



*printed materials*

*electronic media*

**CORPORATE IDENTIFICATION**

# **STANDARDS**

*specialty items*

*stationery*

## From the President

## Intent

**Any questions regarding use of the Marathon Symbol should be directed to the Findlay Graphic Services' Manager for referral to the appropriate area.**

**It is imperative that any inconsistency in the use of the Marathon Symbol be corrected in accordance with the standards set forth by Marathon.**

The people of Marathon have worked hard to build a corporate reputation for quality, integrity and progress. One way for us to protect that investment is to present a unified appearance through all our graphic communications. Our corporate identity is especially important in presenting Marathon's image to the public.

This revised manual was developed to ensure that all of our operations follow specific guidelines to properly identify the company in a variety of mediums, including electronic. Only through such consistency can we gain the fullest benefit from our investment in our communication efforts.

Compliance with these guidelines is required of all Marathon's employees, vendors and suppliers.



A handwritten signature in black ink, appearing to read 'V G Beghini'.

Victor G. Beghini  
President  
Marathon Oil Company

Printed and Published Materials

Form & Color ..... 1  
Holding Line..... 3  
Contrast ..... 4  
Background..... 5  
Fidelity of Form ..... 6  
Corporate Signature..... 7  
Registered Logo Usage..... 9  
Painting Guide..... 10

Electronic Media ..... 11

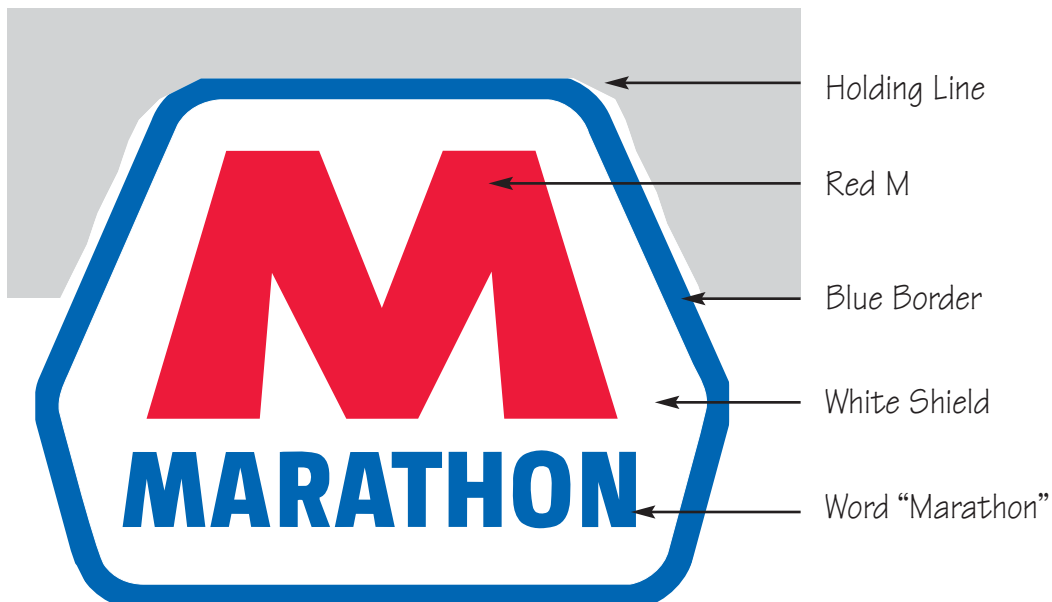
Specialty Items and Clothing ..... 13

Stationery ..... 15

# Contents

**For the most current information regarding the use of the Marathon Symbol, consult the Findlay Graphic Services' MaraWeb page, the Law MaraWeb page or call Findlay Graphic Services.**

Printed &  
Published  
Materials



## Form & Color

The five elements of the Marathon Symbol (hereafter referred to as “logo”) shown above have been carefully designed to function in print and electronic media as a unique and unified visual identity for Marathon Oil Company.

The Marathon logo is represented here in the preferred two-color treatment. In order to maintain consistent quality of our corporate colors, the following specifications should be used:

When representing the logo in two printed inks, use Pantone Matching System, 199 Red (**PMS 199**) and Pantone Matching System, 286 Blue (**PMS 286**).

When representing the logo in full-color printed material, use the following process color combinations:

**Red** – solid magenta and 80% process yellow,

**Blue** – solid cyan and 60% magenta.



ACCEPTABLE



ACCEPTABLE



ACCEPTABLE



ACCEPTABLE



ACCEPTABLE

In certain instances, it is acceptable for the logo to be printed in colors other than the preferred red and blue. The only two-color logo alternative to the preferred red and blue color combination is the “M” printed in Marathon red and the border and word “Marathon” printed in black.

When the project calls for the use of a single color to represent the logo, that color must be in strong contrast to its background. The preferred single color for the logo is black.



NOT ACCEPTABLE

Wrong color break.



NOT ACCEPTABLE

Low contrast.



NOT ACCEPTABLE

Common error caused by printing color logo to black and white printer.

Printed & Published Materials

# Form & Color

Printed & Published Materials



**ACCEPTABLE**



**ACCEPTABLE**

Gold



**ACCEPTABLE**



**ACCEPTABLE**

Silver

## Holding Line

When a dark color is printed around the logo, or when the logo is used with a full color image behind it, the specified holding line must be maintained between the logo's border and the printed area.

The "M," word "Marathon" and the border of the logo should never appear lighter than the printed background. This situation is often seen when the logo is incorrectly printed in gold or silver on a dark surface. Printed gold and silver logos should maintain the holding line as shown in the acceptable samples above.



**NOT ACCEPTABLE**

No holding line.



**NOT ACCEPTABLE**

Incorrect silver logo – logo appears lighter than background.



**NOT ACCEPTABLE**

No holding line and logo represented in lighter color than background.



**NOT ACCEPTABLE**

Incorrect gold logo – logo appears lighter than background.



**NOT ACCEPTABLE**

Incorrect logo – logo appears lighter than background.



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**

Printed &  
Published  
Materials

When reproducing a single-color logo on a colored paper stock or on a solid-color printed surface, the background color must be light enough to maintain a definite contrast with the logo.

The ink color of a one-color printed piece must be a high contrast, dark color, i.e., black, brown, navy blue, or dark green, and must appear on a surface that is significantly lighter than the logo to ensure readability.

## Contrast



**NOT ACCEPTABLE**

Insufficient contrast between logo and background.



**NOT ACCEPTABLE**

Insufficient contrast between logo and background.



**NOT ACCEPTABLE**

Logo appears lighter than background.

Printed & Published Materials



**ACCEPTABLE**



**NOT ACCEPTABLE**

Logo screened and superimposed by copy

## Back-ground

The logo should be used within a clear space and should not be too closely confined by another shape or crowded by other design elements which could be interpreted as an actual part of the logo. The printed logo should not appear on patterned backgrounds such as stripes, shapes or textures. It is incorrect to directly intersect or overprint the logo with copy, lines or patterns.

Never utilize the logo as a background for copy or type.



**NOT ACCEPTABLE**

Logo incorrectly crowded by another design element which also forms a patterned background.



**NOT ACCEPTABLE**

Logo incorrectly confined within another shape.



**NOT ACCEPTABLE**

Logo incorrectly confined within another shape and crowded by type element.



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**

Sharp, clear, undistorted reproduction of the logo is essential to ensure its integrity. Every reproduction of the logo should be made from approved sources only.

Altering or adding to the logo in any way is not allowed. No element of the logo may be used as part of a headline, or as a separate element divorced from the entire logo unit.

The logo should not be reproduced smaller than 3/8 inch in height.



**NOT ACCEPTABLE**

Logo elements used as headline and divorced from entire logo unit.



**NOT ACCEPTABLE**

Incorrectly shown with drop shadow.



**NOT ACCEPTABLE**

Not consistent with actual logo. Type font substitution. Incorrect proportions.



**NOT ACCEPTABLE**

Not consistent with actual logo. Type font substitution. Incorrect proportions.

Printed & Published Materials

# Fidelity of Form

Printed &  
Published  
Materials



**Marathon  
Oil Company**

**ACCEPTABLE**



**Marathon  
Oil Company**

**ACCEPTABLE**

When the logo and the company name are combined, it is referred to as the **corporate signature**. The signature can be used in either format shown above using Universe Black for the company name. Type substitutions for the word portion of the signature, “Marathon Oil Company,” may not be made.

The height of the words “Marathon Oil Company” are to be the same height as the combined height of the “M” and word “Marathon” in the logo. When using the signature, always use an approved version to ensure correct placement and proportions of all elements of the signature.



When the words, “Marathon Oil Company,” are used separate from the logo, they are not subject to Corporate Identification Standards guidelines and may be represented in any distinctive, readable typeface or size.

**Marathon Oil Company**

**ACCEPTABLE**

**Marathon Oil Company**

**ACCEPTABLE**

**Marathon  
Oil Company**

**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**

The corporate signature should always appear as a unified graphic element. When the logo is printed in red and blue, the company name should be in either black or blue. An accepted two-color alternative is for the logo to be printed in red and black with the company name in black. When the logo appears in one color, the company name must appear in the same color.

When the background color does not allow a definite contrast between the company name and background, the company name should be reversed (white) for better visibility.



**NOT ACCEPTABLE**

The company name must be in blue or black.



**NOT ACCEPTABLE**

On a dark background, the company name must be reversed (white).

Printed & Published Materials

## Corporate Signature

Printed &  
Published  
Materials



**ACCEPTABLE**

## Registered Logo Usage

For more detailed information regarding the use of the Marathon registered trademark, see the Law Organization MaraWeb page.

The registration symbol ® must be used at least once with the logo on products, or when advertising products and/or services, for which the trademark is registered by the U.S. Patent Office. Only when advertising the products or services listed below should the registration symbol ® be used.

Antifreeze	Greases
Diesel Fuel	Kerosene
Fuel Oil	Lubricating Oil
Gas Station Services	Transmission Fluid
Gasoline	Windshield Washer Fluid

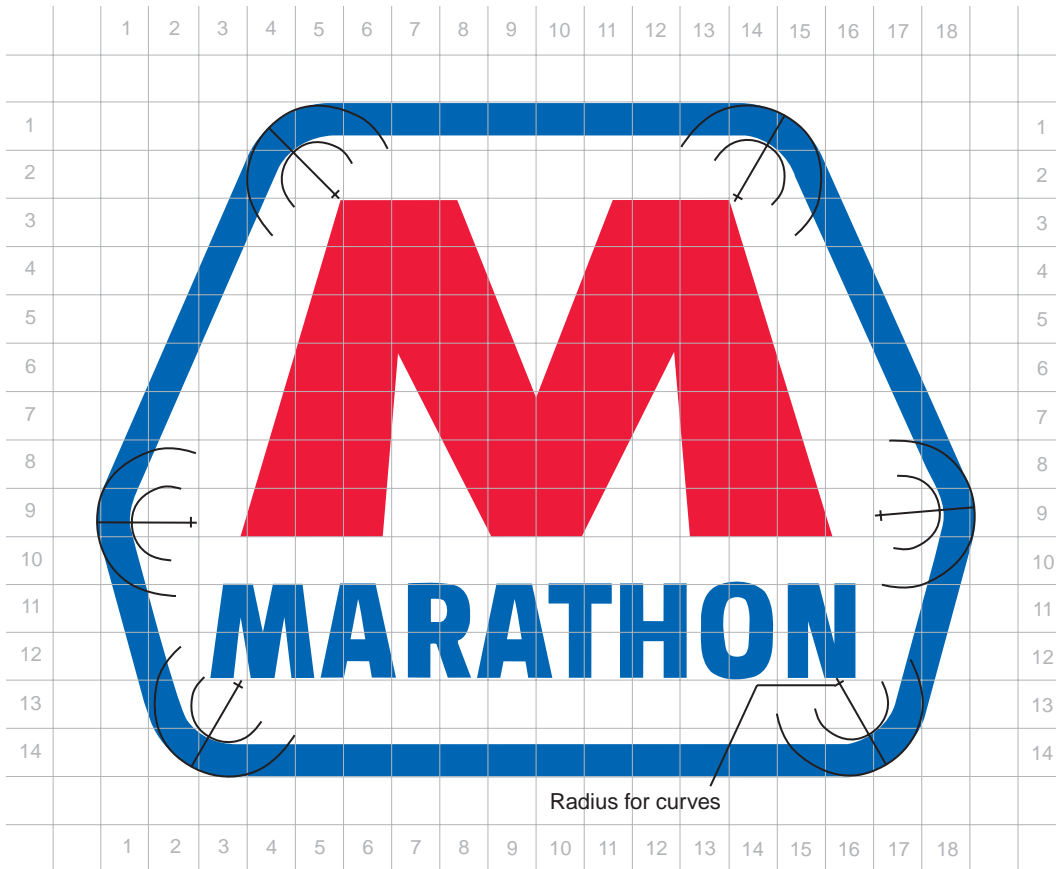
No registration symbol should accompany the Marathon logo when that logo represents the company in general rather than a specific product or service.

The registration symbol ® should normally be printed in the same color as the border of the logo. However, when it is used against a dark background, the registration symbol ® should be reversed (white) for better visibility.



**NOT ACCEPTABLE**

Registration symbol ® not reversed to white on dark background.



**This grid scale must be accurately followed whenever it is necessary to reproduce the logo by hand.** The proper proportions of all elements within the logo must be maintained.

## Painting Guide

## Electronic Media



**ACCEPTABLE**



**ACCEPTABLE**



**ACCEPTABLE**

## Computer Graphics

With the increasing use of desktop and web publishing software, it is essential that employees assume the responsibility of correctly representing the Marathon logo. Graphic standards established for print media apply for electronic usage. (See pages 1 through 8).

**When using a Marathon logo in an electronic file:**

1. Always obtain an approved logo file for your specific application from either the Findlay or Houston Graphics Department. Do not scan the logo or attempt to create it electronically.
2. Always use the proper file format for your application. Do not cut and paste logo files from one application to another because the integrity of the logo may not be maintained.
3. When placing a logo file, maintain the proper proportions and refrain from making modifications to the file which would not comply with logo standards.



**NOT ACCEPTABLE**

Not consistent with actual logo. Type font substitution. Incorrect proportions.



**NOT ACCEPTABLE**

Jagged edges on logo, caused by improper file format conversion or improper scanning.



**NOT ACCEPTABLE**

Not consistent with actual logo. Incorrect proportions.



**NOT ACCEPTABLE**

Incorrectly shown with drop shadow.

4. To maintain the integrity of the logo, GIF, TIF, PCX and bitmap files should not be resized. GIF logo files for web applications, TIF, PCX and bitmap files for various graphic applications should be created by the graphics personnel in either Findlay or Houston according to your finished size requirements.



**NOT ACCEPTABLE**

Example of poor quality logo, caused by resizing a GIF, TIF, PCX, or BMP file.

5. Except for proofing purposes, do not print a color logo to a black and white printer. To ensure proper form and contrast, a logo printed to a black and white printer must be placed in the document as a black and white logo.



**NOT ACCEPTABLE**

Common error caused by printing color logo to black and white printer.

6. Due to the wide variety of color printers as well as the quality and consistency of the color output from these devices, color Marathon logos are normally only provided for on-screen presentations. In certain instances, a business requirement may dictate the use of a color logo in a print application, such as a word processing document. In these cases, a printed sample of the logo, from the printer to be utilized, must be approved for color and quality by either the Findlay or Houston Graphics Department prior to use.



**NOT ACCEPTABLE**

Incorrect color. Common printing problem caused by printing color logo to color printer.

7. Always use the holding line and white shield for all on-screen representations of the logo. Do not make the logo transparent allowing the background to show through.



**NOT ACCEPTABLE**

Incorrect use of a transparent logo in PowerPoint presentation.

If an electronically produced logo is to be distributed **outside the company** via on-screen presentation or printed hard copy, a sample must be reviewed by either the Findlay or Houston Graphics Department before distribution. Both graphics departments can provide a variety of Marathon logos in the correct proportions, colors and formats for your usage that comply with standards.

## Electronic Media

## Form & Color

**For the most current information and files regarding the use of the Marathon logo, consult the Findlay Graphic Services' MaraWeb page, or call Findlay Graphic Services.**



2. The logo may appear lighter than the background.



**ACCEPTABLE**

3. The words "Marathon Oil Company" may be used in any color or type style as long as good taste and judgement are exercised.



**ACCEPTABLE**

4. The use of transparent logos is permitted.



**ACCEPTABLE**

5. The corporate signature may be used in alternate locations such as centered over or under the logo.



**ACCEPTABLE**

6. Certain two-color versions of the logo are permitted. The shield and holding line may be in one color with the border, letter "M" and word "Marathon" represented in a second color.

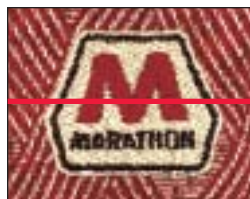


**ACCEPTABLE**

It is not permitted to reproduce the logo with the letter "M" in one color and the border and word "Marathon" in a second color unless the standard Marathon color combinations are used.



**ACCEPTABLE**



**NOT ACCEPTABLE**

Incorrect color combination.



**NOT ACCEPTABLE**

White shield required.



**NOT ACCEPTABLE**

Logo has no holding line.

## Specialty Items & Clothing

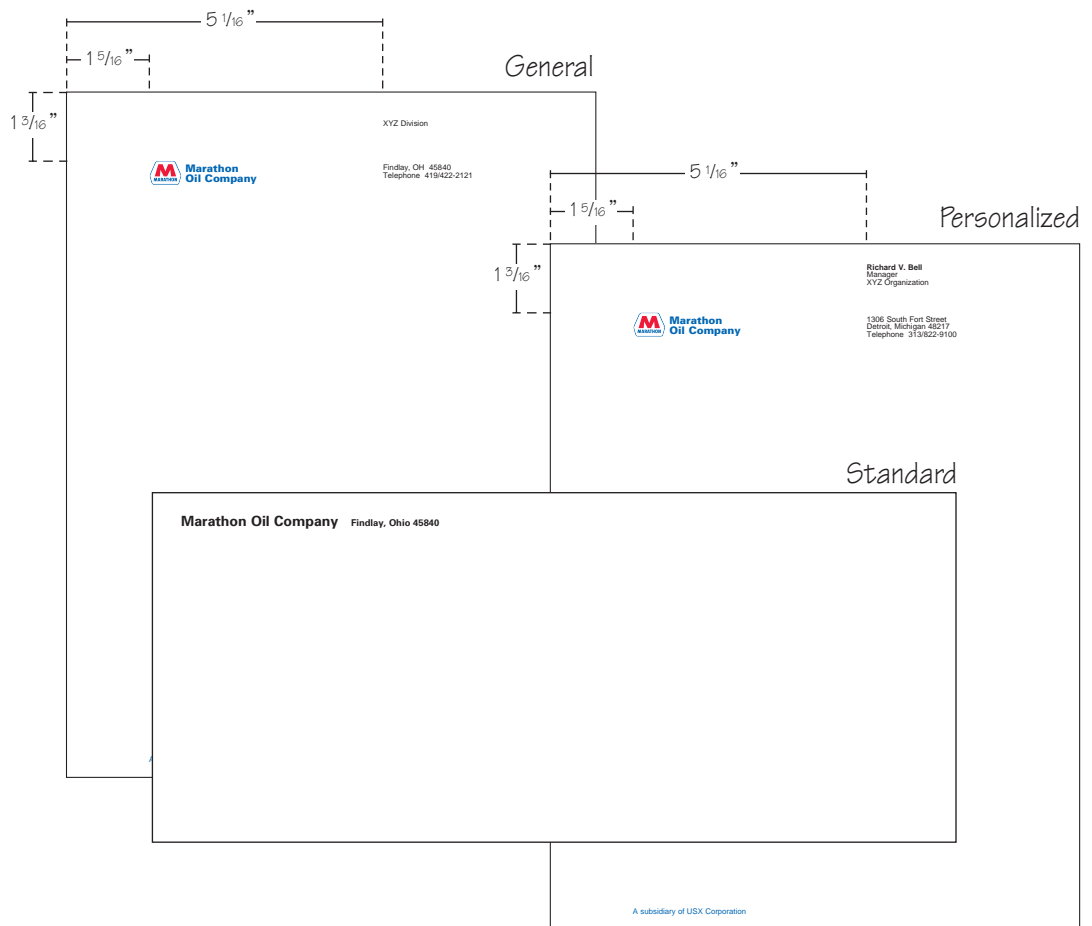
# Standards

Should any questions arise concerning the appropriateness of a particular logo treatment, contact the Findlay Graphic Services' Manager. Only logo treatments in compliance with Marathon standards may be used.

Stationery

Stationery

Regular



Marathon letterheads, envelopes and business cards are designed to provide appropriate identification and information in a consistent visual form. To maintain design consistency and production economy, orders for stationery should be directed to Findlay Graphic Services.

**General version:** Available to employees, supervisors and middle management.

**Personalized version:** Available to upper management and attorneys.

**Letterhead specifications:**

**Paper:** Premium white 20# bond (no watermark), 25% cotton content

**Size:** 8-1/2 inches by 11 inches

**Type:** The general version uses Helvetica Regular for the department and contact information. The personalized version uses Helvetica Bold for the name and Helvetica Regular for the title, department and contact information. Both versions are 9 point type on 9 point leading.

**Printing:** Three-color, offset lithography printing in PMS 199 Red and PMS 286 Blue (for the corporate signature), and black (for all other copy).

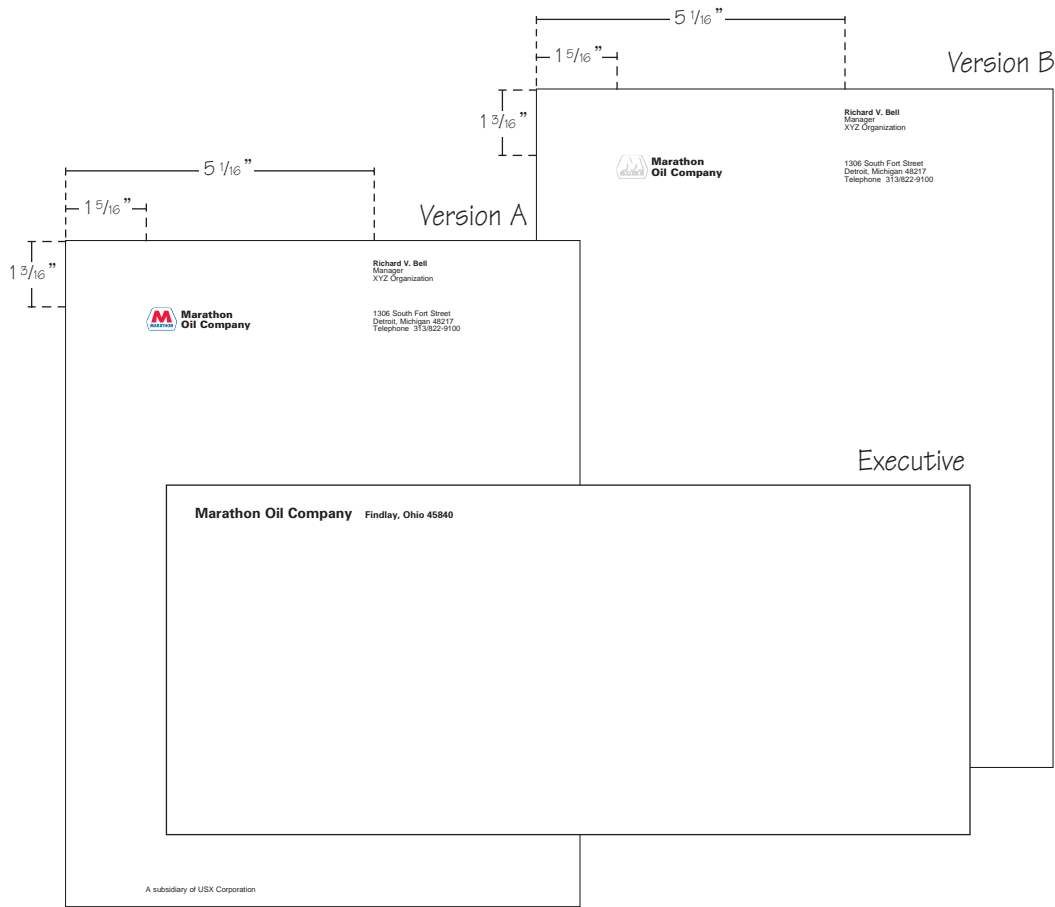
**Envelope specifications:** Available for use by all employees

**Size:** Number 10

**Paper:** Premium white 24# wove

**Type:** Company name in Universe Black, 12 point type. Address information in Universe Bold, 8 point type.

**Printing:** Offset lithography printing in black ink



Stationery

Stationery

Executive

The executive stationery shown on this page is available only to the executive group and special counsel in Washington, D.C.

**Letterhead specifications:**

**Paper:** Premium white 24# bond (no watermark), 100% cotton content

**Size:** 8-1/2 inches by 11 inches

**Type:** Employee name in Helvetica Bold. Title, department and contact information in Helvetica Regular. All type in 9 point on 9 point leading.

**Printing: (Version A)** The logo is engraved in PMS 199 Red and PMS 286 Blue.

All copy, including the company name, is engraved in black ink.

**(Version B)** The logo is embossed, no color. The company name and all other copy are engraved in black ink.

**Envelope specifications:**

**Size:** Number 10

**Paper:** Premium white 24# bond (no watermark), 100% cotton content

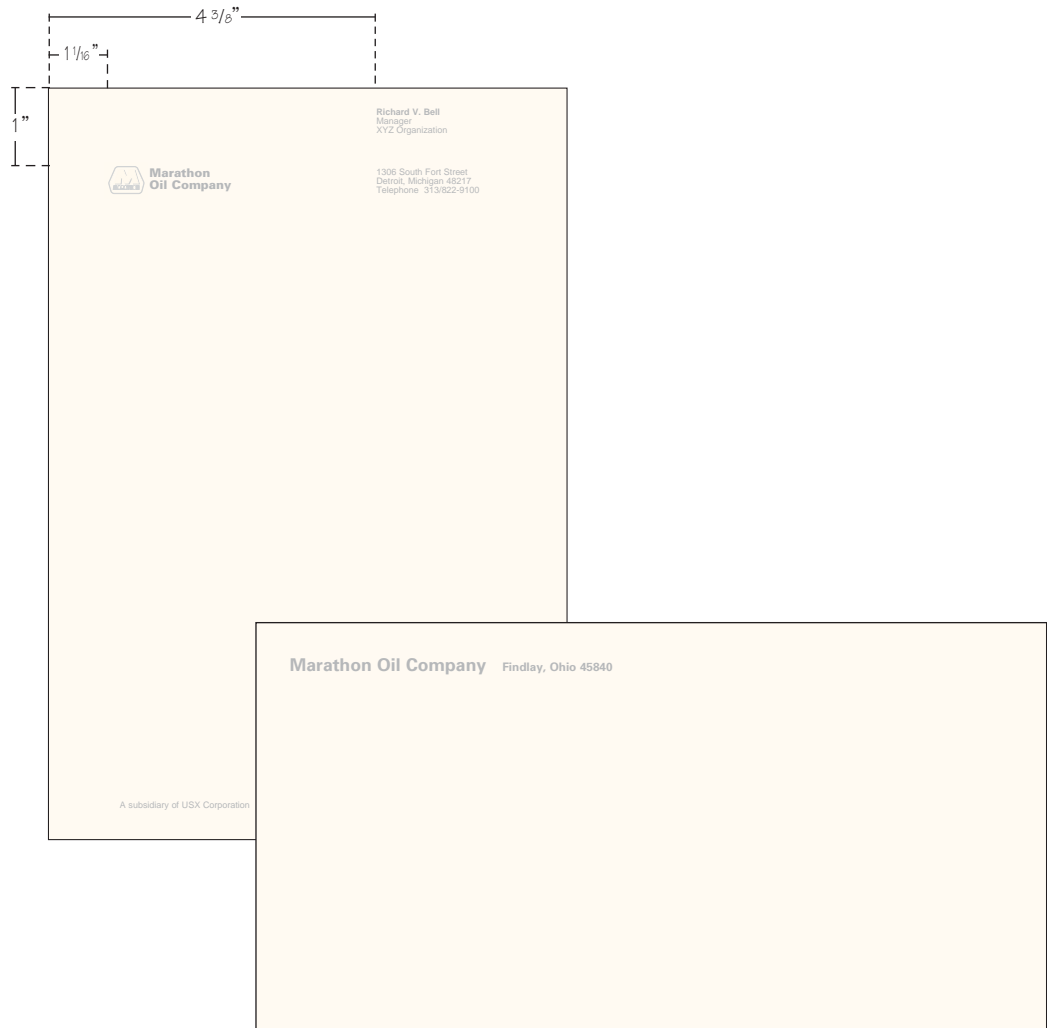
**Type:** Company name in Universe Black, 12 point type. Address information in Universe Bold, 8 point type.

**Printing:** Engraved in black ink

Stationery

Stationery

Executive



The executive stationery shown on this page is available only to the executive group and special counsel in Washington, D.C.

**Letterhead specifications:**

- Paper:** Warm white 24# bond (no watermark), 100% cotton content
- Size:** 7-1/4 inches by 10-1/2 inches
- Type:** Employee name in Helvetica Bold. Title, department and contact information use Helvetica Regular. All type in 9 point on 9 point leading.
- Printing:** The logo is embossed, no color. The company name and all other copy are engraved in PMS 422, gray ink.

**Envelope specifications:**

- Size:** 7-1/2 inches by 3-7/8 inches
- Paper:** Warm white 24# bond (no watermark), 100% cotton content
- Type:** Company name in Universe Black, 12 point type. Address information in Universe Bold, 8 point type.
- Printing:** Engraved in PMS 422, gray ink



Stationery

Stationery

Executive

The executive stationery shown on this page is available only to the executive group and special counsel in Washington, D.C.

**Letterhead specifications:**

**Paper:** Warm white 24# bond (no watermark), 100% cotton content

**Size:** 7-1/4 inches by 10-1/2 inches

**Type:** Employee name in Optima, 9 point type. Address information in Optima, 7 point type on 10 point leading. All type centered and in caps.

**Printing:** All copy is engraved in black ink.

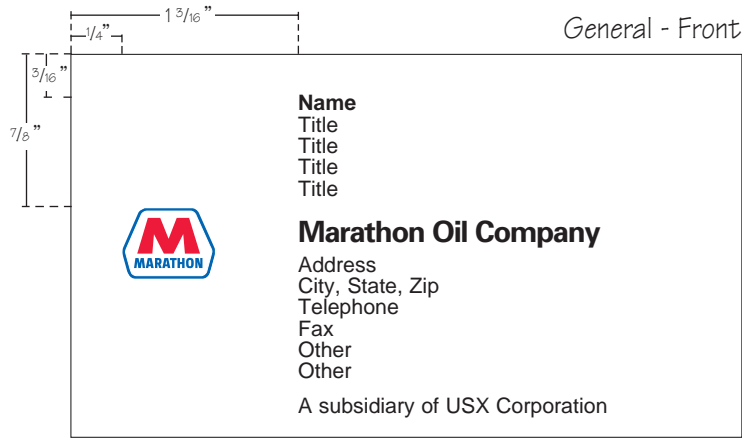
**Envelope specifications:**

**Size:** 7-1/2 inches by 3-7/8 inches

**Paper:** Warm white 24# bond (no watermark), 100% cotton content

**Type :** Employee name in Optima, 9 point type. Address information in Optima, 7 point type on 10 point leading. All type centered and in caps.

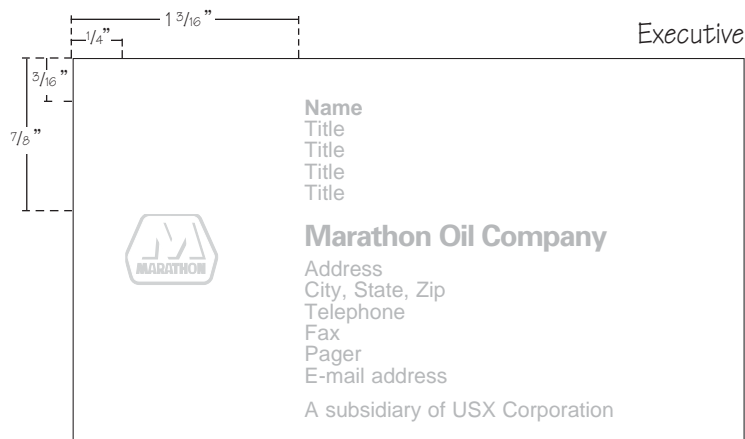
**Printing:** All copy is engraved in black ink.



The general business card is for use by employees with business contacts outside the company. Up to four lines of title information and up to six lines of communication contact information, i.e., address, telephone, fax, pager, telex, cell phone, e-mail address, etc., can be included on the front of the card. Copy may also be included on the back of the card to accommodate translations and/or additional information.

**Specifications for general business cards**

- Paper:** Premium white 100# card stock, 3-1/2 inches by 2 inches.
- Logo:** The top of the letter “M” in the logo will align with the company name printed on the business card.
- Type:** The company name is printed using Universe 65, 11 point type. The employee name is printed using Helvetica Bold, 8 point type. The remainder of the information on the business card uses Helvetica Regular, 8 point type on 8 point leading.
- Printing:** The logo is printed by thermographic printing in Marathon red and blue. All other copy is thermographed in black.



The executive version of the business card is available only to the executive group and special counsel in Washington ,D.C.

#### Specifications for executive business cards

- Paper:** Premium white 100# card stock, 3-1/2 inches by 2 inches.
- Logo:** The top of the letter “M” in the logo will align with the company name on the business card.
- Type:** The company name is engraved using Universe 65, 11 point type. The employee name is engraved using Helvetica Bold, 8 point type. The remainder of the information on the business card uses Helvetica Regular, 8 point type on 8 point leading.
- Printing:** The logo is embossed, no color. All copy is engraved in PMS 422, gray ink.

Printing is not recommended on the back of executive business cards since the engraving process debosses the back of the card resulting in an uneven surface.

## Business Cards

## Executive



Written and Designed by  
Findlay Graphic Services.  
RM86301C97