Merchandise

Basic principles

Our promotional items should convey our global brand — Chevron. When producing merchandise to be used as promotional items, pay attention to the quality of the item and how our identity is expressed.

Familiarize yourself with the Core Elements of our brand (e.g., Hallmark, Hallmark color, typography and correct Hallmark usage) before planning to produce any type of merchandise. These principles apply to all merchandise applications. Specifications such as Hallmark clear space, colors, etc. are just as important to merchandise items as to any other application.

Embroidery

Embroider the Chevron Hallmark directly onto clothing whenever possible. Use the following as guidelines:

- The preferred Hallmark is a directly embroidered Full-color Flat Hallmark on a white or black background. Other acceptable background colors include: 25% Chevron Cyan, 25% Chevron Blue, 25% Chevron Gray, 25% black, or silver.
- Use a patch if the Hallmark is to be placed on a background that is not an approved color.
- Use the Hallmark Holding Shape artwork to make sure the patch has rounded corners and no borders, and the background and border thread color matches the color of the item's surface.

Embroidered Hallmark
Thread colors

MT1076
MT1076
MT1182
MT1297
MT1147

Please be certain that the thread colors represent the Hallmark colors as closely as possible. Please see Color Formulas in the Core Elements section for PANTONE® specifications.

These thread colors have been specified using Madeira® brand thread. Please visit madeira.com for more information.

Patch

White thread
Overlocking has been for lightened for
visibility purposes only

Tone-on-tone

The Full-color Flat Hallmark may also be embroidered in the same color as the background for

subtle, elegant applications.

Example applications

When ordering merchandise or promotional items, allow enough lead time for the vendor to prepare a sample for you to approve.

Review the sample inline with the graphic principles outlined in the Core Elements section of this site and ensure the item's production and basic materials are of the best possible quality. Once approved, the sample can serve as the benchmark for the rest of the order.

Use only Chevron-approved vendors. These vendors have been evaluated and trained to produce top-quality renditions of our brands.

The images below show examples of applications of our brand, and are not meant to communicate sizes and specifications applicable to all merchandise items.

Click for larger image

Hallmark Clear Space

Providing clear space around the Hallmark positions it for maximum impact. Surround the Hallmark with an area free from other elements such as headlines, body copy, photographs, graphic elements or the outside edge of printed materials.

The minimum clear space is equivalent to the height of a band in the Hallmark, represented by the symbol "X" in the diagram below. Please note that this measurement is the minimum allowable clear space: More clear space is encouraged, whenever possible.

The Chevron lines of business must also follow the clear space guidelines. Project names should be positioned more than the minimum allowable clear space away from the Hallmark.

Hallmark Clear Space
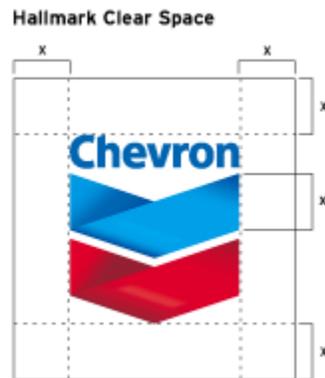
Hallmark Minimum Size

Do not reproduce the Hallmark smaller than the minimum size shown in the diagram below. Be conscious of its size and legibility when reproducing the Hallmark.

Hallmark Minimum Size

1p6

Hallmark Colors

Color is a powerful means of identification. Consistent use of our Hallmark colors builds visibility and recognition for Chevron and will set us apart from our competitors.

Preferred color for Hallmark

Every effort should be made to use the Primary Hallmark in full color (or spot). The full color Hallmark uses:

- Chevron Cyan (PANTONE® Process Cyan)
- Chevron Blue (PANTONE 2935)
- Chevron Red (PANTONE 186)
- Chevron Dark Red (PANTONE 202)

You may also refer to Color Formulas in the Color Palette section for more PANTONE color specifications.

Background

You should always try to use the Primary Hallmark in spot color on a white background. However, any background that provides sufficient contrast with the Hallmark is acceptable.

Other acceptable background colors include:

- 25% Chevron Cyan
- 25% Chevron Blue
- 25% Chevron Gray
- 25% Black or Silver

If it is not possible to reproduce the Hallmark on a background that provides sufficient contrast or if the background is overly busy, do *not* reverse the Hallmark out of white: Place the Hallmark within the Hallmark Holding Shape.

The approved color configurations for the Hallmark also apply to the Horizontal Hallmark and the Human energy tagline.

Hallmark Variations

Order of preference

There is a preferred order to Hallmark use. When selecting a Hallmark for any application, pay careful attention to selecting the best Hallmark for the given application.

The Hallmark variations listed below appear in order of preference.

Primary Hallmark (preferred)

Spot Color

Every effort should be made to use the Primary Hallmark in spot colors. The Primary Spot Color Hallmark uses four spot colors:

- Chevron Cyan (PANTONE® Process Cyan)
- Chevron Blue (PANTONE 2935)
- Chevron Red (PANTONE 186)
- Chevron Dark Red (PANTONE 202)

You may also refer to Color Formulas in the Color Palette section for more PANTONE color specifications.

Five-color

Use the Five-color Hallmark (four-color process plus one spot color, Chevron Blue) when it is not feasible or cost-effective to print the Spot Color Hallmark.

Four-color Process

Use the Four-color Process Hallmark when it is not feasible or cost-effective to print the Spot Color or Five-color Hallmark.

Hallmark in Holding Shape

Use a holding shape around the Hallmark when the Hallmark will appear on a busy background or a color that does not provide sufficient contrast.

Artwork is available of the Hallmark in the Hallmark Holding Shape in the same color models as the Primary Hallmark:

- Spot color
- Five-color
- Four-color process

For more information, see Hallmark Holding Shape.

One-color Hallmark

If necessary, the Chevron Hallmark can be printed as tints of:

- Chevron Blue
- Black

This artwork is for use on one-, two- or three-color applications (such as stock certificates, Microsoft® Word stationery and merchandise).

Flat Hallmark

Full-color

Use the Full-color Flat Hallmark for applications where gradations cannot be achieved (such as appliquéd flags and embroidery).

Tone-on-tone

The Full-color Flat Hallmark artwork can also be used in one color for creating a tone-on-tone effect with embroidery or etching.

One-color

Use the One-color Flat Hallmark for one-color applications where gradations cannot be achieved (such as etching or embossing). Acceptable colors include:

- <u>Chevron Blue</u>
- Black
- White
- Silver

Please note: Do not use the One-color Flat Hallmark in white on a busy background or background color that does not provide sufficient contrast with the Hallmark. In these cases, use the Full-color Flat Hallmark in Holding Shape described below.

Large and small versions

The One-color Flat Hallmark is available in both large and small versions. The large version is the preferred version. The alternative, small version should be used on applications where the large version cannot be reproduced well.

Flat Hallmark in Holding Shape

Use the Flat Hallmark in a Holding space if gradations cannot be achieved in an application (such as appliquéd flags and embroidery) and the Hallmark will appear on a busy background or a color that does not provide sufficient contrast.

For more information, see <u>Hallmark Holding Shape</u>.

For further assistance, contact Corporate Brand and Identity Help:

- 866 237 2643 (U.S.)
- +1 925 842 2682 (international)
- <u>corporateid@chevron.com</u>

Color Formulas

Color family	Sea (primary)	Stone	Earth	Sand
Light	**Chevron Light Cyan** PANTONE® Process Cyan 25% C:25 M:0 Y:0 K:0 R:191 G:233 B:245	**Chevron Light Gray** PANTONE 400 C:0 M:3 Y:6 K:16 R:212 G:207 B:202	**Chevron Light Green** PANTONE 5807 C:2 M:0 Y:14 K:4 R:219 G:238 B:182	**Chevron Light Yellow** PANTONE 7499 C:0 M:2 Y:15 K:0 R:246 G:238 B:175
Bright	**Chevron Cyan** PANTONE Process Cyan C:100 M:0 Y:0 K:0 R:0 G:157 B:217	**Chevron Gray** PANTONE 428 C:2 M:0 Y:0 K:18 R:170 G:175 B:180	**Chevron Bright Green** PANTONE 382 C:29 M:0 Y:100 K:0 R:187 G:204 B:57	**Chevron Yellow** PANTONE 128 C:0 M:11 Y:65 K:0 R:254 G:219 B:52

Color family	Sea (primary)	Stone	Earth	Sand

Warm

Chevron Blue	Chevron Warm Gray	Chevron Green	Chevron Orange
PANTONE 2935	PANTONE 7497	PANTONE 377	PANTONE 166
C:100 M:46 Y:0 K:0	C:40 M:30 Y:70 K:25	C:45 M:0 Y:100 K:24	C:0 M:64 Y:100 K:0
R:0 G:80 B:170	R:142 G:126 B:117	R:110 G:162 B:10	R:244 G:109 B:31

Dark

Chevron Violet	Chevron Dark Gray	Chevron Teal	Chevron Brown
PANTONE 5265	PANTONE 425	PANTONE 3282	PANTONE 476
C:77 M:70 Y:0 K:40	C:0 M:0 Y:0 K:77	C:100 M:0 Y:46 K:15	C:57 M:80 Y:100 K:45
R:77 G:54 B:82	R:73 G:77 B:76	R:0 G:128 B:115	R:93 G:89 B:70

Impact Color

For accent only — use sparingly

Chevron Red

PANTONE 186

C:0 M:100 Y:81 K:4

R:210 G:16 B:52

Supplementary color

For use in text only

Chevron Dark Red

PANTONE 202

C:0 M:100 Y:61 K:43

R:137 G:32 B:52