



# Brand Guideline

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Identity Manual

# LOGO VARIATION

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# PANTONE CODE

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**SLOGAN**

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**SLOGAN**

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**The lubricant professionals**

# Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

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Helvetica Light

Helvetica Regular

**Helvetica Bold**

# FONT SIZE

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Pairing

H1

**Helvetica Bold**

H2

Helvetica Regular

Headline font:

**Helvetica Bold**

Body Font:

Helvetica Regular

## SLOGAN FONT

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### SLOGAN

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The lubricant professionals

Helvetica Neue

Tracking: 60

# ***LIMERICK BOLD ITALIC***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz***

***1234567890***

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