

Suncor Energy Signature Guidelines

The Suncor Energy corporate signature is a registered trademark and the representation of the Suncor brand to the world. Please follow these guidelines to reproduce the Suncor signature in a consistent manner. Please direct any questions and submit all external materials for approval to Chris McIntosh at 403 205 6725, cmcintosh@suncor.com or Jamie McNaul at 403 296 4751, jmcnaul@suncor.com. For detailed guidelines, also contact Chris McIntosh or Jamie McNaul.

Digital art files

Always use approved digital art files to reproduce the Suncor signature. Download art files from the Suncor external website at www.suncor.com/logos.

Signature formats

The Suncor signature exists in English, French and bilingual formats in full-colour positive and full-colour reverse formats. It also exists in English with the trademark registration (®) mark. This format is used only in the U.S. on commercial materials (e.g. products, packaging and advertising).



English



French full-colour positive format (for use on white or off-white backgrounds)



English signature with ® mark



Full-colour reverse format (for use on Suncor Blue or black backgrounds only)

Clear space

Always position the Suncor signature within a clear area, free from other text and graphics. The minimum clear space is equal to two times the height of the "E" of Energy. The preferred clear space is equal to the capital "S" of Suncor.



Minimum clear space for all applications



Preferred clear space for all applications

Minimum size

To ensure optimal reproduction of the signature, make every effort not to scale it to a size smaller than the minimum sizes shown.

Sizing

Always size the signature proportionately, using the corner handles of the digital file, while holding down the shift key.



Minimum size for print applications



Minimum size for online applications

Signature colours

The Suncor signature is reproduced only in the colours shown below.



Full-colour positive on white or off-white background



Black on a white, off-white or light-coloured background



Suncor Blue for one-colour use on a white or off-white background



Full-colour reverse on Suncor Blue background



Full-colour reverse on black background (for merchandise only)



White reverse on a black or dark-coloured background



Suncor Blue
PANTONE® Coated 294C
CMYK: 100C, 58M, 0Y, 21K
RGB: 0R, 85G, 150B



Suncor Yellow
PANTONE® Coated 123C
CMYK: 0C, 24M, 94Y, 0K
RGB: 255R, 196G, 37B



Suncor Red
PANTONE® Coated 032C
CMYK: 0C, 90M, 86Y, 0K
RGB: 239R, 65G, 53B



White
CMYK: 0C, 0M, 0Y, 0K
RGB: 255R, 255G, 255B



Black
CMYK: 0C, 0M, 0Y, 100K
RGB: 0R, 0G, 0B

How not to use the Suncor signature



Do not distort, stretch, skew or rotate the logo



Do not place the signature in a tight box



Do not alter the word mark



Do not use the energy ring for any other purpose



Do not use the logotypes on their own



Do not reproduce the full-colour reverse signature on any other background than Suncor Blue or black



Do not change the signature colours



Do not surround the signature with text or graphics



Do not alter or add names to the signature

Suncor Energy Foundation Signature Guidelines

The Suncor Energy Foundation is a private, non-profit, charitable foundation established by Suncor Energy to receive Suncor's contributions and support registered Canadian charitable organizations.

Please follow these guidelines to reproduce the Suncor Energy Foundation signature in a consistent manner. Please direct any questions and submit all external materials for approval to Chris McIntosh at 403 205 6725, cmcintosh@suncor.com or Jamie McNaul at 403 296 4751, jmcnaul@suncor.com. For detailed guidelines, also contact Chris McIntosh or Jamie McNaul.

Digital art files

Always use approved digital art files to reproduce the Suncor Energy Foundation signature. Download art files from the Suncor external website at www.suncor.com/logos.

Signature formats

The Suncor Energy Foundation signature exists in horizontal and vertical formats in English and French.



Clear space

Always position the Suncor Energy Foundation signature within a clear area, free from other text and graphics. The minimum clear space is equal to two times the height of the letters, "OUNDATION" of the Suncor Energy Foundation logotype.



Minimum size

To ensure optimal reproduction of the Suncor Energy Foundation signature, make every effort not to scale it to a size smaller than the minimum sizes shown.

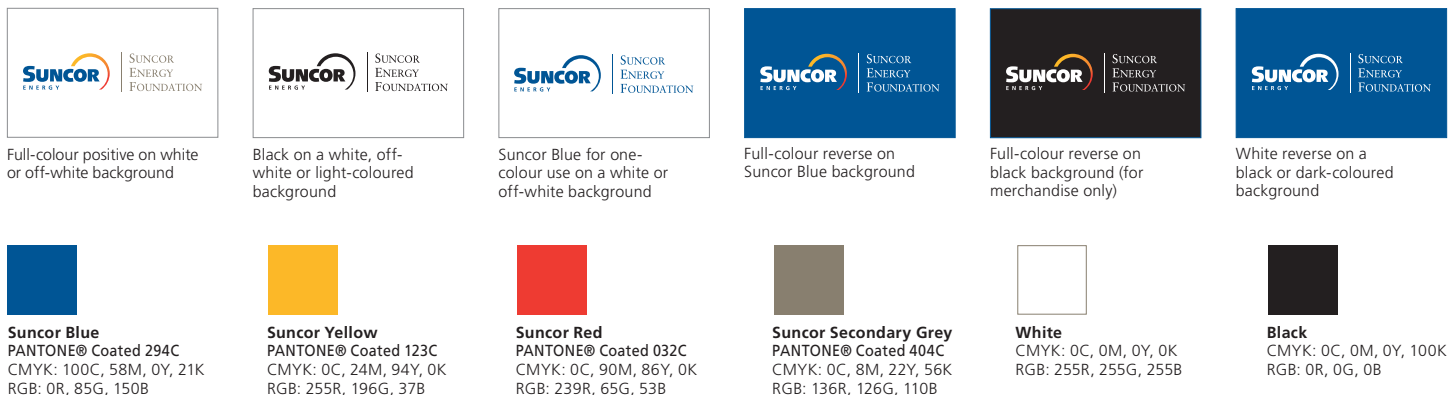
Sizing

Always size the signature proportionately, using the corner handles of the digital file, while holding down the shift key.

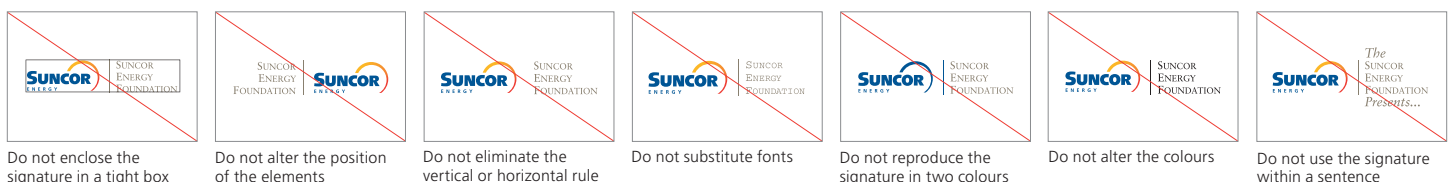


Signature colours

The Suncor Foundation signature is reproduced only in the colours shown.



How not to use the signature



Petro-Canada Logo Guidelines

Petro-Canada is one of Suncor Energy's retail/wholesale brands. The Petro-Canada visual identity is applied to retail operations across Canada where products are sold to consumer, wholesale and commercial industrial markets. At Petro-Canada operations and on Petro-Canada products, the Petro-Canada visual identity is supported by a subtle endorsement statement – *A Suncor Energy business* – that ties Petro-Canada to Suncor Energy.

Please follow these guidelines to reproduce the Petro-Canada logo in a consistent manner. Please direct any questions and submit all external materials for approval to Chris McIntosh at 403 205 6725, cmcintosh@suncor.com or Jamie McNaull at 403 296 4751, jmcnaull@suncor.com. For detailed visual identity guidelines, including use of endorsement statements, please visit the Petro-Canada Brand Centre (external website) at <http://brand.petro-canada.ca>. (Site registration is required.)

Digital art files

Always use approved digital art files to reproduce the Petro-Canada logo. Download art files from the Petro-Canada Brand Centre (external website) at <http://brand.petro-canada.ca>. (Site registration is required.)

Logo formats

The Petro-Canada logo exists with and without the trademark symbol in positive and reverse formats.

Trademark notice

A trademark notice is required when the logo with the TM symbol is used. For more information, please visit the Petro-Canada Brand Centre (external website) at <http://brand.petro-canada.ca>. (Site registration is required.)



Without TM symbol, positive format – for stationery, presentations, primary signs, merchandise, vehicles and applications smaller than 75 mm (3.0") x 75 mm (3.0")



Without TM symbol, reverse format



With TM symbol, positive format – for all commercial materials, including products, packaging and advertising, also for third-party use



With TM symbol, reverse format

Clear space

Always position the Petro-Canada logo within a clear area, free from other text and graphics. The minimum clear space is equal to two times the height of the "P" of the Petro-Canada word mark.



Clear space without trademark symbol



Clear space with trademark symbol

Minimum size

To ensure optimal reproduction of the logo, make every effort not to scale it to a size smaller than the minimum sizes shown.

Sizing

Always size the logo proportionately, using the corner handles of the digital file, while holding down the shift key.



Minimum size for print applications – this limit applies to all logo versions with and without the trademark symbol



Minimum size for online applications – this limit applies to all logo versions without the trademark symbol



Minimum size for online applications – this limit applies to all logo versions with the trademark symbol

Logo colours

The Petro-Canada logo is reproduced only in the colours shown.



Positive full-colour



Positive one-colour for one-colour printed applications where black is not available



Positive grey-scale with 40% and 100% black (for black and white applications only)



Reverse full-colour



Reverse through Petro-Canada Red



Reverse grey-scale with 40% and 100% black (for black and white applications only)



Petro-Canada Red
PANTONE® Coated 185C
CMYK: 0, 92, 76, 0
RGB: 238, 17, 34



Black
PANTONE® Pro. Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0



White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255



Grey
40% screen of PANTONE® Pro. Black C
CMYK: 0, 0, 0, 40
RGB: 172, 172, 172

How not to use the Petro-Canada logo



Do not distort, stretch, skew or rotate the logo



Do not enclose the logo in a tight box



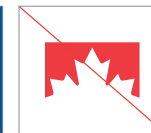
Do not change pre-determined colours of the positive logo



Do not reproduce the logo in solid black, except on merchandise



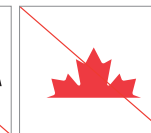
Do not reverse the logo so that the maple leaf is a colour other than white



Do not use the maple leaf on its own, except on retail facilities



Do not use the Petro-Canada word mark on its own



Do not use the reverse of the maple leaf on its own



Do not embed the logo within another logo

Sunoco Visual Identity Guidelines

Sunoco is one of Suncor Energy's retail/wholesale brands. The Sunoco visual identity is applied to retail operations where products are sold to wholesale, commercial industrial markets through a central retail network in Ontario. At these operations, the Sunoco visual identity is supported by a subtle endorsement statement – *A Suncor Energy business* – that ties the Sunoco brand to Suncor Energy.

Please follow these guidelines to reproduce the Sunoco logo in a consistent manner. Please direct any questions and submit all external materials for approval to Chris McIntosh at 403 205 6725, cmcintosh@suncor.com or Jamie McNaul at 403 296 4751, jmcnaul@suncor.com. For detailed guidelines, also contact Chris McIntosh or Jamie McNaul.

Digital art files

Always use approved digital art files to reproduce the Sunoco logo. Download art files from the Suncor external website at www.suncor.com/logos.

Logo formats

The Sunoco logo exists in full-colour positive and full-colour reverse formats.



Full-colour positive



Full-colour reverse

Clear space

Always position the Sunoco logo within a clear area, free from other text and graphics. The minimum clear space is equal to the height of the middle "O" of the Sunoco word mark.



Minimum clear space
for all applications

Minimum size

To ensure optimal reproduction of the logo, make every effort not to scale it to a size smaller than the minimum sizes shown.

Sizing

Always size the logo proportionately, using the corner handles of the digital file, while holding down the shift key.



12 mm

Minimum size for
print applications



110 pixels

Minimum size for
online applications

Logo colours

The Sunoco logo is reproduced only in the colours shown.



Full colour positive
on white or off-white
background



Black on a white or light-
coloured background



Sunoco Blue for one-
colour use on a white or
off-white background



Full-colour reverse on a
Sunoco Blue or Yellow
background



Black reverse on a black
background



Sunoco Blue reverse on a
Sunoco Blue background



Sunoco Blue
PANTONE® Reflex Blue
CMYK: 100C, 82M, 0Y, 2K
RGB: 0R, 35G, 149B



Sunoco Yellow
PANTONE® Coated 116C
CMYK: 0C, 12M, 100Y, 0K
RGB: 254R, 203G, 0B



Sunoco Red
PANTONE® Coated 485C
CMYK: 0C, 93M, 95Y, 0K
RGB: 213R, 43G, 30B



White
CMYK: 0C, 0M, 0Y, 0K
RGB: 255R, 255G, 255B



Black
CMYK: 0C, 0M, 0Y, 100K
RGB: 0R, 0G, 0B

How not to use the Sunoco logo



Do not distort the
signature



Do not place the
signature in a
tight box



Do not change the
logo colours



Do not alter the
word mark



Do not surround the
signature with text
or graphics



Do not digitally alter
the logo



Do not use the
diamond with other
names or titles



Do not use the word
mark on its own



Do not remove
the arrow