

EURO OIL

LOGO GUIDELINES

Logotype Vertical Version
Preferred Version



Logotype Horizontal Version



EURO OIL

LOGO GUIDELINES

Logotype Vertical Version
Preferred Version



Logotype Horizontal Version



Logotype Vertical Version
Preferred Version



Logotype Horizontal Version



Logotype Vertical Version Preferred Version



Euro logotype should be same
as the size of the icon

Logotype Horizontal Version



Euro logotype should be one
and half the width of the width
of the icon 'e'

Logo Vertical Version
Preferred Version



Logo Horizontal Version



LOGO PROTECTED AREA

BRAND MANUAL EURO OIL

Vertical Version

W: 13.21mm



H: 14mm

Horizontal Version

W: 32mm



H: 8.9mm

LOGO MINIMUM SIZE

BRAND MANUAL EURO OIL

Vertical Version



Horizontal Version



EURO CORPORATE LOGO IN REVERSE

BRAND MANUAL EURO OIL

Single Color
Vertical Version



COLOR SPECIFICATION

BRAND MANUAL EURO OIL

Horizontal Version



COLOR SPECIFICATION

BRAND MANUAL EURO OIL

EURO OIL
LOGO WITH TAGLINE

Logotype Vertical Version
Preferred Version



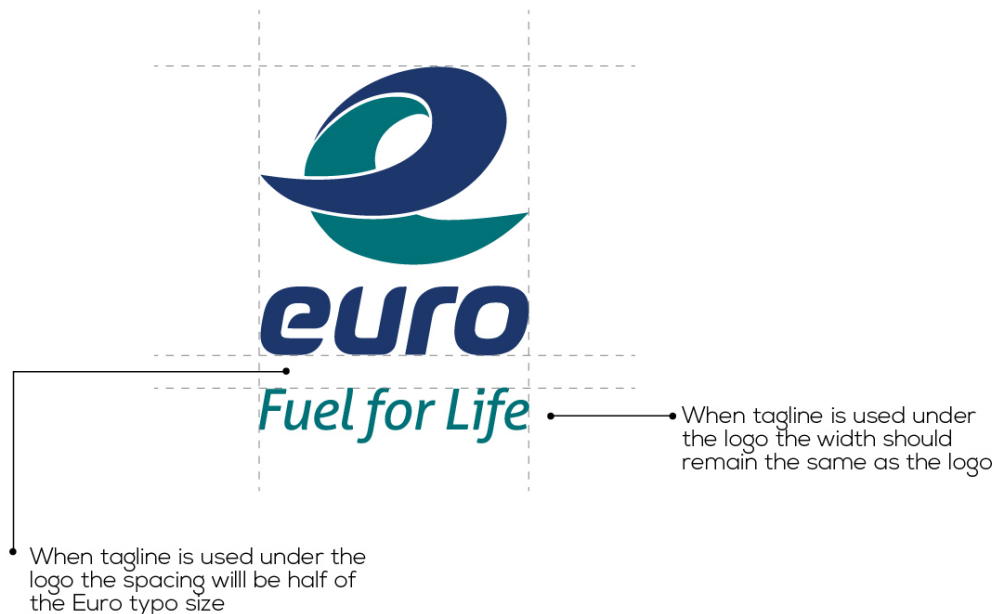
Logotype Horizontal Version



EURO OIL LOGO WITH TAGLINE

BRAND MANUAL EURO OIL

Logotype Vertical Version
Preferred Version



EURO OIL LOGO WITH TAGLINE

Logotype Horizontal Version



EURO OIL LOGO WITH TAGLINE

Logo Vertical Version
Preferred Version

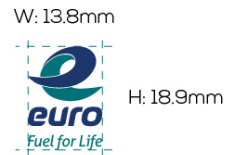


Logo Horizontal Version



LOGO PROTECTED AREA WITH TAGLINE

Vertical Version



Horizontal Version



LOGO MINIMUM SIZE WITH TAG LINE

Vertical Version



Horizontal Version



EURO CORPORATE LOGO WITH TAGLINE IN REVERSE

Single Color
Vertical Version



COLOR SPECIFICATION

BRAND MANUAL EURO OIL

Horizontal Version



COLOR SPECIFICATION

BRAND MANUAL EURO OIL



Do not change the color
of the icon



Do not change the
logo color



Do not add shadow or
stroke to the logo



Do not tilt the logo



Do not distort or squeeze
the logo composition.



Do not change the
size of the icon



Do not change the
shape of the 'e'

INCORRECT USE OF VERTICAL LOGO



Do not change the color
of the icon



Do not change the
logo color



Do not add shadow or
stroke to the logo



Do not tilt the logo



Do not distort or squeeze
the Logo composition.



Do not change the
size of the icon



Do not change the
shape of the 'e'

INCORRECT USE OF HORIZONTAL LOGO

LOGO COLORS



BLUE (PANTONE® 288 C)

CMYK	100 80 6 32
------	-------------------

RGB	0 45 114
-----	--------------



TURQUOISE (PANTONE® 322 C)

CMYK	97 9 39 34
------	------------------

RGB	0 115 119
-----	---------------

Euro Oil's logo colors are calming and soothing, and offer a refreshing breather in our hectic lives.

Our logo colors give us our unique identity and set us apart from competing brands. They allow us to be instantly recognizable amidst the clutter.

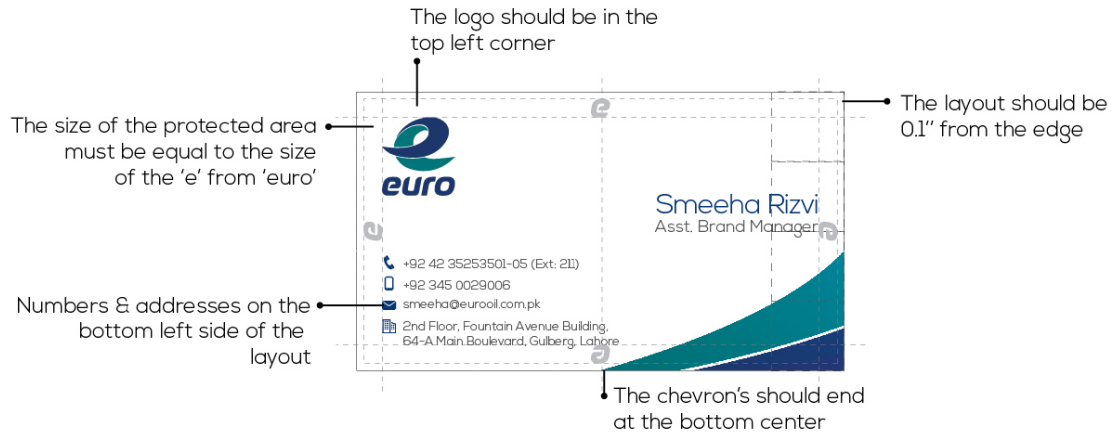
The blue indicates calmness and dependability, giving the brand an aura of reliability and trust.

The turquoise represents nature and growth, relating the brand to safety and the environment.

COLOR IDEOLOGY

EURO OIL STATIONERY

Business Card

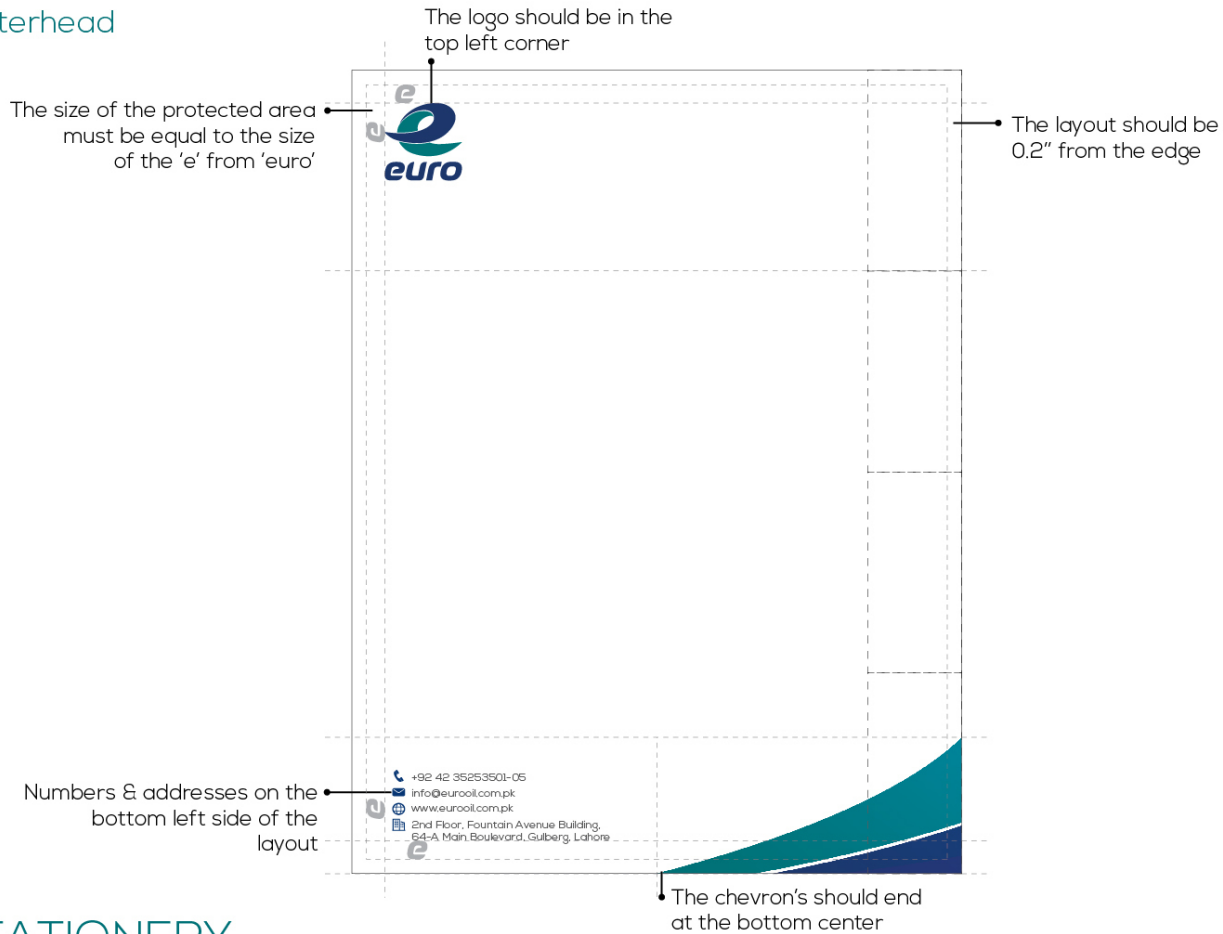


Logo should be in reverse and in the center of the layout



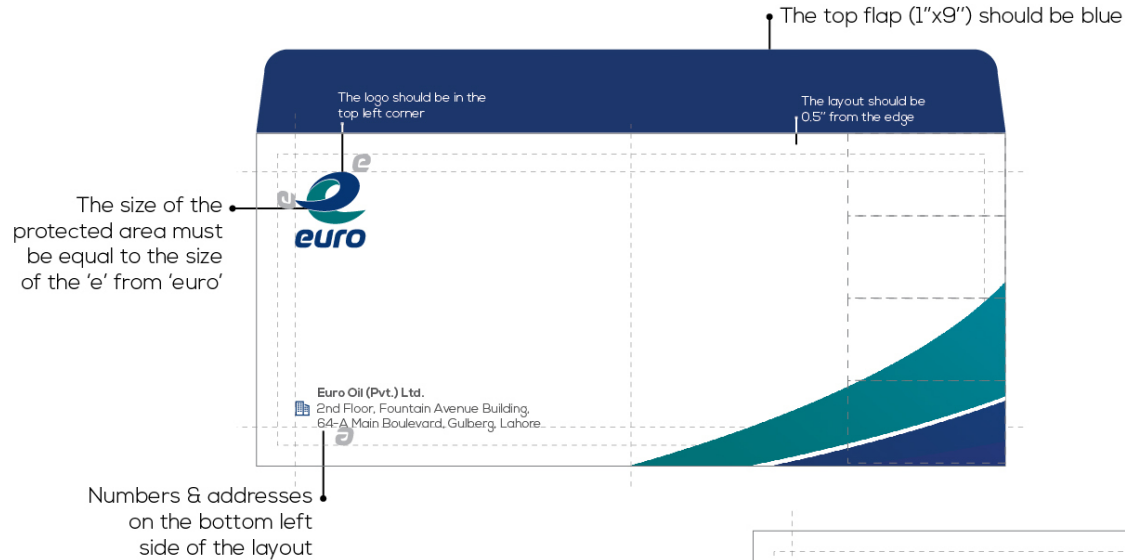
STATIONERY

Letterhead



STATIONERY

Letter Envelope



Numbers & addresses on the bottom center of the layout



STATIONERY

Envelope A4

The logo should be in the top left corner

The top flap (1"x9") should be blue

The size of the protected area must be equal to the size of the 'e' from 'euro'

The layout should be 0.2" from the edge

Numbers & addresses on the bottom left side of the layout

+92 42 35253501-05
info@eurooil.com.pk
www.eurooil.com.pk
2nd Floor, Fountain Avenue Building,
64-A Main Boulevard, Gulberg, Lahore

The chevron should end at the bottom center

+92 42 35253501-05 | info@eurooil.com.pk | www.eurooil.com.pk

Numbers & addresses on the bottom center of the layout

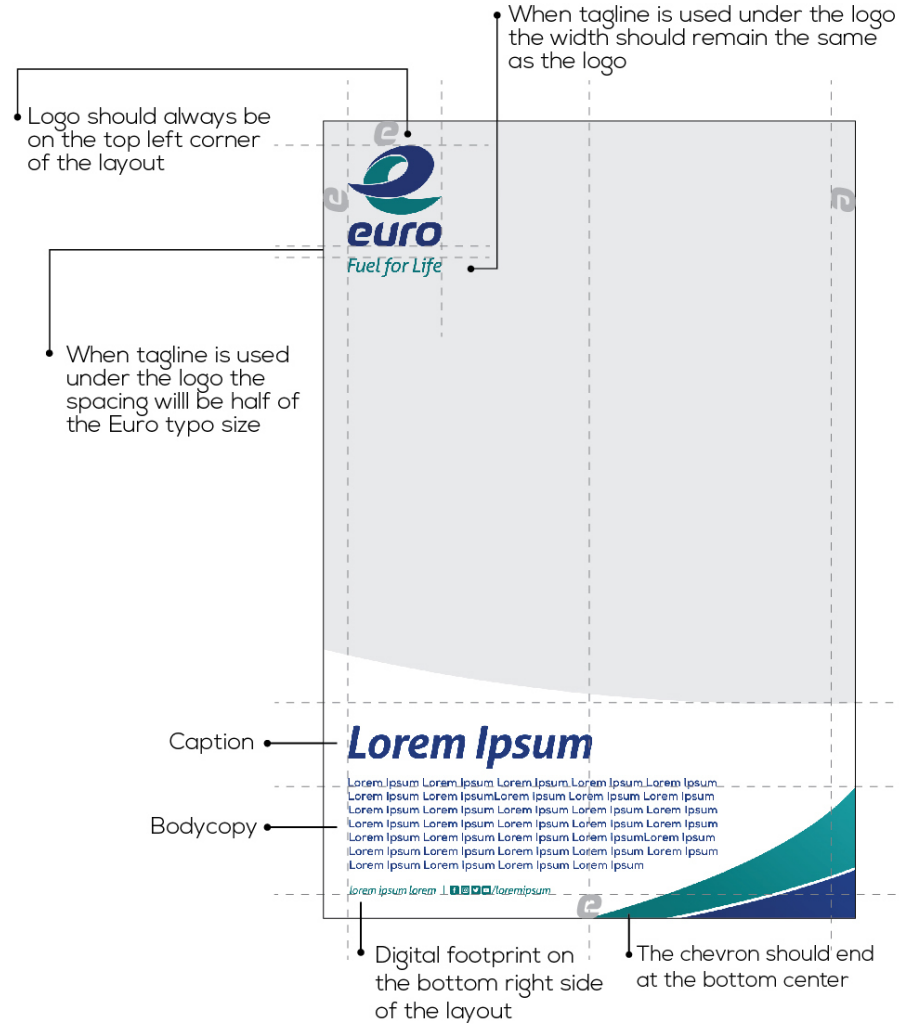
STATIONERY

BRAND MANUAL EURO OIL

EURO OIL

COMMUNICATION GRID

Vertical Layout



PRINT

BRAND MANUAL EURO OIL

Vertical Layout Application

- Logo should always be on the top left corner of the layout

- When tagline is used under the logo the width should remain the same as the logo

- When tagline is used under the logo the spacing will be half of the Euro typo size



Caption

Fueling Life in Lahore

Bodycopy

Being the largest affiliate Group in the Asia Pacific region, we have multi-layered operational arrangements that enable us to deliver efficiently in a relatively complex and dynamic business environment. To achieve the profitability and high growth, we ensure quality at every step, primarily through the deployment of latest technology duly incorporated within planned upgradation of equipment, machinery, logistics, supply operations and storage facilities.

www.eurooilpk.com | [/eurooilpk](#)

- Digital footprint on the bottom right side of the layout

- The chevron should end at the bottom center

PRINT

BRAND MANUAL EURO OIL

HORIZONTAL LAYOUT SAMPLE

• Logo should always be on the top left corner of the layout

• When tagline is used under the logo the width should remain the same as the logo

• When tagline is used under the logo the spacing will be half of the Euro typo size

Caption — **Fueling Life in Lahore**

Bodycopy — *Being the largest affiliate of Total Group in the Asia Pacific region, we have multilayered operational arrangements that enable us to deliver efficiently in a relatively complex and dynamic business environment. To achieve the profitability and high growth, we ensure quality at every step, primarily through the deployment of latest technology, duly incorporated within planned upgradation of equipment, machinery, logistics, supply operations and storage facilities.*

www.euro-oil.pk.com [euro.oil.pk](#)

• Digital footprint on the bottom left side of the layout

• The chevron should end at a distance of 40% from the right corner

PRINT

BRAND MANUAL EURO OIL

Vertical Layout Application

- Logo should always be on the top left corner of the layout

- When tagline is used under the logo the spacing will be half of the Euro typo size

- When tagline is used under the logo the width should remain the same as the logo



Caption

- Digital footprint on the bottom right side of the layout

- The chevron should end at the bottom center

FLYER

BRAND MANUAL EURO OIL

Horizontal Layout Application 1



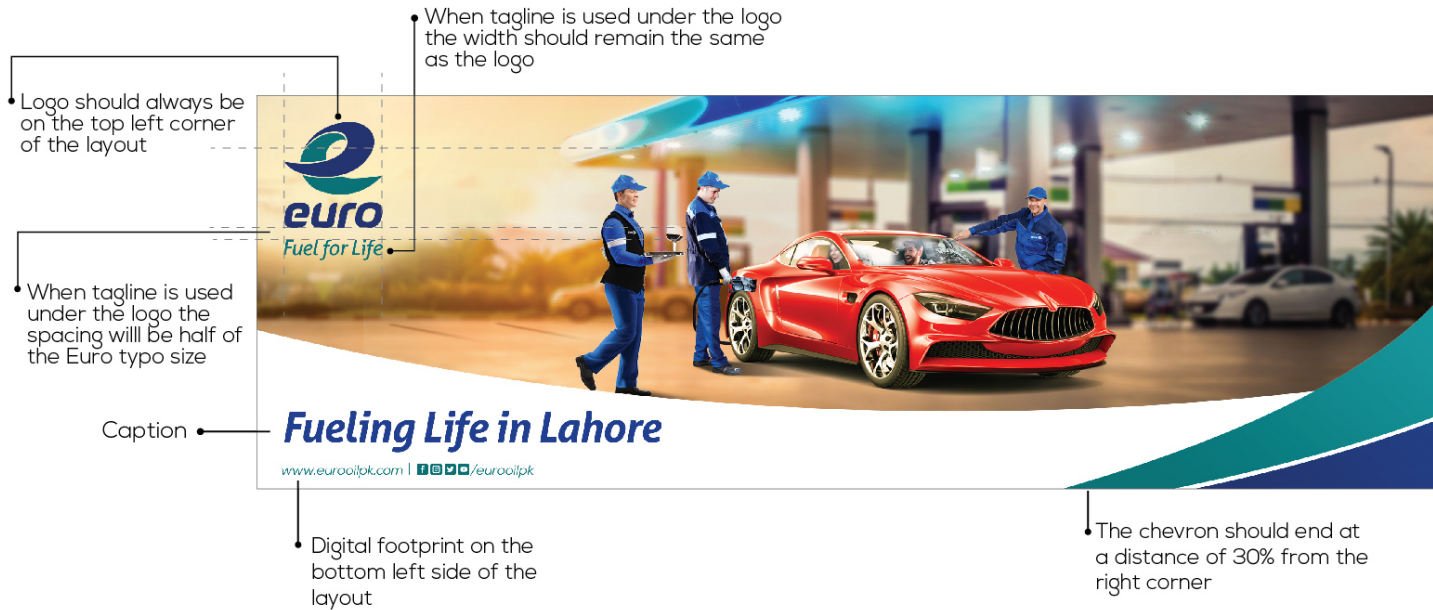
HOARDING 1:2

Horizontal Layout Application 2



HOARDING 1:2

Horizontal Layout Application 1



HOARDING 1:3

Horizontal Layout Application 2

• Logo should always be on the top left corner of the layout

• When tagline is used under the logo the width should remain the same as the logo

• When tagline is used under the logo the spacing will be half of the Euro typo size

• Caption

• Digital footprint on the bottom left side of the layout

• The chevron should end at a distance of 30% from the right corner

euro
Fuel for Life

**Fueling Life
in Lahore**

*We ensure quality at
every step; through
latest technology*

www.eurooilpk.com | [Facebook](#) [Twitter](#) [Instagram](#) [YouTube](#) /eurooilpk

HOARDING 1:3

PRIMARY COLORS



BLUE (PANTONE® 288 C)

CMYK	100 80 6 32
------	-------------------

RGB	0 45 114
-----	--------------



GREEN (PANTONE® Process 322 C)

CMYK	97 9 39 34
------	------------------

RGB	0 115 119
-----	---------------



MAGENTA (PANTONE® 206 C)

CMYK	0 100 50 0
------	------------------

RGB	206 0 55
-----	--------------


COLOR SPECIFICATION

GRADIENT




COLOR GRADIENT

SECONDARY COLORS




ORANGE

CMYK	0 50 100 0
RGB	251 174 23




GREEN

CMYK	75 0 50 0
RGB	1 182 155



MAROON

CMYK	0 100 100 50
RGB	139 3 4



GRAY

CMYK	0 0 0 70
RGB	109 110 113

COLOR SPECIFICATION

PRIMARY FONTS

ALLER (Tagline-Caption)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

SECONDARY FONTS

NEXA (Body Copy)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

MAGISTRAL-C

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()-_+=\|/*?/><.,:;'"{}[]
The quick brown fox jumps over the lazy dog

TYPEFACE

BRAND MANUAL EURO OIL

EURO OIL
IMAGERY/PHOTOGRAPHY

Color & Vibrancy

Euro Oil's world is colorful and inviting, bringing you endless opportunities to explore the space around you, from the open sky to the distant horizon to the open road.



IMAGERY/PHOTOGRAPHY

BRAND MANUAL EURO OIL



Lighting

Lighting should be crisp and natural but not over-lit. It should look natural and not manufactured. The lighting should be bright enough to capture both motion and emotion.



IMAGERY/PHOTOGRAPHY

BRAND MANUAL EURO OIL

Focus & Camera Technique

To capture each Euro Oil moment, the camera should feel voyeuristic and dynamic, with interesting perspectives and angles. The camera can be both static and moving, capturing a variety of still and moving moments.



IMAGERY/PHOTOGRAPHY

BRAND MANUAL EURO OIL

Cast


The cast will consist of healthy, cheerful and active individuals. They can be individual in their environment or with a group of friends or family.



IMAGERY/PHOTOGRAPHY

BRAND MANUAL EURO OIL



A photograph of a man with grey hair and a beard, wearing a blue shirt, sitting in the driver's seat of a car. He is looking towards two children in the back seat. The child on the left is a girl with dark hair, wearing a red shirt. The child on the right is a boy with blonde hair, wearing a blue shirt. They are all smiling and looking out the window. The car's interior is visible, including the seats and windows. The lighting is warm and natural, suggesting daytime.

Our tone of voice is an integral part of our communication and we have clearly defined it by breaking it down into the following key characteristics:

TONE OF VOICE

BRAND MANUAL EURO OIL

Confident:

We are confident in our expertise and that is reflected in our communication. However care should be taken to ensure that the tone of confidence should never extend to arrogance.



Friendly:

A layer of warmth and personality should be present in our communication, showing the company is human.



Professional:

Our communication should always reinforce the company's professional standing and reputation as professionals who are very good at what they do.



TONE OF VOICE

BRAND MANUAL EURO OIL

Do's & Dont's

Be active rather than passive

Do write like this:

Euro Oil is a socially responsible company and we are committed to building a better world.

Don't write like this:

Significant funds are being invested in the environment by Euro Oil to protect the environment and build a better world.

Be concise

Do write like this:

We are using new technologies to reduce costs.

Don't write like this:

Euro Oil implements innovative and cutting-edge technology to minimize operational expenditures.

Be purposeful

Do write like this:

Euro Oil is leading by....

Don't write like this:

Euro Oil is committed to lead by...

Be engaging

Do write like this:

Now is your chance to represent Euro Oil and advance your business. We look forward to our partnership!

Don't write like this:

You can become a part of Euro Oil by submitting your application.

tone of voice

BRAND MANUAL EURO OIL

EURO OIL
LORRY BRANDING



LOGO USAGE ON LORRY TANK

BRAND MANUAL EURO OIL



LOGO USAGE ON LORRY TANK

BRAND MANUAL EURO OIL

EURO OIL

CO-BRANDING

Logotype with Partners
Vertical Version



LOGO WITH PARTNERS