

Mobil 1™ 40th Anniversary

Identity Guidelines



Introduction

40 years young

Throughout this document are guidelines for the application of the logo, which has been designed for use in print, digital, social media and on merchandise.

This logo has been developed to be used to celebrate the 40th anniversary of Mobil 1. The 40th year of Mobil 1 is being celebrated throughout 2014. Therefore the logo should not be used on materials which will be in circulation after January 2015.



Color Logos

Primary usage

The Mobil 1 40th Anniversary logo adheres to the same guidelines as the Mobil 1 logo.

The three variants opposite will cover most print and digital requirements.



Color Positive : No Keyline

For white/light backgrounds



Color Positive : Keyline

For grey backgrounds eg Brushed Metal, Pantone 431c and Pantone 877c



Color Reversed : Keyline

For black/dark backgrounds

Mono Logos

Secondary usage

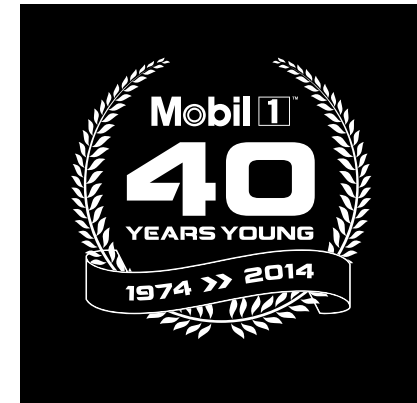
The Mobil 1 40th Anniversary logo adheres to the same guidelines as the Mobil 1 logo.

The two variants opposite should cover most screenprint and flexoprint requirements.



Mono Positive

For white/light backgrounds



Mono Reversed

For black/dark backgrounds

Color

Brand colors

When briefing the design of materials which use the logo, or reproducing the logo in any format, please use these color codes to ensure consistency with the Mobil 1 brand across all materials.

PANTONE® Process Black

CMYK 100K | RGB 0R : 0G : 0B | HEX #2B2926



Mobil Blue > PANTONE® 293c

CMYK 100C : 60M | RGB 12R : 71G : 157B | HEX #0047BA



Mobil Red > PANTONE® 485c

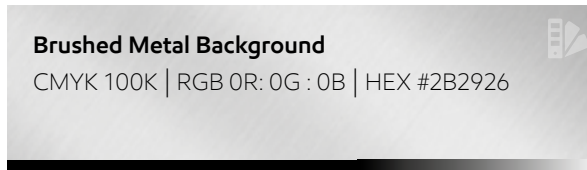
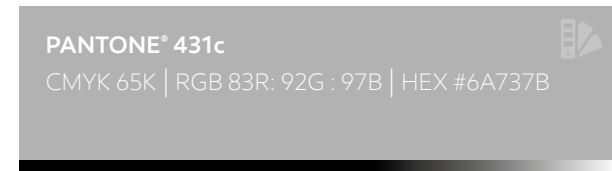
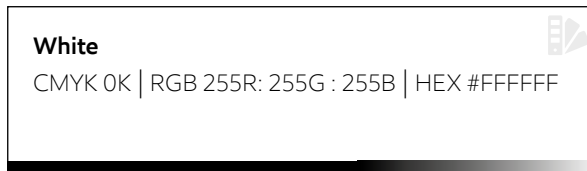
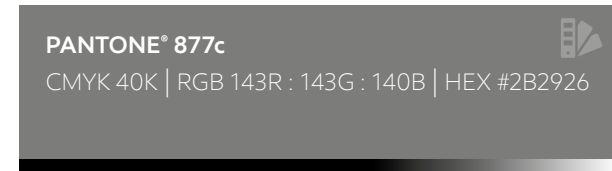
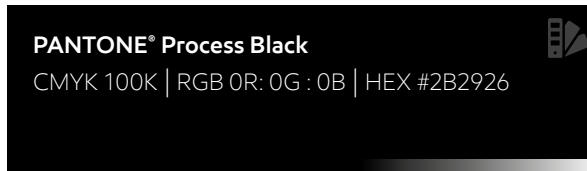
CMYK 100M : 90Y | RGB 213R : 0G : 26B | HEX #D42E12



Backgrounds

Logo backgrounds

The background of the logo should be uncluttered – complementing it and not distracting from it. Always ensure that the logo is placed on these approved single-color and textured backgrounds.



Clearspace

Logo clarity

The logo should always be surrounded by a generous amount of 'clearspace' to keep it free from any distracting elements such as text, graphics or patterns.

To determine accurate clearspace duplicate the zero and use this to create the boundary.



Clearspace

Also referred to as an exclusion zone.

Minimum sizes

For print & digital

Based on the minimum legibility at which the Mobil 1 logo can be reproduced.

When looking to reproduce the Mobil 1 40th Anniversary logo on any medium, please take into account these minimum size guidelines to ensure that it carries the strength of the Mobil 1 brand.



Minimum Height

Print : 20mm / Digital : 96pixels

Typography

In partnership with logo

The use of our proprietary EMprint font visually enhances our messaging through its engineered, yet fluid characteristics. It is well-balanced, precise and efficient while representing a human and approachable tone.

EMprint has been specifically designed as a primary asset within the visual system. Its weights – are provided to accommodate a range of communication needs.

Please refer to the specific EM Font Guidelines for further guidance.

EM Print

**AbcdEMprintuvwxyz
0123456789**

AbcdEMprintuvwxyz
0123456789

AbcdEMprintuvwxyz
0123456789

Incorrect use

Incorrect examples

To ensure that our communication materials are clear, unique and consistent, carefully follow the preceding usage principles.

The following examples represent some incorrect uses of the logo.



Do Not use incorrect logo on incorrect backgrounds



Do Not embellish the logo in any way with effects, shadows etc



Do Not distort, rotate or stretch the logo



Do Not re-arrange or extract elements



Do Not place logo over busy backgrounds or without sufficient contrast



Do Not change the colors of the logo or use unapproved backgrounds

Useful information

Contacts

Artwork files are to be provided to agencies, if you need further copies then please contact Paul Brown at paulb@khws.co.uk

For further guidelines on the use of Mobil 1 branding please see the branding guidelines on exxonmobilbrands.com or mobilbrands.com

For any clarification on any aspect of the application of the Mobil 1 40th Anniversary logo please contact Sasha Cannon at sasha.cannon@exxonmobil.com

Thank you for celebrating with us 40 years of one of the world's most trusted brands: Mobil 1.

Mobil 1 40 Logos

Mobil 1 40 Logo Color Positive No Keyline.eps

Mobil 1 40 Logo Color Positive Keyline.eps

Mobil 1 40 Logo Color Reversed Keyline.eps

Mobil 1 40 Logo Color Mono Positive.eps

Mobil 1 40 Logo Color Mono Reversed.eps

ExxonMobil

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For more information visit us at www.mobil1.com