



The Texaco Brand - 2000

an Overview of Standards and Requirements

The Texaco Star has been a symbol of Texaco for almost 100 years. Today, the Texaco Brand is one of the most recognized and trusted brands in the world. Some enhancements have been made to the Texaco logo and it is critical that our brand standards be followed consistently. By following these standards, you will help us protect, maintain, and enhance our worldwide image, reputation and logo.

Look for these changes to come into effect with your summer issue of Prop & Goggles.



1902



1909



1920



1936



1959



TEXACO

1980

The ability to use the Star alone is one of the true marks of a great brand. The preferred Texaco logo is the Star symbol without the Texaco name. Using the Texaco logo alone makes a bold statement about the strength of our brand.

The new uses of the Star are a major part of our brand identity. Please note, the Star has been re-drawn to accurately portray the legally protected symbol. Any existing artwork should be discarded and replaced with new artwork which will be provided to you soon.

Whenever possible, the Texaco Star should appear in red and white on a white, black, or silver/grey background.

Alternate Versions

When special business needs arise, the Star can be used with the Texaco name.

There are two versions available for use:

- Vertical - for areas where the Texaco brand has been recently introduced and needs to be reinforced
- Horizontal - for fascia signage and restricted space usage

Both versions of the logo consist of these three elements:

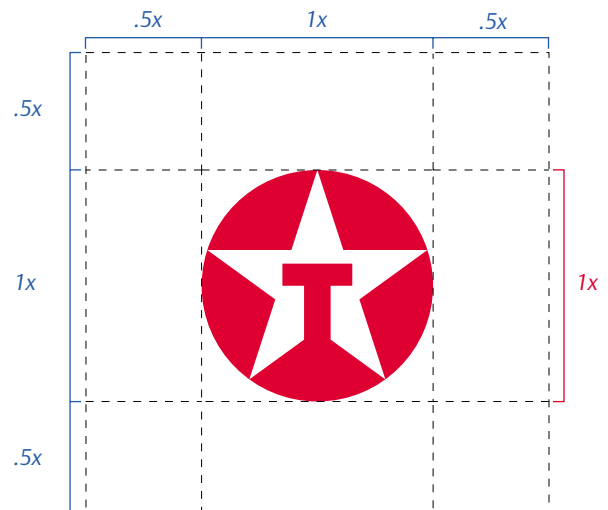
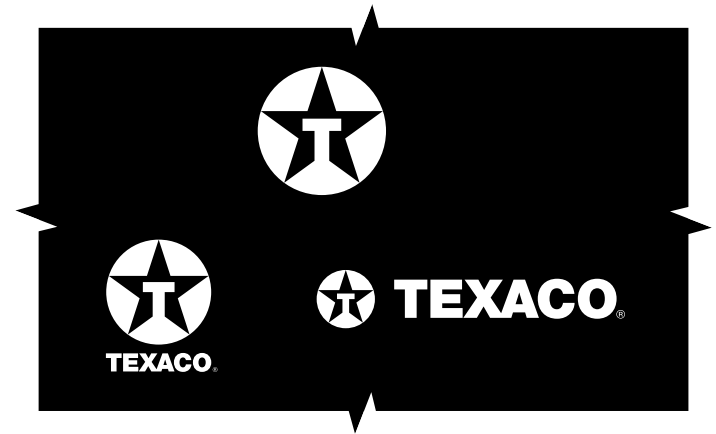
- The Star
- The Texaco name
- The registration symbol

It is recommended that the Star and Texaco name appear together for new and emerging markets. Additionally, the registration symbol should always be present. These elements should never be altered. To help us maintain the integrity of our trademark, the Texaco name should not be typeset, and the relationship between the elements should not be changed.

TEXACO LOGO GUIDELINES

Minimum Clear Space

To emphasize the Star, give it space. The more clear space surrounding the Star, the more effectively it stands out. A minimum clear space, free from text, images or graphics is defined to the left. We have defined a minimum exclusion area around the Star indicated by the dotted lines. Do not confine the Star within type or numbers, as this does not allow for clear space.



THE TEXACO COLORS

Our primary colors are Texaco Red, White, Black and Silver. These have been Texaco's colors from the very beginning. They are bold and vital to the brand.

We have also developed a palette of accent colors. These colors are used for highlighting only. These colors should not dominate any communication materials, but should only be used as an additional enhancement. The primary palette will always come first.



THE TEXACO FONTS/TYPESTYLE

A typeface should reflect a company's personality and brand. We have selected two new corporate typefaces that do just that: Texaco Argo and Times New Roman.

These typefaces were selected as a complement to one another and the other brand identity elements. They provide the flexibility needed for all our communications and help establish a more modern and approachable look that separates us from the competition, without overshadowing the Star.

Texaco Argo is modern and energetic. It is even more distinctive when italicized in a headline. If you are using the word Texaco as part of the Star logo, it should appear in Helvetica.

If you are using the word Texaco in any other place, it should appear in the new Texaco Argo typeface.

Never place the word Texaco in the Texaco Argo typeface directly under the Star.

Times New Roman is an easy-to-read font for body copy and large areas of text.

