CITGO Logo Guidelines

CITGO LOGO: STANDARD USAGE

The logo is comprised of a trimark and the logo type "CITGO." The logo must contain a registered trademark symbol (®). Below are all accepted variations and usage of the logo.

Process Logo

For use on white, aluminum or very light backgrounds. Preferred on most advertising materials.

Process with
Reverse Type Logo For use on dark photo or color
backgrounds that provide sufficient contrast with the logo colors.
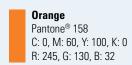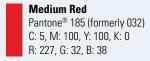
Gray Scale Logo

For use on high-resolution (250 dpi or higher), one and two-color applications that include black. For low-resolution applications such as newspaper, silkscreening, etc., use one-color logo.

One-Color Logo

Use of the one-color version of the CITGO logo works best:

- at extremely small sizes, no smaller than 1⁄4-inch squared;
- in one- or two-color low-resolution applications, including novelty items such as T-shirts, mugs, caps, etc.;
- where poor registration prevents the use of full-color logos; or
- when the background or substrate is not white.

The standard one-color logo can appear in black, Pantone® 286 Blue, Pantone® 185 Red or reversed.

Two-Color Logo

The two-color, black and Pantone® 185 Red logo should be used when full-color printing is not possible, but when two-color printing is available.
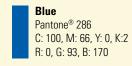
Colors

To keep our colors true to the station design and printing technology, we have tweaked our color slightly so the paint at the station matches the single-color and full-color process logos on your printed materials.

Orange
Pantone® 158
C: 0, M: 60, Y: 100, K: 0
R: 245, G: 130, B: 32

Medium Red
Pantone® 185 (formerly 032)
C: 5, M: 100, Y: 100, K: 0
R: 227, G: 32, B: 38

Dark Red
Pantone® 187
C: 30, M: 100, Y: 100, K: 0
R: 184, G: 41, B: 47

Blue
Pantone® 286
C: 100, M: 66, Y: 0, K:2
R: 0, G: 93, B: 170

Contact your CITGO gasoline supplier with any questions.