



Retail Identity

Brand Guidelines

Primary Logo: White/Light Background



Primary Logo: Dark/Colored Background



Logotype: White/Light Background



Logotype: Dark/Colored Background



Secondary Logo Variations

Secondary logo variations follow 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

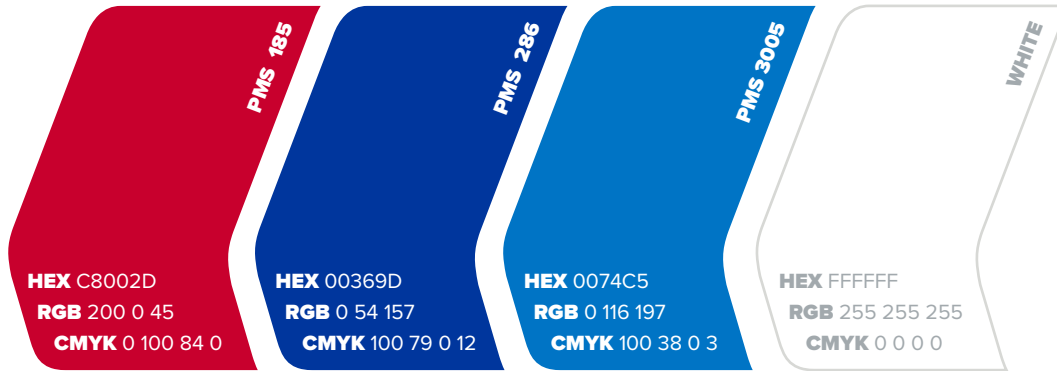


The smallest the primary logo should be represented is 0.375" high for legibility.

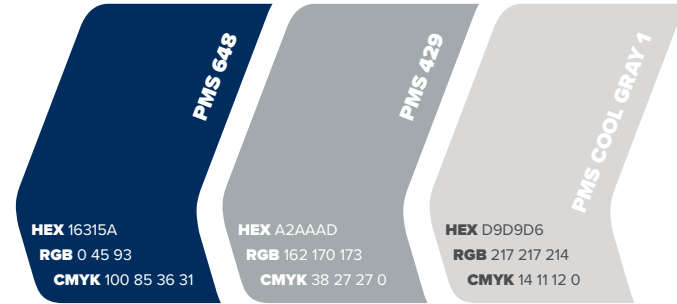


The smallest the logomark should be represented is 0.2" high for legibility.

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

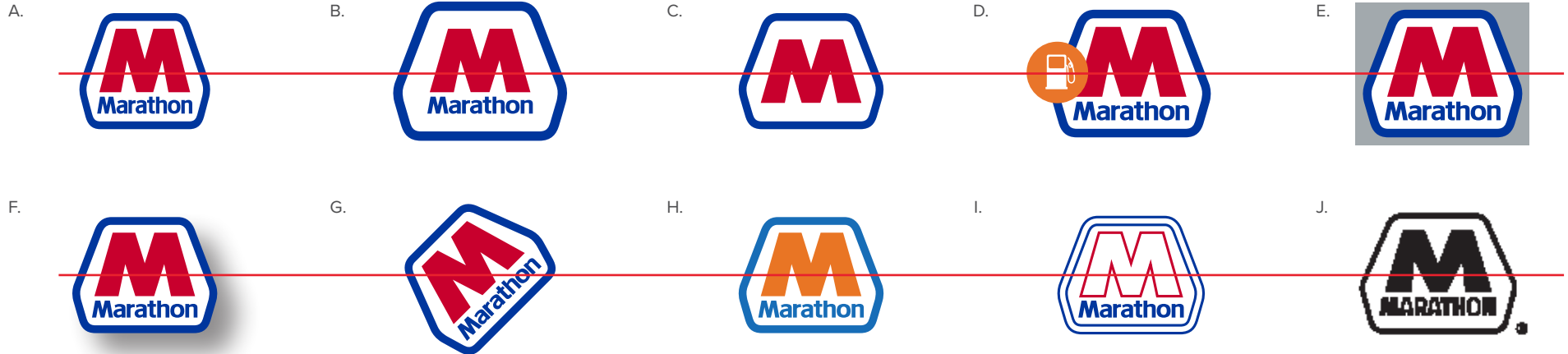
abcdefghijklmnopqrstuvwxyz

0123456789

{:;-!?!@%}

Unacceptable 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.

QUESTIONS OR A REQUEST FOR CREATIVE ARTWORK?

Please contact BrandSupport@MarathonPetroleum.com.