
- Single-color logo on a dark-colored background

### NOT ACCEPTABLE

- Incorrect use of logo without holding line.
- Incorrect use of logo without holding line and shield.
- Incorrect use of logo without holding line and shield.
- Registration symbol ® should be blue on a light-colored background.
In all forms of media, the logo must maintain legibility, readability and color recognition. Due to the wide variety of printers, as well as the quality and consistency of the color output from these devices, any color logos not printed by MPC Graphic Services should be approved by this organization prior to use. Color logos should not be printed to a black and white printer. Logos printed to a black and white printer must be placed in the document as black and white logos.

There are certain color exceptions for specialty items (refer to pages 12-13).

**ACCEPTABLE**


**NOT ACCEPTABLE**

Sharp, clear, undistorted reproduction of the logo is essential to ensure its integrity. Do not scan the logos or attempt to create them electronically. Use the proper file format for specific applications. To download various logo formats, visit www.marathonpetroleum.com/About_MPC/Corporate_Logos_and_Standards.

When placing a logo, proper proportions must be maintained. The logo should not be reproduced smaller than 3/8 inch in height. Exceptions to this size restriction must be approved by the Corporate Identification Committee.

Altering or adding to the logo in any way is not allowed. No element of the logo may be used as part of a headline, or as a separate element divorced from the entire logo unit.

### ACCEPTABLE

![Logo with a drop shadow.](image)

3/8 inch Minimum Height

### NOT ACCEPTABLE

- Adding to the logo is not permitted.
- Not consistent with actual logo. Incorrect proportions.
- Not consistent with actual logo. Font substitution of the blue “MARATHON.”
- Not consistent with actual logo.
- Jagged edges on logo, caused by improper file format conversion or improper scanning.
- No element of the logo may be used separate from the logo.
When a project calls for the use of a single color to represent the logo, that color must be in strong contrast to its background. The acceptable variations of holding line and shield use in the single-color logo format are shown below.

There are certain contrast exceptions for specialty items (refer to pages 12-13).
The logo should not be too closely confined by another shape or crowded by other design elements which could be interpreted as an actual part of the logo (see spacing formula on page 13). It is incorrect to directly intersect or overprint the logo with copy, lines or patterns. Utilizing the logo as a background or watermark for copy or type is also not permitted.

The printed logo should not appear on distracting backgrounds. When the logo is used with a full-color image behind it, the logo should not be undersized or overpowered by the image to cause visibility loss to any of its elements.

**ACCEPTABLE**

![Clear separation between other graphical elements and the logo.](image)

**NOT ACCEPTABLE**

- Logo incorrectly confined within another shape and crowded by type element.
- Logo placed on a distracting background causing visibility loss to the registration symbol ®.
- Logo incorrectly screened/watermarked under type.
When the logo and a specific company name are combined, it is referred to as a **corporate signature**. For a signature, the name of the company can be shown to the right or under the logo in a font called “Univers Black.” Font substitutions for the company name are not permitted when used in conjunction with the logo.

When using a signature, always use an approved version to ensure correct placement and proportions of all elements. To request a specific company signature not shown here, please contact MPC Graphic Services at 419-672-3321.

### ACCEPTABLE

**Horizontal Signatures**

Marathon Petroleum Company LP

**Vertical Signatures**

Marathon Petroleum Company LP

**Stacked Signature** *(Limited Use)*

Marathon Petroleum Company LP

### NOT ACCEPTABLE

The font of the company name is not Univers Black.

Marathon Petroleum Company LP

The font of the company name is not Univers Black.

Marathon Petroleum Company LP
Corporate signatures should always appear as a unified graphic element. When the logo is printed in color, the company name should be black, blue or white, maintaining a definite contrast between the company name and the background. When the logo appears in a single color, the company name must appear in the same color.

When a company name is used separate from the logo, it is not subject to Corporate Identification Standards guidelines and may be represented in any distinctive, readable typeface or size.

**ACCEPTABLE**

![Acceptable Logos](image1)

*Marathon Petroleum Company LP*  
*Marathon Petroleum Corporation*

**NOT ACCEPTABLE**

![Not Acceptable Logos](image2)

*Marathon Petroleum Corporation*  
*Marathon Petroleum Company LP*

*The red company name is incorrect and must be blue or black.*

*Insufficient contrast between logo and background. Company name and registration symbol ® must be white.*
The use of the MPC abbreviation is a convenient way to refer to Marathon Petroleum Corporation and/or Marathon Petroleum Company LP. For internal purposes, the abbreviation may be used for memos, letters and email as well as internal conversations and presentations. However, for benefit information, procedure manuals or other formal publications, the appropriate company must first be defined as Marathon Petroleum Corporation (MPC) or Marathon Petroleum Company LP (MPC) before using the abbreviation. If both companies are used in the same document, define Marathon Petroleum Company LP as (MPCLP).

For external purposes, do not use the company abbreviation before the appropriate company is identified or defined as Marathon Petroleum Corporation (MPC) or Marathon Petroleum Company LP (MPC or MPCLP). References to “Marathon” can be used to represent the Marathon Brand but should not be used as an abbreviated form of the company name.

**ACCEPTABLE**

![Marathon Petroleum Company LP logo]

**NOT ACCEPTABLE**

![MPC Service Center logo]

Abbreviations are not to be used on external forms.
The graphic standards established thus far also apply in video.

When used in video, the logo may be tilted, rotated, placed in perspective, lit or have effects applied to an otherwise standards-compliant logo. In the final or dominant view, however, the logo must maintain legibility, readability and color recognition. In still or freeze frames, the logo and signature should retain appropriate standards.

To maintain video standards, the logos should not be undersized or overpowered by a background to cause visibility loss to any of its elements.
The graphic standards established thus far also apply in Web and mobile applications.

To download an electronic version of the logo or signature for Web use, visit www.marathonpetroleum.com/About_MPC/Corporate_Logos_and_Standards. To maintain proper quality of the logo, GIF, TIF, PCX and BMP files should not be resized. To obtain a custom logo for Web or mobile application use, contact MPC Graphic Services at 419-672-3321.

Color Specifications for Web and Mobile Applications:
It is important to use the proper color values when representing the logo on websites and mobile applications. The following hexadecimal values are used when reproducing the logo for these mediums.

- **Red:** #EE193A
- **Blue:** #14479E
- **White:** #FFFFFF

When using the logo on a website or Web banner, the preferred use is a full-color logo on a white background. Please contact MPC Graphic Services to discuss exceptions for alternate background colors, background photos and for use of single-color logos.

Exceptions have been made for the minimum size restriction for GPS mapping and mobile applications. If you are reproducing a logo for a mobile or GPS mapping application and/or you are working with a third party who is requesting the logo, please contact MPC Graphic Services for guidance when reproducing the logo.
STANDARDS

The corporate logo or signature as used for clothing or specialty items has been given special consideration. More flexibility has been allowed due to fabrics, colors and reproduction processes. Due to the unique nature and manufacturing requirements of these items, the following guidelines pertain to such items as shirts, hats, mugs, golf balls, pens, jewelry and other items that are frequently ordered for promotional purposes or company events.

It is expected that good taste and judgment will be exercised in the use of the logo on clothing and other specialty items. Any specialty items not produced by an authorized corporate merchandising company need to be approved in advance by MPC Graphic Services. Whenever possible, the registration symbol ® should be maintained with the logo on all specialty items.

ACCEPTABLE

NOT ACCEPTABLE

Incorrect use of logo without holding line, shield and registration symbol ®. Overall form not consistent with actual logo.

Type incorrectly overlapping the logo.

Not an approved corporate signature. Logo incorrectly crowded by type element.
Other than approved signatures, when using type to accompany the logo, there should be enough separation between the logo and the type so they do not appear as one unit (see spacing formula below for determining adequate separation). No type should ever touch or overlap the logo for any reason.

\[
x = \frac{0.375 \times y}{1.25}
\]

\[
x = \text{minimum space needed} \\
y = \text{height of logo}
\]

**ACCEPTABLE**

The minimum recommended size for an embroidered logo is 1.7” wide x 1.29” high with a 2,400 stitch count.

A tone-on-tone logo on a specialty item is an approved exception to the color and contrast guidelines discussed on pages 3 and 5.

Exceptions have been made for the minimum size restriction on some specialty items.

Minimum size of logo for golf balls = 11/32”