



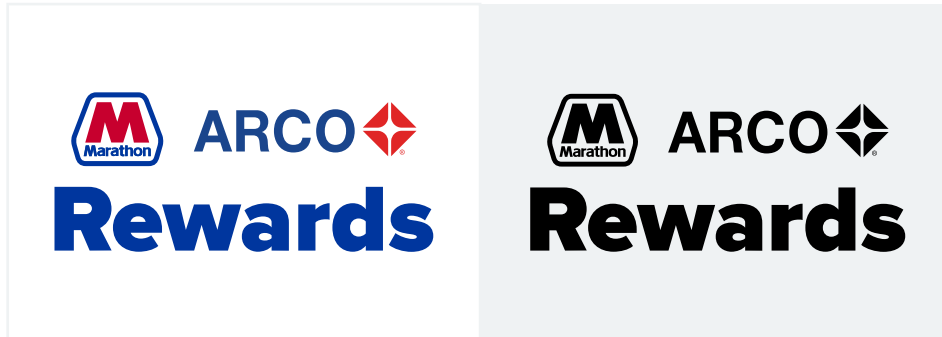
ARCO 

Rewards

Rewards Identity

Brand Guidelines

Primary Logo: White/Light Background

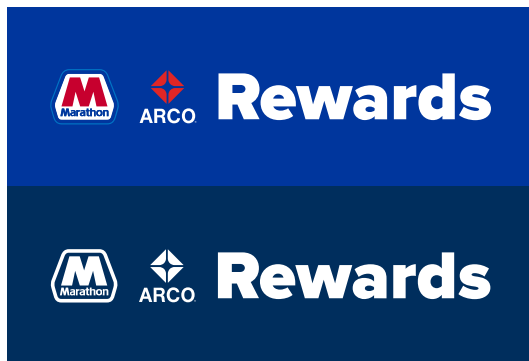


Primary Logo: Dark/Colored Background



Secondary Logo Variations

Secondary logo variation follows the Primary Logo color standard shown above.



Primary Logo & Logotype Spacing

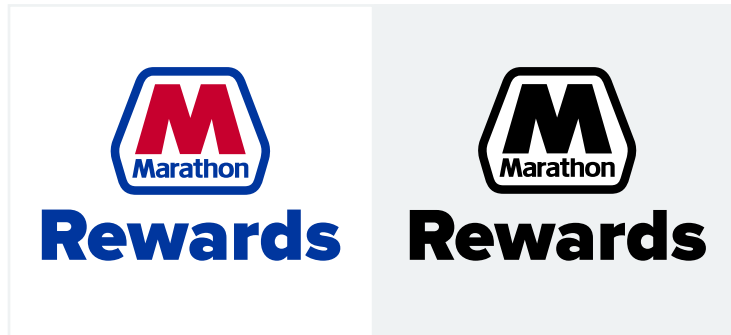


$$x = \frac{.375(y)}{1.25}$$

x = minimum space needed
y = height of logo



The smallest the primary logo should be represented is 0.5" high for legibility.

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Primary Logo & Logotype Spacing

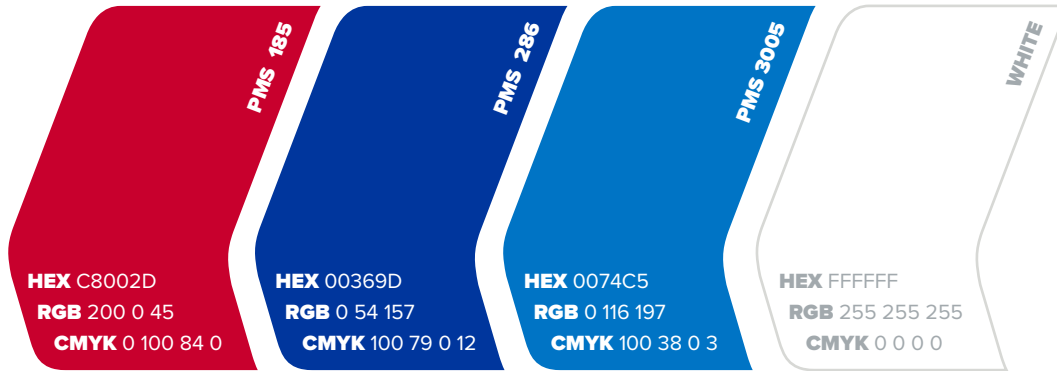
$x = y$

x = minimum space needed
y = height of ARCO spark

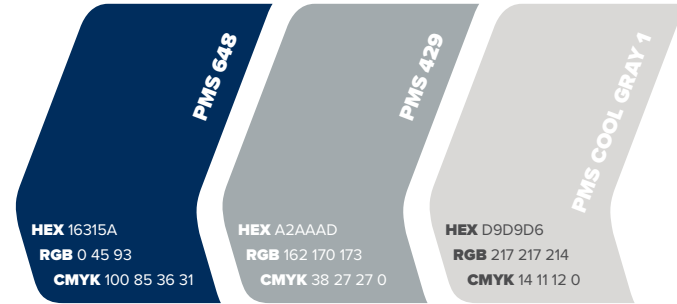
ARCO  Rewards

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Primary Color Palette



Complementary Color Palette



Typography

Approved fonts include variations from the same font family (i.e., bold, italic, condensed, etc.)



Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

{(;-!/?@%)}



Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

{(;-!/?@%)}



Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

{(;-!/?@%)}

Unacceptable Usage | Logos & Brandmarks

Unacceptable Primary Logo & Logotype Usage

Examples shown below apply to the primary, secondary and logotype variations.



A. Do not vertically or horizontally distort the logo.

B. Do not change the element proportions of the logo.

C. Do not remove any of the logo elements.

D. Do not add any elements to the logo.

E. Do not violate the clear space or add additional shapes around the logo.

F. Do not use an excessive drop shadow on the logo.

G. Do not modify the angle of the logo.

H. Do not use unapproved colors.

I. Do not outline the logo.

J. Do not use low resolution logo files or scanned images of the logo that result in jagged edges or pixelation.

Unacceptable Primary Logo & Logotype Usage

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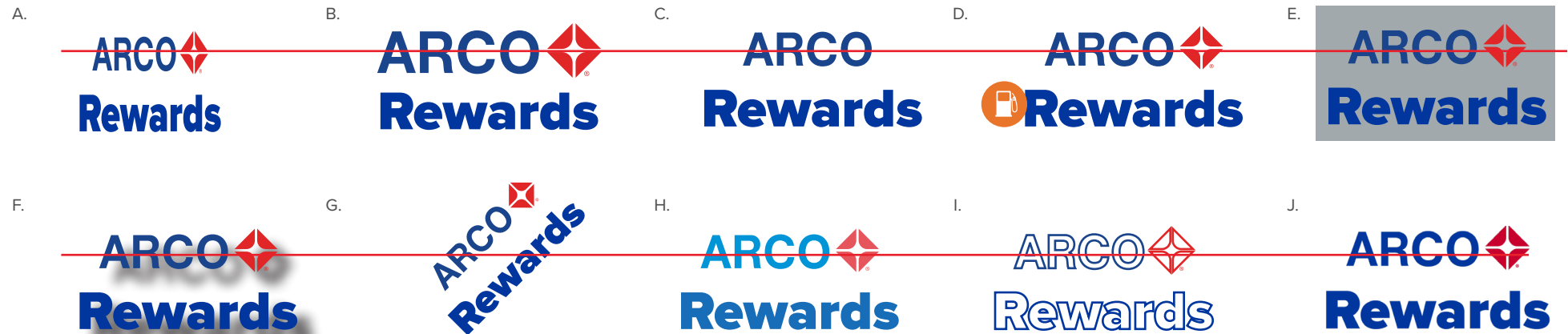
H. Do not use unapproved colors.

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Unacceptable Primary Logo & Logotype Usage

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- | | |
|--|--|
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|--|--|

QUESTIONS OR A REQUEST FOR CREATIVE ARTWORK?

Please contact BrandSupport@MarathonPetroleum.com.