

Brand adherence checklist

Identity basics

- ☐ Logo reflects authorized artwork, sourced from the local online resource.



Note: The Mobil logo is used throughout this document to provide general guidance for all Mobil product and service brands. Please reference the Global Distributor Guidelines for comprehensive identity standards.

- ☐ Correct color specifications and hierarchy are in use.

	Pantone 485	Pantone 293	Cool Grey 11
CMYK	0 100 90 0	100 60 0 0	0 0 0 80
RGB	254 0 12	12 71 157	90 90 90
Hex	#FE000C	#0C479D	#5A5A5A
	Black	Silver (877)	Pantone 116
CMYK	0 0 0 100	0 0 0 30	0 15 100 0
RGB	0 0 0	181 181 181	255 215 0
Hex	#000000	#B5B5B5	#F7D117



Mobil
MobilGrease
Mobil Serv

Mobil 1
Mobil SHC
Mobil Jet

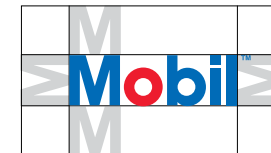
Mobil 1 Racing

ExxonMobil
Marine

Mobil Delvac

Mobil Super
Mobil Special
Mobil Super Moto

- ☐ Clear space is equal to the height of the "M" in the Mobil wordmark on all sides of the logo.



- ☐ Logo is displayed no smaller than 0.156 inches; 4 mm; or 11 pixels in height.

0.156 in or
4mm or 11px



- ☐ A TM symbol is present. (The ® symbol should be used *where applicable* in China or when specifically advised.)



- ☐ When in use, the brand linkage line reflects correct artwork. "Performance by ExxonMobil" is not replaced by any other taglines.*



Performance by ExxonMobil

Brand adherence checklist, cont.

Distributor co-branding

- ☐ Distributors may attach the *Distributor logo identifier* ("Authorized Mobil Distributor") to their logo. Any other versions must be approved by an ExxonMobil representative.

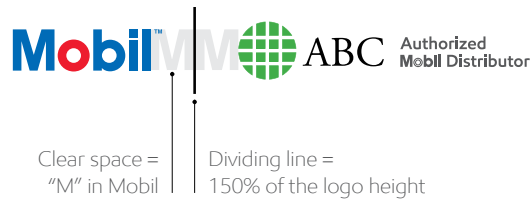


- ☐ When the Distributor is displayed as the dominant brand, the Mobil logo is clearly positioned as a secondary element.

When Mobil is displayed as the dominant brand, the Distributor logo identifier is used.



- ☐ Co-branded logos are separated by minimum clear space equal to one "M". A dividing line equaling 150% of the logo height should be used. Use of the Distributor logo identifier is required.

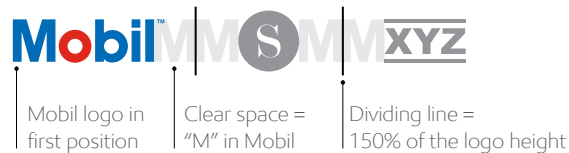


- ☐ When the Distributor is displayed as the dominant brand, co-branded logos are clearly positioned as a secondary element.

When Mobil is displayed as the dominant brand, third-party logos are not used.



- ☐ When promoting third-party brands (ancillary products, tires, batteries, etc.) logos are separated by clear space equal to two "M"s in Mobil. A dividing line equaling 150% of the logo height should be used. Placing the Mobil logo in the first position is preferred.



- ☐ The Mobil logo is not co-branded with a fuels or lubricants competitor logo.



Brand adherence checklist, cont.

Typography and Energy lives here™

- ☐ EMprint font is only used in ExxonMobil branded materials – not in other Distributor properties.

EMprint

Text is left-aligned, not centered or justified.

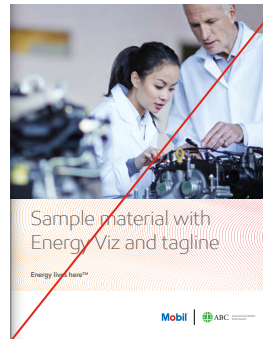
✓ Energy powers our global economy, brings people and nations together, and drives progress throughout the world.

Headlines and body copy are in sentence case.

✓ Powering the future

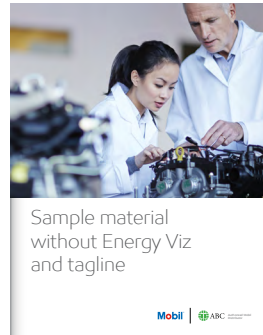
- ☐ When Distributor logos are added to approved ExxonMobil materials, the Energy lives here™ tagline and Energy Viz elements are removed.

✗ Energy Viz pattern is present
✗ Energy lives here™ tagline is present



✓ Energy Viz pattern and Energy lives here™ tagline has been removed

✓ Co-branded logo is accurately displayed



Retired brand elements

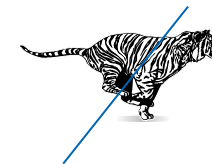
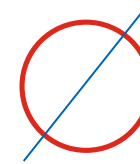
- ☐ The brand elements at right may no longer be used.



Mobil Font

SIGNUM
OIL ANALYSIS

Looble



Save time, money, and trucks

- ☐ The vertical Mobil 1 logo (2D or 3D) is used in place of the retired Mobil 1 Icon or lock-up.



Brand adherence checklist, cont.

General applications



On business cards:

- The Distributor logo is sized more prominently than the Mobil product or service logo.
- “Authorized Mobil Distributor” is displayed after the Distributor’s legal entity line.
- If distributing more than one Mobil product or service brand, the Mobil logo is used.



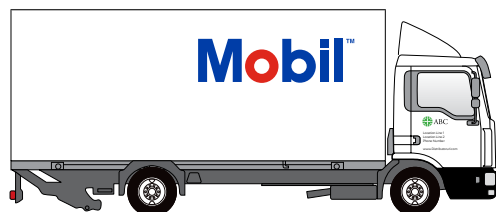
When the Distributor is displayed as the dominant brand on building or exterior signage, the identifier “Authorized Mobil Distributor” is displayed.



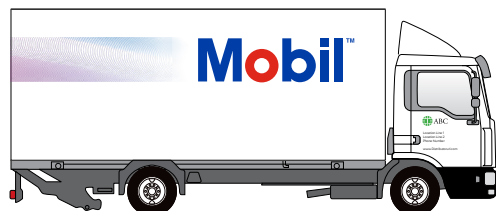
Vehicles display one of two graphic styles: *Basic* or *Premium*. Proposals for alternate or customized vehicle graphics are pursued through the ExxonMobil endorsement process.

✗ Branding is not recommended on common carrier equipment.

✗ Branding should not be applied in high risk security countries.



Basic



Premium



When Mobil product/service brand logos are displayed on building or exterior signage, a co-branded treatment (including “Authorized Mobil Distributor”) is used.



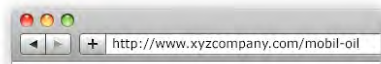
Brand adherence checklist, cont.

Digital applications

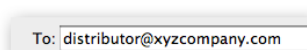


Master brands, product/service brands, or the ExxonMobil stock symbol are not used in website domain names; top level domain names; and e-mail domain names.

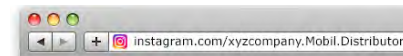
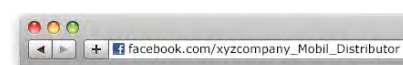
Social media page names use the following format:
Distributor name + Brand name + Distributor.



~~www.xomdistributor.com~~
~~www.mobildealer.com~~
~~www.isellmobiljet.com~~



~~office@exxonmobiloils.com~~
~~sales@mobiljetdealer.com~~
~~bob@buyxomail.net~~



~~facebook.com/pymobiloil~~
~~twitter.com/mobiljetclub~~
~~youtube.com/oildealerxom~~



ExxonMobil product/service brand logos are not used in e-mail signatures.

The designation of "Authorized Mobil Distributor" and the Circle of Excellence logo (when awarded) are both acceptable.

