



**NEW:** PHOTO SETS - for each dealership are now available for download. Photo sets will be revised continuously as fresh images become available.

**NEW:** DEALERSHIP LOGOS - New modified versions of both horizontal and vertical style logos for all locations now available in several formats.

**NEW:** MAPS - A variety of state map images show current locations of LTG and corporately owned service and retail outlets.



**LONESTAR**  
TRUCK GROUP

## **Lonestar Media Guide**

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LTG Dealership DBA Logos & Images.  
Product Logos, Maps, Related Graphic Assets

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LTG Media Guide-2018-0105  
Modified January 5, 2018 2:25 PM



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**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.  
**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.  
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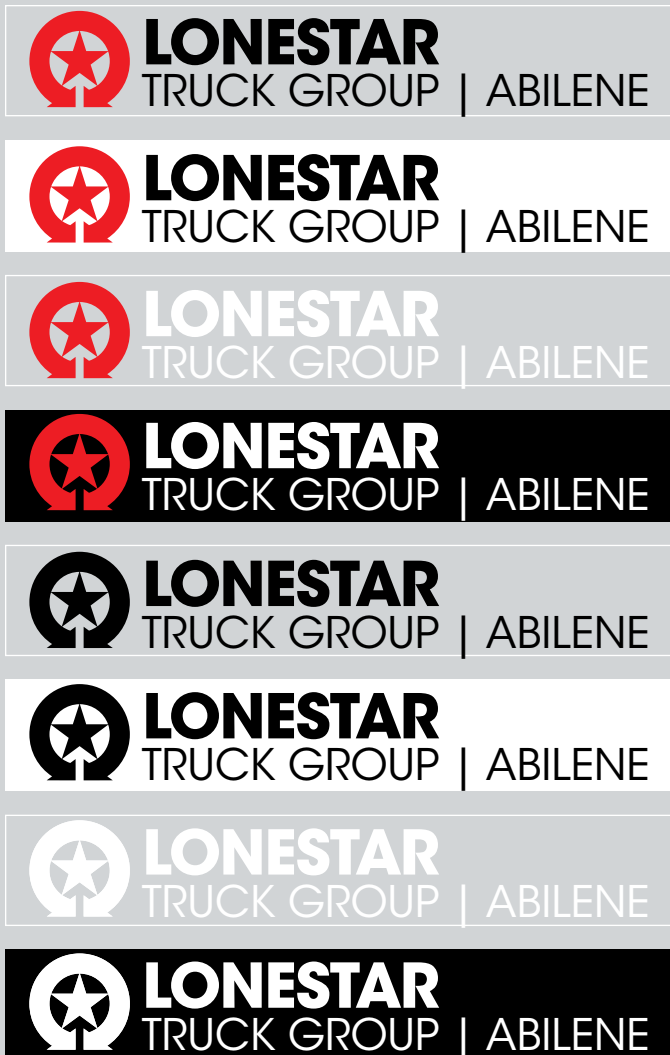
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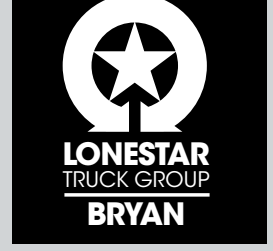
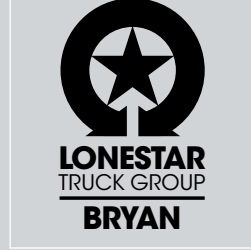
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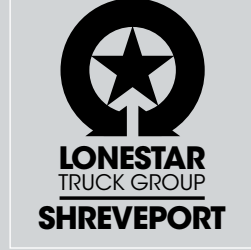
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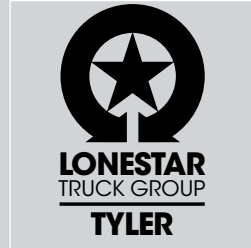
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 <b>LONESTAR</b> TRUCK GROUP   WICHITA FALLS
 <b>LONESTAR</b> TRUCK GROUP   WICHITA FALLS
 <b>LONESTAR</b> TRUCK GROUP   WICHITA FALLS
 <b>LONESTAR</b> TRUCK GROUP   WICHITA FALLS
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 <b>LONESTAR</b> TRUCK GROUP   WICHITA FALLS

 <b>LONESTAR</b> TRUCK GROUP <b>WICHITA FALLS</b>	 <b>LONESTAR</b> TRUCK GROUP <b>WICHITA FALLS</b>
 <b>LONESTAR</b> TRUCK GROUP <b>WICHITA FALLS</b>	 <b>LONESTAR</b> TRUCK GROUP <b>WICHITA FALLS</b>
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For Exterior Dealership Location Signage

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Serious trucks.<sup>™</sup>



Serious trucks.<sup>™</sup>



Not Approved. Do Not Add "TRUCKS" to WESTERN STAR.

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Because every mile matters.<sup>SM</sup>



Because every mile matters.<sup>SM</sup>

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 Download



Detroit logo download includes chrome & line versions - white & black letters - with & without Demand Performance tag.

 Download



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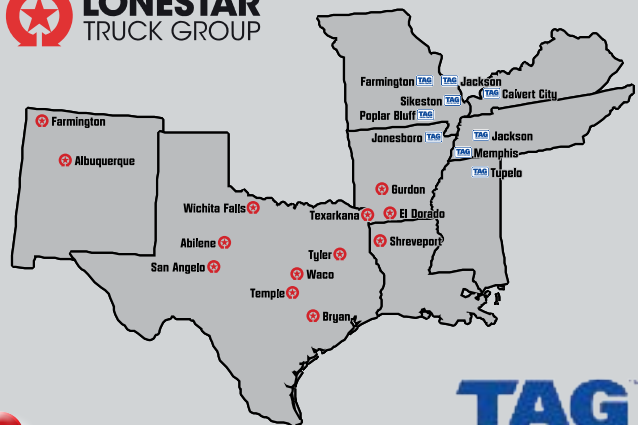
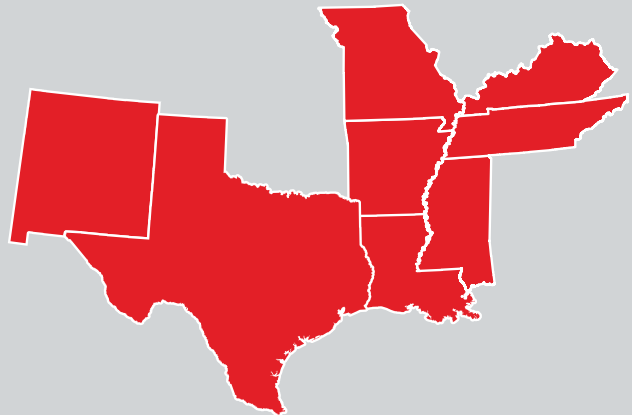
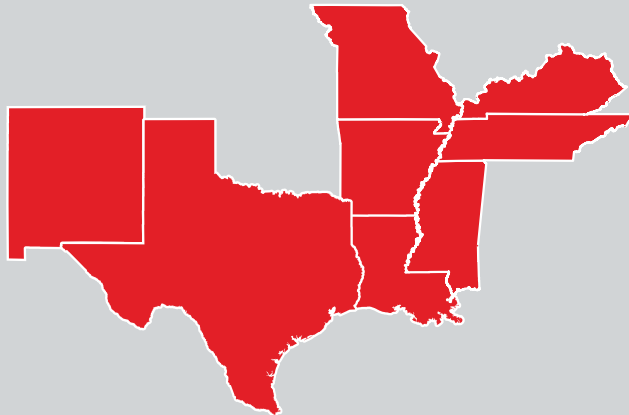
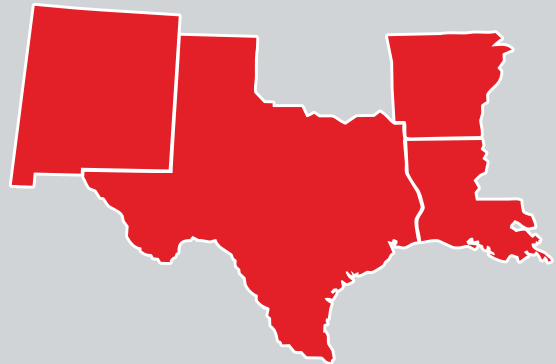
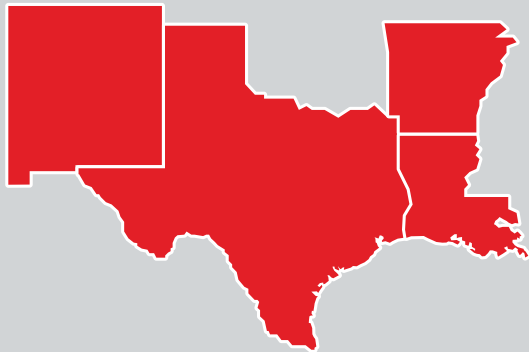
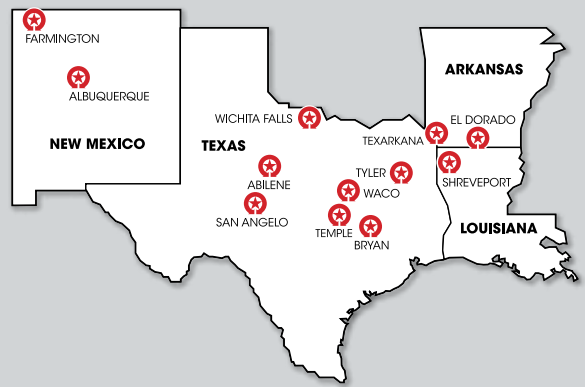
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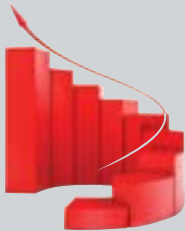
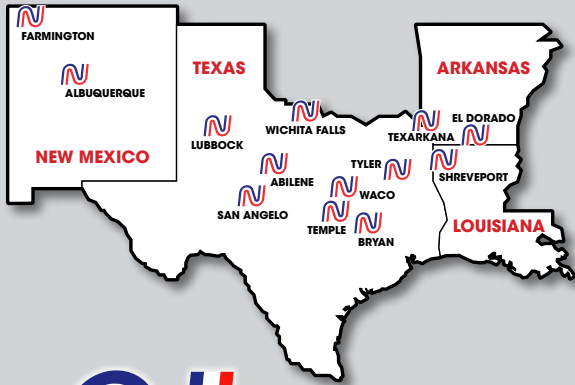


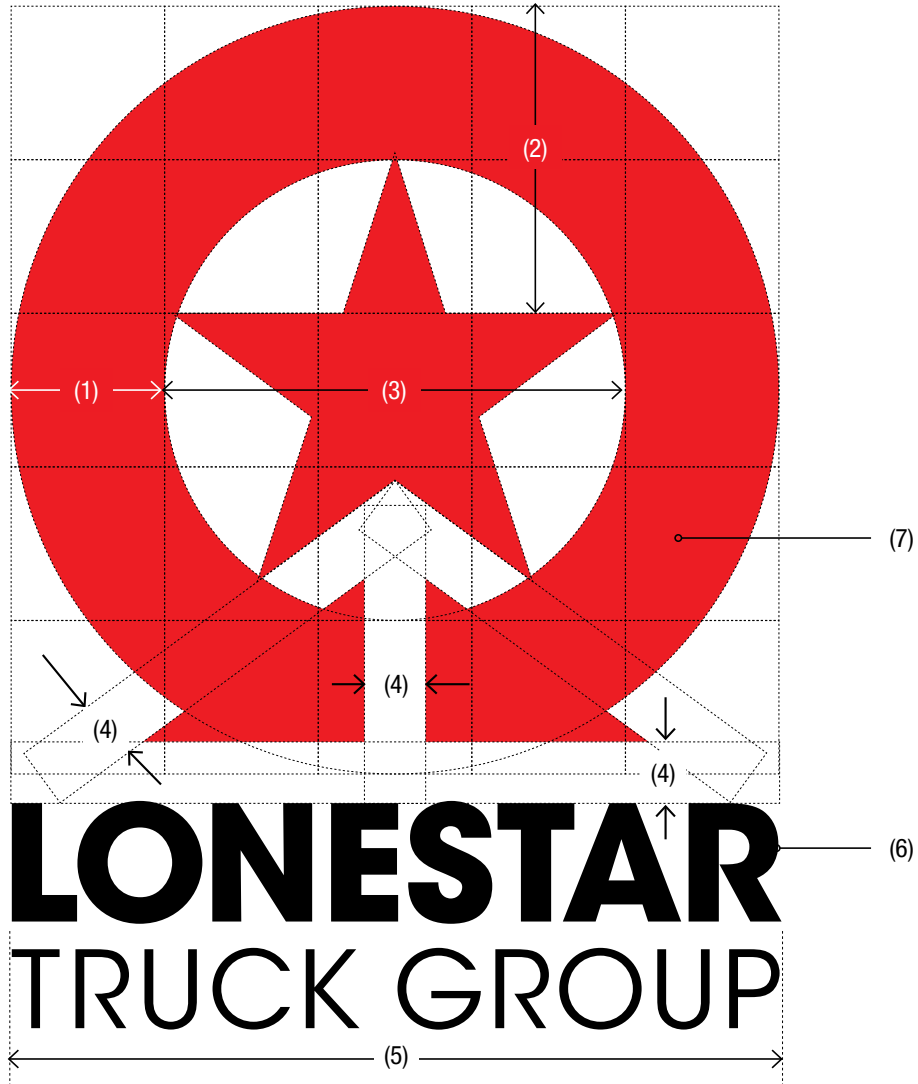


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Download Related Graphic Assets Set





- This guide is provided to ensure visual continuity and maximum legibility of Lonestar’s logo when viewed at various sizes and distances. The 5x5-unit grid provides a visual reference to illustrate the following notes:
- (1) Thickness of the circular red ring is 1/5th of its outer diameter.
  - (2) Horizontal tips of the star are spaced 2/5ths from the grid’s top.
  - (3) Diameter of the inner star area is 3/5ths of its outer diameter.
  - (4) Thickness of white negative spaces that form the upward pointing arrow are all the same, including the angled spaces and the bottom baseline space that separates the name LONESTAR from the bottom of the red symbol.
  - (5) The width of the text block is the same as the ring’s outer diameter.
  - (6) “LONESTAR” type font is Avant Garde Bold and Avant Garde Book.
  - (7) RED spot color is Pantone 485 or cmyk: 5%C, 100%M, 100%Y, 0%K.

Vendors please refer to the above guide when rendering the Lonestar Truck Group Logo as signage or embroidery. Ratio of the red to white areas of the design should match this guide.