
Tasco
Petroleum
**Logo
Style Guide**

Contents

LOGO STANDARDS	
Design Rationale	3
Configurations / Minimum Size	4
Corporate Colours	5
Logo Standards	6 - 7
Clearspace / Misuse of Logo	8 - 9
Typography	10
CORPORATE STATIONERY	
Letterhead, Business Card With Compliments and DL Envelope	11
PUBLISHING	
Print Advertisements and Brochures / Flyers	12 - 13
GARMENTS	
Clothing	14
SIGNAGE	
Vehicle and Site	15 - 16
REPRODUCTION & RESOURCE INFORMATION	
Logo & Branding	17

Design Rationale

The contemporary style of the design portrays TASCOP as an evolving and growing leader in the petroleum and lubricants industry.

The ellipse that encapsulates the type depicts a cycle of continued supply of quality products and service to the customer and community.

The arch passing through the type reflects the vast countryside and region that TASCOP services.

The colours symbolise the vibrance of the landscape, depicted through the red earth and blue skies.



Quality Fuels & Lubricants

Configuration and Minimum Size

Configuration

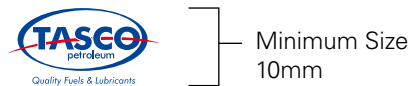
The TASCO Logo must only be set in the configuration shown below and must always be reproduced from digital artwork available from the TASCO marketing department.



Quality Fuels & Lubricants

Minimum Size of Logo

To avoid any possible reproduction problems, the TASCO logo should never be used at a size smaller 10mm in height, as shown below.

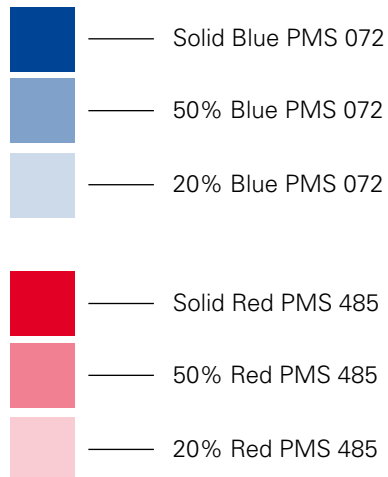


For additional configuration information refer to
Reproduction of this style guide.

Corporate Colours

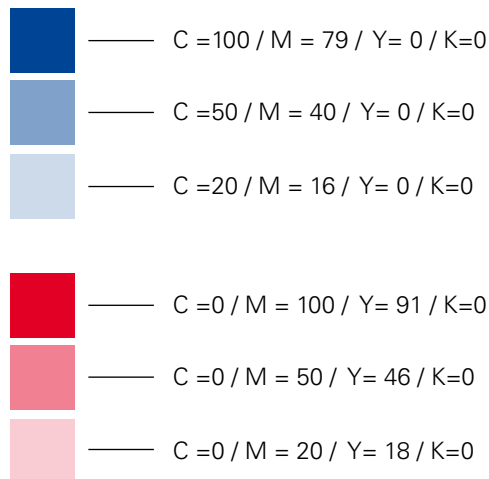
The TASCO corporate colours are Blue and Red. These colours should always be reproduced on a brilliant white background and where ever possible in solid Pantone Matching System (PMS) colours should be used.

Pantone Matching System and Tints



When the TASCO Logo is to be used in full colour print publications - Annual Reports, Brochures, Magazines, Newsprint and Digital Print the following CMYK equivalent should be used.

Four Colour Process or Digital Printing (CMYK)



Colour Variation

Uncoated & Coated Paper

When printing on either coated or uncoated papers colour accuracy will vary. Please ensure that your printer takes this into account when printing and matches the PMS colours accordingly

Please Note: The above colour swatches are only an indication, please refer to a Pantone Matching System Swatch Book available at your print supplier.

Logo Standards

Single Colour Logo

When printing the TASCOPETROLEUM logo in a single colour, please use a solid Blue PMS 072 if possible or black as shown below.

ie: use on depot vehicle signage, single colour press adverts and yellow pages.



Quality Fuels & Lubricants

Single Colour Watermark Logo

When printing the TASCOPETROLEUM logo in a single colour, please use a 10% - 20% Blue PMS 072 depending on required effect.

ie: use as a watermark on corporate documents, solid colour backgrounds and/or dark photographic images.



Quality Fuels & Lubricants

Logo Standards

2 Colour Reversed Logo

When using this version of the logo, please use solid Blue PMS 072 and Red PMS 485 shown below.

ie: for embroidery onto uniforms, stickers or reversed out of dark backgrounds and/or dark images.



1 Colour Reversed Logo

When printing the TASCO logo in a single colour, please use a solid Blue PMS 072 background shown below.

ie: for single colour printing, stickers and on solid backgrounds or dark photographic images.



Clearspace / Misuse of Logo

Clearspace

The TASCO logo is most effective when surrounded by as much uninterrupted white space as possible.

The example below shows the basic formula for calculating the minimum clearspace.

Use of additional clearspace outside the minimum requirement is desired.



Clearspace / Misuse of Logo

Misuse of logo

The TASCO logo must never be reproduced in a different configuration, using a different typeface or in different colours to those specified in this style guide.

It should not be manipulated eg. stretched or redrawn under any circumstances. The relevant digital version of the logo must be accessed from TASCO marketing manager and used at all times when reproducing the logo.

Below are some common incorrect applications of the logo.

The first is not acceptable as the background is too dark to clearly distinguish the logo and the second is the wrong colour combination. The third row shows incorrect use of scale and proportion.



Typography

The 'Futura BT' typeface has been chosen to help establish a typical style for all of TASCO's printed communication, (excluding correspondence).

Futura BT Medium gives emphasis to major headings and titles.

Futura BT Book is to be used for subheadings and
Futura BT Light is to be used for body copy and extensive documents.

Futura BT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura BT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura BT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura BT Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tasco Petroleum Logo Style Guide

Corporate Stationery

Standard business stationery - A4 Letterhead, Business Card, With Compliments and DL Envelope



Publications

Press and Magazine Advertisements

When designing press advertisements it is important to use the style below consistently. The page size, column width and advert size will vary according to the publication however the advert style shown below can be used as a guide to customise the layout as per the requirements of each publication.



Publications

Brochures and Flyers

When creating a brochure or flyer it is important to maintain a consistent style, use the corporate font and the style shown below.

Templates are available on request from the TASCO marketing manager.



Garments

All staff should wear a corporate uniform, to maintain the professionalism of the company. It is recommended that the logo be embroidered in the corporate colours directly onto the garment.

When the logo is applied to a medium or dark coloured garment, should be in scale, positioned and appear as example shown below.



Signage

Vehicle Signage

The TASCOS logo should be applied to all corporate and trade vehicles. Corporate vehicles should have the logo - small, applied to both sides on the front doors just below the side mirrors with depot name.

Trade vehicles should also have the TASCOS logo and panel combination on back tailgate with 1800 number, website address, depot names and social media logos as shown below.

Artwork and graphics available from the TASCOS marketing manager.



Signage

Site Signage

To identify TASCOS properties and in-store display placards.



Sponsorship Signage

To identify TASCOS as a sponsor at sporting club fields and arenas.



Reproduction and Resource Information

Logo and Branding

The logo must always be reproduced from the Digital Resource and never be hand drawn or redrawn on computer.

To ensure that the TASCO logo and Branding Elements are reproduced accurately, please refer to the relevant area in this Style Guide.

For any other requirements and/or additional information please contact.

Marketing Manager
TASCO
Head Office
Mildura.

Design & Production
Haynes Design Pty Ltd
PO Box 3517
Mildura Victoria 3500

Telephone 03 5021 2979
Email studio@haynesdesign.com.au

