Lonestar Logo Media Guide 2015

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LTG Dealership DBA Logos
Products, Services & Program Logos

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Lonestar Logo Media Guide 2015-Hyper-1
Modified December 9, 2014 11:28 AM

LONESTAR
TRUCK GROUP

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LONESTAR set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-LON-HORIZONTAL-RED-BLK, etc.

LONESTAR
TRUCK GROUP | ABILENE

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ABILENE set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-ABL-HORIZONTAL-RED-BLK, etc.

LONESTAR
TRUCK GROUP | ALBUQUERQUE

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*AI, EPS & PDF files shown above have a transparent background and are resolution-free vector files for sharpness at any size. Vector files are ideal for signs, embroidery & commercial printing. **Vendors please refer to the Spatial Relationship Guide on the back page when rendering the Lonestar Logo as signage or embroidery.**

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

LONESTAR TRUCK GROUP | BRYAN

BRYAN set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-BRY-HORIZONTAL-RED-BLK, etc.

LONESTAR TRUCK GROUP | FARMINGTON

FARMINGTON set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-FAR-HORIZONTAL-RED-BLK, etc.

LONESTAR TRUCK GROUP | SAN ANGELO

SAN ANGELO set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-SAN-HORIZONTAL-RED-BLK, etc.

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LONESTAR TRUCK GROUP | SHREVEPORT

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SHREVEPORT set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-SHV-HORIZONTAL-RED-BLK, etc.

LONESTAR TRUCK GROUP | TEMPLE

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TEMPLE set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-TEM-HORIZONTAL-RED-BLK, etc.

LONESTAR TRUCK GROUP | TEXARKANA

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TEXARKANA set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-TXK-HORIZONTAL-RED-BLK, etc.

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LONESTAR TRUCK GROUP | TYLER

TYLER set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-TYL-HORIZONTAL-RED-BLK, etc.

LONESTAR TRUCK GROUP | WACO

WACO sset of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-WAC-HORIZONTAL-RED-BLK, etc.

LONESTAR TRUCK GROUP | WICHITA FALLS

WICHITA FALLS set of (6) logos is available for download as a complete set to accommodate dealership or vendor needs. Vector file types are (Ai, EPS, PDF)* in CMYK color mode. Bitmap file types are (PSD, PNG, JPG)** in RGB color mode. All LTG dealership logo files have transparent backgrounds except JPG files which are opaque white. Your download will be a ZIP file containing (22) separate file names such as: LOGO-LTG-SAN-HORIZONTAL-RED-BLK, etc.

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FREIGHTLINER LOGO SET — (cmyk vector* & rgb bitmap**) — Click Here

WESTERN STAR LOGO SET — (cmyk vector* & rgb bitmap**) — Click Here

Serious trucks.℠   Serious trucks.℠

DETROIT LOGO SET — (cmyk vector* & rgb bitmap**) — Click Here

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ALLIANCE LOGO SET — (cmyk vector* & rgb bitmap**) — Click Here

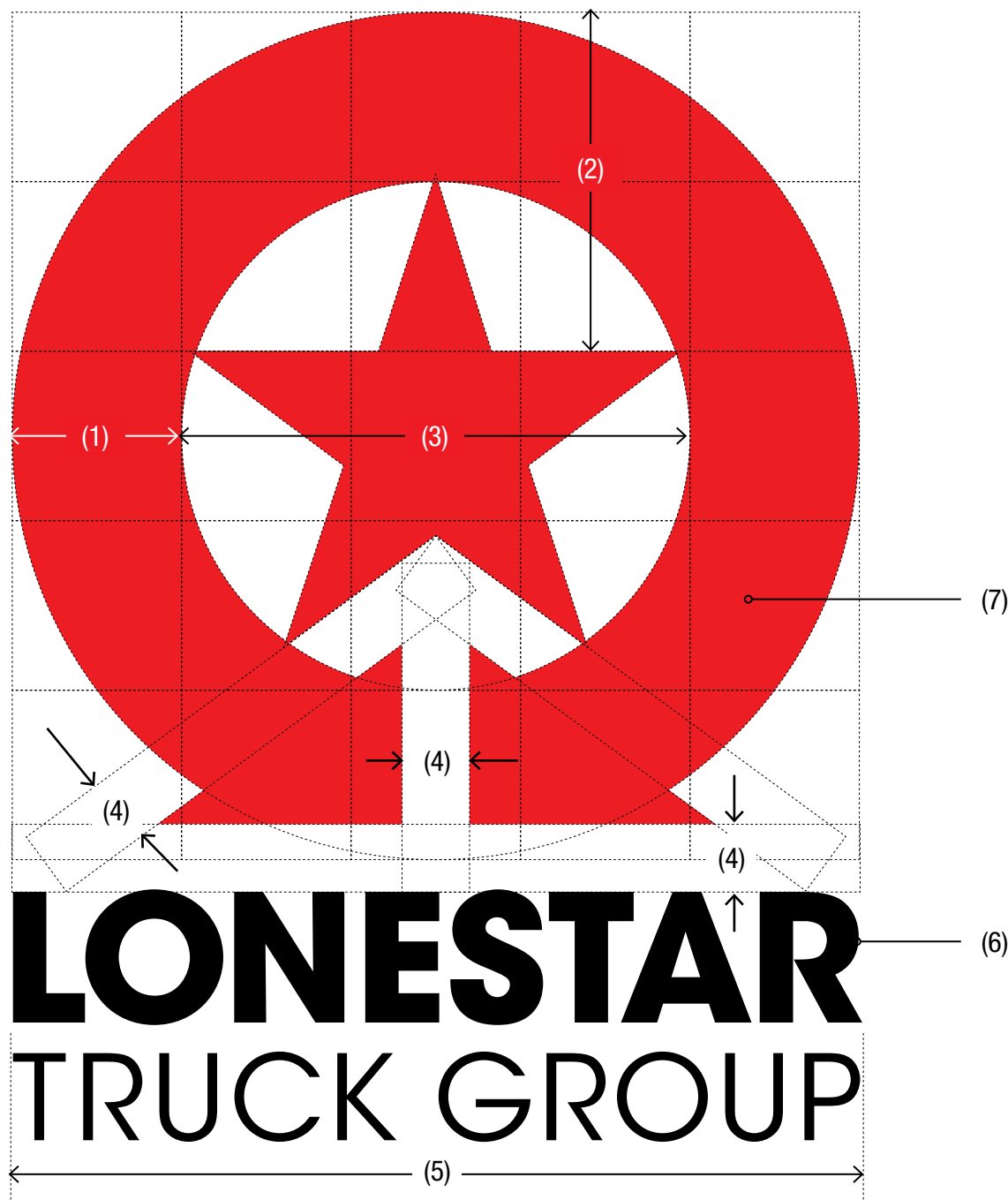**CATERPILLAR / CUMMINS LOGO SET** —(cmyk vector* & rgb bitmap**) — Click Here

PROGRAMS LOGO SET — (miscellaneous cmyk vector* & rgb bitmap**) — Click Here

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This SPATIAL RELATIONSHIP 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 exactly the same as the ring's outer diameter.

(6) "LONESTAR" font is Avant Garde Bold. "TRUCK GROUP" font is Avant Garde Book.

(7) Lonestar RED spot color is Pantone 485 or match to cmyk: 5%C, 100%M, 100%Y, 0%K.

Vendors please refer to the above Spatial Relationship Guide when rendering the Lonestar Logo as signage or embroidery.
Ratio of the red to white areas of the design should match the Grid.
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