

Quality PROclean® Gasolines Selling Statement Graphic

The Quality PROclean® Gasolines (QPG) Selling Statement graphic must be used with the accompanying brand logo and never alone. It must appear only in the approved positions and size relationships that are shown in this document. The QPG Selling Statement should not be recreated in any way other than the way it is presented here.

The outer dotted line represents the "1X" minimum clear space boundary or distance to the edge of each logo. Clear space is the minimum area to be kept free of graphics, logos, type, lines or any other elements around the logo.

No other piece of art or layout edge can come within this area. The "1X" measurement relates to the height of the uppercase "P" in PROclean®.

All marketing communications using the QPG Selling Statement graphic should be reviewed by the Legal department for content. The ® symbol should be used in relation to the Conoco brand logo as it is a registered logo. For additional information, contact Barbara Alexander (ETN 639-5425) or Terry Hunt (ETN 639-2103).



Positive logo (printed on white)



Reverse logo (printed on black)



X-height

Alternate Graphic Configurations

The above logo configuration, which appears as three lines to the right of the Conoco brand logo, is the preferred configuration to be used in most instances.

As shown below, there are three other options available for use due to layout constraints. Each of which are shown on white or reversed out of black.



One line under the logo
Positive logo (printed on white)



Two lines under the logo
Positive logo (printed on white)



Three lines under the logo
Positive logo (printed on white)



One line under the logo
Reverse logo (printed on black)



Two lines under the logo
Reverse logo (printed on black)



Three lines under the logo
Reverse logo (printed on black)

The approved configurations on this page are intended to apply to most situations. The size ratio between the brand logo and the words of the QPG Selling Statement graphic are scalable in some instances. For example, on a billboard, the brand logo can be larger in relationship to the QPG Selling Statement graphic as long as the "1X" clear space is maintained between the brand logo and the QPG Selling Statement graphic (see example).

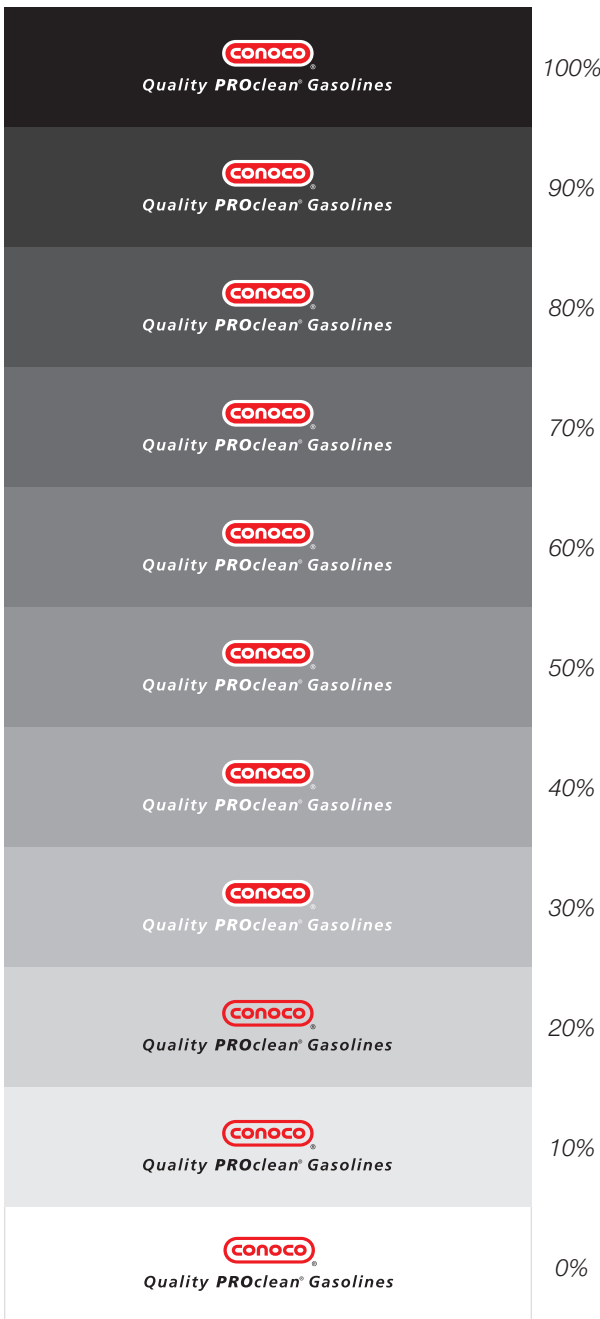


Correct Color Usage on Solid Backgrounds

Correct color usage depends upon proper contrast between the brand and QPG Selling Statement graphic and the background color density or value on which it appears.

The brand and QPG Selling Statement graphic can be placed on any background, if there is enough contrast. The chart below indicates appropriate background contrast. **Note:** On shades lighter than 30%, utilize the appropriate Conoco logo.

Photographs can be used as a background element, if the photo does not hinder the readability of the brand and QPG Selling Statement graphic.



Correct Usage for Each Graphic Option

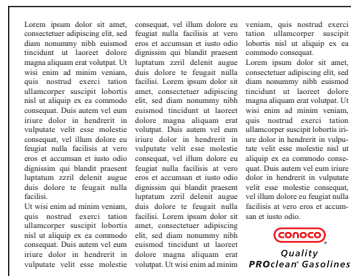
There are four different configurations of how the QPG Selling Statement graphic appears with the brand logo. Below is a guide which can be used to determine the appropriate configuration to choose.



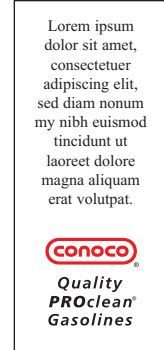
The "three lines to the right" configuration should be used in most instances. Shown here at the bottom and flush right



The "one line under" configuration should be used when the logo appears centered in the layout. Shown here at the bottom



The "two lines under" configuration should be used when the logo appears centered in the layout. Shown here centered at the bottom of the third column



The "three lines under" configuration should only be used when the logo placement is very limited in width.

Using the QPG Selling Statement Graphic as Part of a Sentence

When the Quality PROclean® Gasolines Selling Statement is used in sentence form, the letters “PRO” should always appear in uppercase and “clean” should appear in lowercase and there should not be a space between the words. The word “Gasolines” should always have an “s” on the end to indicate that the word is plural. In the first instance where the Quality PROclean® Gasolines Selling Statement is used in a document, the word “PROclean” should be followed by a “®” mark.

Incorrect Usage of the QPG Selling Statement Graphic

To maintain the integrity of the QPG Selling Statement graphic, consistent and proper use of all components is essential. Avoid any alterations to the graphic components, including character size or placement that are not

specifically defined as correct use variations within the guidelines. The examples shown here demonstrate some typical graphic mistreatments of the QPG Selling Statement graphic.

~~Quality PROclean® Gasolines~~

DO NOT use the QPG Selling Statement graphic independent from the brand logo.

~~Lorem ipsum dolor sit amet, enim ad minim veniam, quis
consectetur adipiscing elit, sed nostrud exerci tation ullamco
diam nonummy nibh euismod rper suscipit lobortis nisl ut
tincidunt Quality PROclean® Gasolines aliquip ex ea commodo conse
unt ut laoreet dolore magna al quat. Duis autem vel eum iriure
quam erat volutpat. Ut nisi dolor in hendrerit in vulputate.~~

DO NOT display the QPG Selling Statement graphic within text or as a headline.

~~
Quality PROclean® Gasolines~~

DO NOT typeset or use any other font for the QPG Selling Statement graphic.

~~
Joe's
Hi-Test
Gasolines~~

DO NOT substitute words in the QPG Selling Statement graphic.

~~
Quality
PROclean® Gasolines~~

DO NOT use any color other than black or white for the QPG Selling Statement graphic.