

This overview is for anyone producing visual materials that represent the Exxon brand. These guidelines introduce basic graphic principles and elements that comprise the Exxon Identity Standards.

The Exxon brand is one of our company's most important assets. Consistent application of our Identity Standards helps keep it that way.

Additional copies of this packet, as well as Identity Standards for the Esso and Mobil marketing brands, are available from your Global Identity Network or Public Affairs representative.





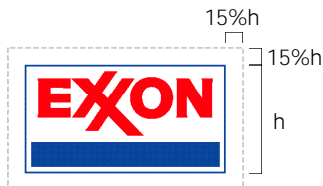
The Exxon Emblem is the primary trademark used to brand Exxon products and services.

When the Emblem is printed on a non-white background, do not print the holding line. The background color defines the border of the Emblem.



The Exxon Logotype is a secondary branding element. Its effectiveness depends on proper and consistent application.

Clearspace and Minimum Size



The clearspace around the Exxon Emblem is defined as at least 15% of the height of the Emblem. For legibility and quality concerns, avoid using the Emblem smaller than 6.5mm; 1/4 (.25) inches; or 18 points (1p6) in height.

Avoid recreating or modifying the Emblem or Logotype in any way. Only authorized copies of these trademarks may be used for reproduction.



A minimum amount of clearspace should always be left around the Logotype, preventing it from losing its impact to other text, graphics, or color. Use the height of the "E" in the Logotype as a guide for the proper measurement.

For legibility and quality concerns, avoid using the Logotype smaller than 4mm; 5/32 (.156) inches; or 11 points (0p11) in height.



Use of Color with the Logotype and Emblem

The Exxon Emblem and the Exxon Logotype should be displayed in official colors to the maximum possible extent. This applies particularly to continuous public exposure

of these trademarks, such as publications, retail signage, and multi-color packages and advertisements.

Variations in color are only permissible when exposure and distribution are limited. The following suggests uses of other colors:

All black: Advertising, publications, other all black printing. Shading or two-tone effect screening is prohibited.

All white: As a reverse from a solid color background.

All red or all blue: Limited for single-color printing of certain cartons and other packaging.

All black, blue, gold or silver: Publication covers, promotional "giveaways," pens, card cases, plastic envelopes, etc.
Grey: Printing on letterheads and certain other business papers or business cards.



Two-color Emblem:
white background



One-color Logotype (red):
white background



One-color Emblem:
white background



One-color Logotype (black):
white background



Two-color Emblem:
solid background



One-color Logotype (white):
solid background



Two-color Emblem:
solid background



One-color Logotype (red):
solid background

Colors

Exxon Red

In lieu of Exxon Red,
use PANTONE 485.

4-color process
100M: 90Y

RGB
254R, 0G, 12B



Exxon Blue

In lieu of Exxon Blue,
use PANTONE 293.

4-color process
100C: 60M

RGB
12R, 71G, 157B



Color plays a critical role in the Exxon Identity Standards, effectively highlighting Exxon products, services, and messages. The most important colors, of course, are Exxon Red and Exxon Blue.

The basic concept of color in the Exxon Identity Standards is to emphasize only the most important messages. All other elements should be played down. In terms of color, this means using bright, primary colors for the key messages, and keeping all other elements in a family of neutral colors.

Standardization of colors is necessary for printing inks, electronic media, paints, acrylic inks, and acrylics. Different formulas have been developed for each because each application requires a different process.

Please note that different papers and materials absorb and reflect colors differently. While the formula or specification may serve as an important guide to the printer, it is essential that swatches of the Exxon colors accompany all orders where color is used. The printer should use the color swatches to obtain an exact match.

The colors shown in this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

Typography

Univers Light

Univers Light Oblique

Univers Regular

Univers Oblique

Univers Bold

Univers Bold Oblique

Univers Black

Univers Black Oblique

Univers is the preferred typeface for body copy or text, and headlines in advertising and promotional materials. In applications where Univers is not available, Helvetica or Arial is acceptable.

Univers was chosen to complement the Exxon Logotype and the Exxon Emblem, and should be used whenever possible. Using too many typefaces obscures the creative elements of presentation. Therefore, limit use to the suggested typeface.

All typography should be set in upper and lower case with normal letterspacing.

The Interlocking X



The Interlocking X design is a trademark. It may be used alone outside the Exxon Logotype and Exxon Emblem on package labels, in print ads, and for other approved uses. Coordinate all such applications with your Global Identity Network or Public Affairs representative before use.

Trademark Protection

The Exxon and Exxon Emblem trademarks are registered trademarks in most countries of the world. To show that a trademark is protected by registration in a given country, the ® symbol may be used next to the applicable trademark on the principal signature of an advertisement, promotional piece, and for packaging. In countries where the trademark is not registered, the symbol ® should not be used, but the symbol ™ may be used in its place. The Trademarks Section of the ExxonMobil Law Department can advise as to the registration status of trademarks in specific countries.

When used in conjunction with the Exxon Logotype, the ® or ™ should appear at least once. The ® or ™ should always be positioned to the right of the "N" in Exxon, aligned with the top, in the smallest size that is clearly legible. The ® or ™ should only be represented in black or Exxon Red, or in white when the trademark is presented on a dark background.

For visual considerations, the ® or ™ is not required when used on vehicles, buildings, or clothing.

To protect our trademarks it is important that we use them correctly and consistently.

Similarly, it is important that they be properly used by others and that such use be authorized. Those authorized to use our trademarks should follow the prescribed guidelines for proper use. Agreements authorizing third parties to use ExxonMobil's trademarks should be reviewed by the Trademarks Section of the ExxonMobil Law Department.

If you have any questions on this subject, please consult the Trademarks Section of the Exxon Mobil Corporation Law Department.

Misuse



Avoid placing a drop shadow behind the Exxon Emblem.



Avoid busy, complex backgrounds that interfere with legibility.



Avoid using the Exxon Logotype in the Esso Oval.



Avoid using the word Exxon from the corporate logo as a replacement for the Logotype.



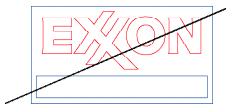
Avoid violating the clearspace around the Exxon Logotype or adding text to the Logotype.



Avoid using the interlocking X within other words, except as approved by the functional trademark administrator.



Avoid using the Esso Logotype, or any other design in the Exxon Emblem.



Avoid using the Exxon Emblem as an outline.



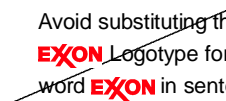
Avoid constructing a pattern out of Exxon Emblems.



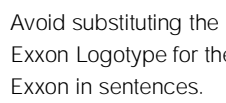
Avoid joining the word Exxon with other words or word combinations.



Avoid placing a drop shadow behind the Exxon Logotype.



Avoid substituting the Exxon Logotype for the word EXXON in sentences.



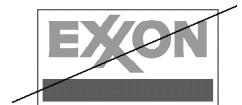
Avoid substituting the Exxon Logotype for the word Exxon in sentences.



Avoid using the "holding line" to define the rectangular shape when the shape is self-defining.



No words or graphics may appear in the Emblem blue bar.



Avoid trying to approximate the Exxon Emblem colors with a screen of black (or any color).



Avoid using a tiger image or other graphic within the Exxon Emblem.



Avoid italicizing the Exxon Logotype.



Within the Emblem, the word Exxon should only be displayed in English letter characters, except with approval from the Global Identity Network.