

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 Media Guide

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

> LTG Media Guide-2018-0417 Modified April 17, 2018 10:09 PM







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ALBUQUERQUE









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FARMINGTON









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SAN ANGELO









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GROUP | SHREVEPORT







SHREVEPORT













SHREVEPORT









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WICHITA FALLS

















For Exterior Dealership Location Signage













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





Because every mile matters.





Because every mile matters.









*AI, EPS & PDF files have a transparent background and are resolution-free vector files for sharpness at any size. Vector files are ideal for signs, embroidery & commercial printing.

 $\underline{\ ^{**}PSD}$ & \underline{PNG} files are high-resolution bitmap rather than vector and have transparent backgrounds which can be layered on top of another image. All \underline{JPG} files have a rectangular opaque background.











DETROIT







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





















LONESTAR TRUCK GROUP IS PLEASED TO REPRESENT AS AUTHORIZED DEALERS OF NEW TRAILERS, THIS SELECT GROUP OF TRAILER MANUFACTURERS

We also Buy, Sell, Service and Trade ALL high-quality used trailers and equipment.

Trailer Brand:	Abilene	Albuquerque	Bryan	Farmington	San Angelo	Shreveport	Temple	Texarkana	Tyler	Waco	Wichita Falls
4T			х	х	х	х		х	х		
Benlee	х	х	х	х	х	х	х	х	х	х	х
Clark	х	х	х	х	х	х	х	х	х	х	х
CPS			х								
Dura-Haul			х								
Globe		х		х							
Hicks								х			
Manac/CPS	х				х	х	х	х		х	х
Pitt/Dorsey	х	х	х	х	х	х	х	х	х	х	х
Reitnauer						х			х		
Strick	х	х	х	х	х	х	х	х	х	х	х
Talbert	х	х	х		х		х	х	х	х	х
Tankko	х	х	х	х	х	х	х	х	х	х	х
Transcraft	х	х	х	х	х	х	х	х	х	х	х
Travis						Х		Х	Х		
Vantage						х					
Viking	х	х	х	х	х	х	х	х	х	х	х











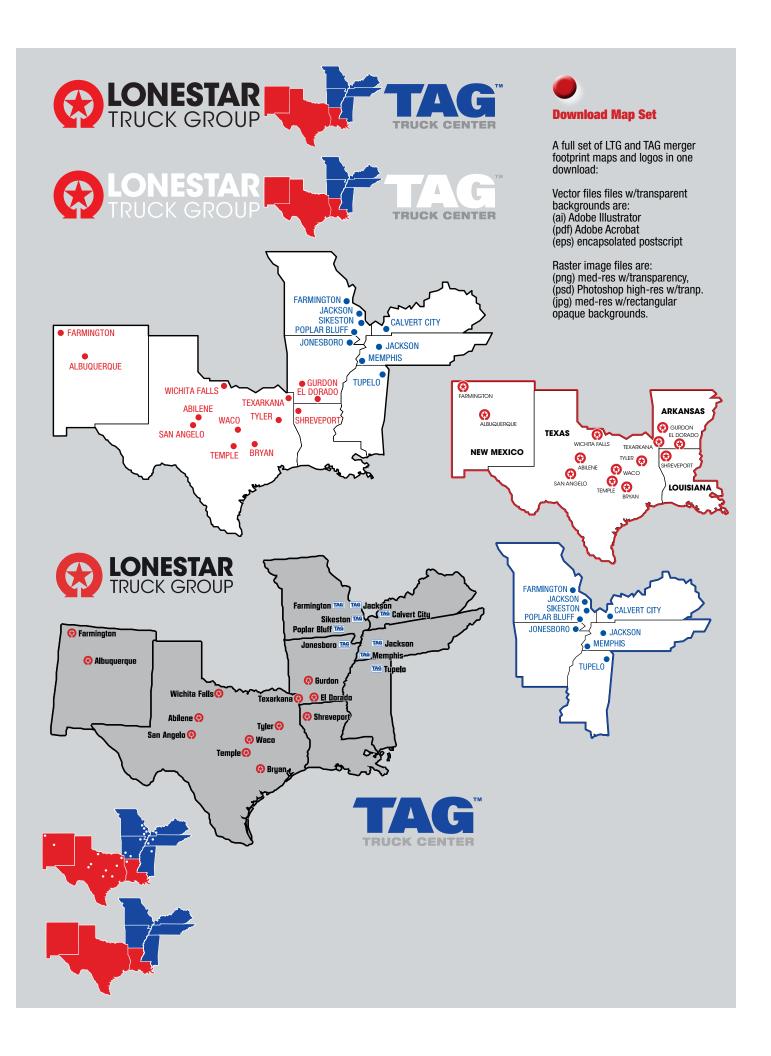






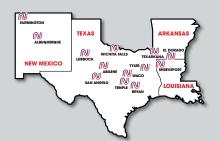








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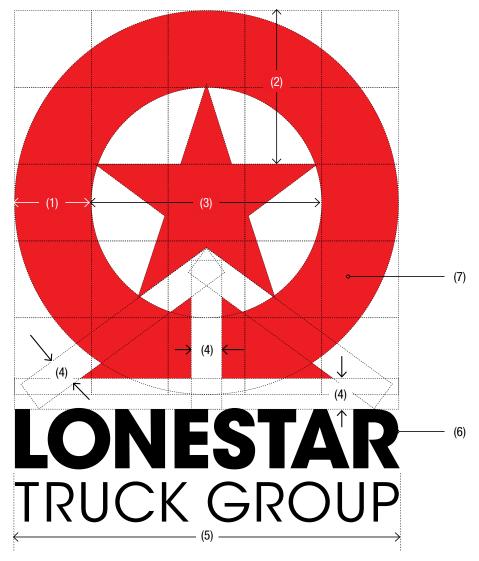












This guide is provided to ensure visual continuity and maximum legibility of Lonestar's logo when viewed at various sizes and distances. The 5x5-unit grid provides a visual reference to illustrate the following notes:

- (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.

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Ratio of the red to white areas of the design should match this guide.