


Owner: Terry Hunt, director, Creative Media	CORPORATE LOGO POLICY	Policy Center 
Approver: Tami Walker, manager, Brand and Integrated Media		Date Issued / Revised August 2018

CORPORATE LOGO POLICY

How to Use the Company Name and Logo

TABLE OF CONTENTS

Logo..... 3

Legal Name.....4

Logo Components.....5

Preferred Logo Colors.....6

Alternate Logo Colors7

Logo With Tag line8

Registration Mark9

Minimum Clear Space.....10

Business Unit Logos11

Internal Logos12

Customized Internal Logos13

Correct Background Use14

Incorrect Usage.....15

Marketing Logo Alternative16

Special Applications17

Contact18

LOGO

Our logo represents our identity and is the first visual contact a customer has with Phillips 66.

Thus, the logo is our signature that distinguishes us from all other companies.

Having a consistent corporate logo helps promote the rapid and universal recognition of our identity. Consistent use of our logo and approved tag line is an essential part of our larger business strategy and is key to legally protecting our trademark.

The text and graphic together must always be treated as one graphic element.

The Phillips 66 corporate logo should appear at least once on all external products and materials directly tied to our business.

There are rare exceptions when the Phillips 66 corporate logo should not be used externally. Examples include some transportation vehicles, corporate aircraft and non-company or non-business events.



Providing Energy. Improving Lives.®

LEGAL NAME

The registered legal name of our company is Phillips 66 Company.

The preferred representation of the company branding is Phillips 66 (without the word Company); however, in certain situations, the full trade name, Phillips 66 Company, should be used. These specific instances include, but are not limited to:

- Terms of use, privacy, security and copyright notices (e.g., © 2018 Phillips 66 Company).
- Trademark ownership statement: The Phillips 66 shield is a registered trademark of Phillips 66 Company.
- Legal lines in advertisements and collateral.
- Contracts and license agreements: Phillips 66 Company is the entity entering into contracts. Phillips 66 Company is a corporation registered under the laws of Delaware.
- Domain name or similar registrations. Domain name registrations should be coordinated through IT.

Phillips 66 is to be used in its entirety without any abbreviations, e.g., P66. The exception to this rule is the internal abbreviation of P66 in our email addresses.

Do not hyphenate the words Phillips 66. There should always be a space between "Phillips" and "66." Phillips 66 is a proper name and must not be divided at the end of a line of text.

The first letter of Phillips is always capitalized. The number 66 should not be spelled out in text or any graphic other than how it is presented or explained in these standards.

LOGO COMPONENTS

Our logo is a combination of the specially drawn logotype and graphics.

PHILLIPS 66 LOGO

This logo is composed of a specially drawn logotype that has been carefully spaced. The Phillips 66 should always have the white shield outline present. On a white background, it simply disappears. For this reason, our logo graphic should be treated as unique artwork. The logo and graphic should never be recreated.



Providing Energy. Improving Lives.®

PHILLIPS 66 LOGO REVERSED

In the reversed versions of these logos, the tag line and registration symbol are white, and the white stroke around the shield becomes visible. The logo and graphic should never be recreated.



Providing Energy. Improving Lives.®

PREFERRED LOGO COLORS

The core colors of the Phillips 66 corporate logo are red and black.

The logo is created using a four-color printing process, but is also available in spot colors. Pantone 485C red and 100 percent black are used in the Phillips 66 logo.

When printing on an offset printer, use the CMYK value of Pantone 485

C0 M100 Y100 K0

When using the logo on screens or for the web, use the RGB color breakdown of Pantone 485

R250 G0 B0

Phillips 66 red has been specifically chosen and should never be substituted or altered from the approved variations defined in this policy.

PHILLIPS 66 LOGO: POSITIVE

The preferred, two-color positive logo (Phillips 66 red and black) should always be the first option when selecting a logo variation for printing, web and signage applications, where applicable. The shield should always have the white outline present. On a white background, it simply disappears.



Providing Energy. Improving Lives.®

PHILLIPS 66 LOGO: REVERSE

The preferred, two-color reverse logo (Phillips 66 red, black and white) provides an even more powerful solution in some instances. Notice how the white shield outline provides additional contrast for the logo.



Providing Energy. Improving Lives.®

ALTERNATE LOGO COLORS

When cost considerations or reproduction limitations require the use of a one-color logo, use either the Phillips 66 alternate red or black logo.

It is acceptable to apply Phillips 66 red to the entire logo. This option is only available when Pantone 485C red is available.

Make every attempt to use the Phillips 66 preferred logos before selecting an approved alternate logo.



REVERSED



LOGO WITH TAG LINE

The logo with the approved tag line should be used when design permits and in the following manner:

1P refers to the height of the letter P in the word Phillips within the Phillips 66 corporate logo.

- 1P height determines the space between the white stroke of the logo and the tag line.
- 1/2P height determines the space between the stacked tag line.
- The tag line aligns to the top of the red, inside the shield, when placed to the side.
- In the reversed versions of these logos, the tag line and registration symbol are white, and the white stroke around the shield becomes visible. The logo and graphic should never be recreated.

Each component is a critical piece of the logo and must stay in the proper relationship to the other pieces. Removing or altering any component dilutes the integrity of the logo and diminishes the strength of the brand identity.

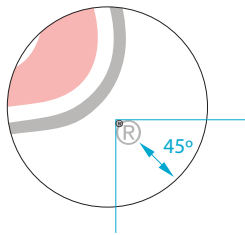
Under no circumstances are these elements to be altered beyond the variations defined in this policy unless otherwise stated by Terry Hunt, director, Creative Media.



REGISTRATION MARK

The registration mark (®) size and position is explained below and is appropriate in most instances.

- Scale the ® at a 45° angle. If the logo gets larger or smaller, scale the registration mark accordingly.



Certain notice symbols or designations, including ®, Reg., TM and SM, are often used with marks. These designations are notices advising the public that the mark is registered in the country where it is used or displayed. In some circumstances, registration of the trademark is compulsory, and in most countries, registration is necessary to secure trademark rights.

The registration notice symbol is intended to be placed on all external communication pieces.

When the logo is used on internal communications, or when the Phillips 66 corporate logo is placed at a small size or on the web, it can be eliminated, but only in these limited circumstances.

CORPORATE TRADEMARK USAGE

Correct use of the Phillips 66 trademark is essential to maintaining the marks and protecting their value to the company. All Phillips 66 employees are responsible for making certain that the Phillips 66 logo trademark is used within this policy.

The Phillips 66 logo and the ® symbol should be used at least once in EXTERNAL communications – either the first time the logo is used or with the most prominent use of the mark. When in doubt, err on the side of over-marking.

One notable exception to this rule is that you are NOT required to use a trademark registration notice symbol (TM) in every instance where the word/mark is used in the body of text.

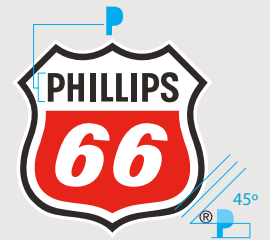
The Phillips 66 logo may be used without an accompanying ® reference on INTERNAL communications and the following applications:

- Flags.
- Some transportation vehicles.
- Building signage.
- Internal websites.

The Phillips 66 logo may also be used without an accompanying trademark reference on applications that limit the reproduction quality of the ® symbol. These limited exceptions must be approved by Legal and Corporate Brand & Advertising.

All questions regarding the legal treatment of the Phillips 66 trademark should be referred to Craig Stone, trademark counsel, Intellectual Property.

- The thickness of the black and white stroke at a 45° angle sets the distance away from the white stroke when placing the ®.
- 1/2P height sets the baseline of ® placement.



Providing Energy. Improving Lives.®

- When using the tag line, the ® is left aligned to the end of the period and aligns to the top of the tag line.
- In the reversed versions of these logos, the ® and tag line simply become white. The spacing does not change because the white stroke is always around the shield. The logo and graphic should never be recreated.

MINIMUM CLEAR SPACE

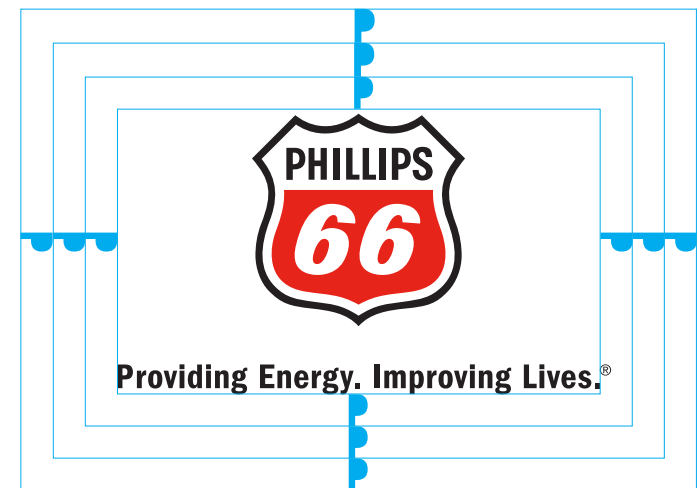
The area that surrounds the logo and/or logo and tag line is as important as the logo itself. This area is called clear space.

No graphic edge, document edge or text should be placed any closer than 3P from the white stroke of the Phillips 66 logo.

When using the tag line, keep the 3P height from the logo and tag line. Disregard the ® when measuring clear space.

A 3P height clear space eliminates visual clutter that might impede its legibility and effectiveness. The graphic to the right shows the absolute minimum clear space of 3P.

No other logo should be placed within the clear space.



BUSINESS UNIT LOGOS

The creation of customized logos for business units, departments or site locations is not permitted.

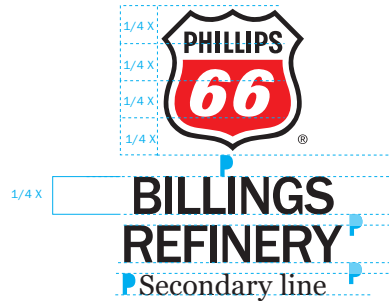
Such unauthorized competing images can degrade and cause dilution of our corporate logo, lessen our trademark's ability to identify and distinguish our goods or services, detract from our image, and undermine the brand unity, clarity and simplicity that we wish to convey.

Identifier lines can be added to the Phillips 66 corporate logo to specify a business unit name, product or location. These identifier lines can be either centered below or to the right or left of the logo. Use all caps in ITC Franklin Gothic Std-Medium. An additional secondary line can be added to the BU in Georgia font sentence case.

Files for BU logos can be found on Connect > Resources > Logo Resource Center > Business Unit Logo Gallery. If additional business unit logos need to be created, please contact Terry Hunt, director, Creative Media.

- 1/4 size of the logo determines the height of the BU name.
- 1P height determines the space between the white stroke of the logo and the BU name.
- 1/2P height determines the space between the lines of text.
- 1P height determines the height of the secondary text. Use only when needed.
- The BU name aligns to the top of the red, inside the shield, when placed to the side of the shield.
- The ® mark is by the shield.
- In the reversed versions of these logos, the secondary line and registration symbol are white, and the white stroke around the shield becomes visible.

When using a BU logo, do not use the corporate tag line.



INTERNAL LOGOS

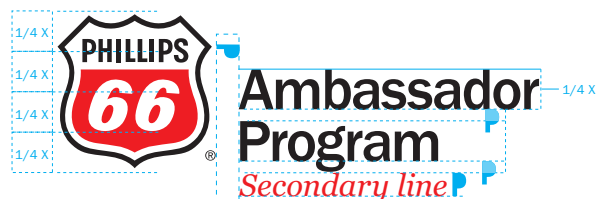
Internal logos are defined as logos for company projects, programs, teams and events.

The company recognizes that major projects, programs, teams and events present unique opportunities to express our culture to internal audiences. In these cases, the company allows the creation of internal logos.

The preferred design for internal logos includes the Phillips 66 logo with an internal identifier of the title of the project, program, team or event. This design varies slightly from business unit logos (see page 11) as the title is in title case, Franklin Gothic Medium and kerned at -10. A tag line or secondary line in Georgia Italic, sentence case, can be added in Pantone 485 C.

- 1/4 size of the logo determines the height of the internal organization name.
- 1P height determines the space between the white stroke of the logo and the internal organization name.
- 1/2P height determines the space between the lines of text.
- 1P height determines the height of the secondary text. Use only when needed.
- The internal organization name aligns to the top of the red inside the shield when placed to the side of the shield.
- The ® mark is by the shield.
- In the reversed versions of these logos, the secondary line and registration symbol are white, and the white stroke around the shield becomes visible.

When using an internal logo, do not use the corporate tag line.



CUSTOMIZED INTERNAL LOGOS

In the few cases where the preferred internal logo format is not optimal, customized logos can be created.

All customized logos should be created using the corporate font and colors when possible. **In order to maintain the Phillips 66 corporate identity consistently, do not include the Phillips 66 logo (or any part of it) as part of a customized logo or graphic.** When using the shield with a customized internal logo, the shield must be at least 1/3 the size of the customized logo. Exceptions are granted to existing external brand logos, e.g., Aviation Fuels and Phillips 66 Partners. When using a customized logo or graphic with the Phillips 66 logo, the customized logo cannot be placed any closer than 3P clear space away from the Phillips 66 corporate logo.

When using a customized internal logo, do not use the corporate tag line.

- Use 3P height from the white stroke to determine minimum clear space when placing a custom internal logo with the Phillips 66 shield.



CORRECT BACKGROUND USE

When placing the logo within an application, optimal legibility should always be your first priority.

Wherever possible, use the preferred, two-color logo. When background activity or contrast prohibits use of the preferred logo, choose a logo version from the family of logos that will maintain brand legibility.

All corporate logos appearing on a colored background or image must include the white stroke around the shield.

OPTIMIZING LEGIBILITY

While composing your layout, consider these options to achieve optimal legibility:

- Select a different and less busy image.
- Soften or lighten the background image or pattern.
- Choose backgrounds that support the logo, rather than competing with or overpowering it visually.

LOGO ON NEUTRAL OR LIGHT SOLID FIELD



LOGO ON AN IMAGE WITH ENOUGH CONTRAST



LOGO ON A DARK SOLID FIELD



LOGO ON A RED SOLID FIELD










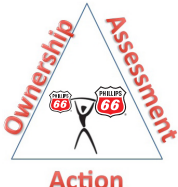




INCORRECT USAGE

To maintain the integrity of the Phillips 66 identity, consistent and proper use of all logo components is essential.

Avoid any alterations to the logo, including changes to color, size or placement that are not specifically defined as correct use variations within this policy. The examples on this page demonstrate possible misuses.

Avoid using any legacy Phillips 66 logos, unless in a historical context. In rare situations, it may be appropriate, but would need prior approval from Terry Hunt, director, Creative Media.

<p>X DO NOT use a shield shape as a design element, including the use of the shield shape as bullets in a PowerPoint or other document.</p> 	<p>X DO NOT reposition any components.</p> 	<p>X DO NOT place on an angle.</p> 	<p>X DO NOT distort the components, unless it is part of an illustration.</p> 
<p>X DO NOT crop the logo.</p> 	<p>X DO NOT use unapproved colors.</p> 	<p>X DO NOT transpose the colors.</p> 	<p>X DO NOT embellish logo with drop shadows.</p> 
<p>X DO NOT use legacy logos, unless the project is of a historical nature.</p> 	<p>X DO NOT include as part of another graphic or logo.</p> 	<p>X DO NOT place on top of a background that competes with the legibility of any logo elements.</p> 	<p>X DO NOT use the shield shape as a frame for photos or other graphics.</p> 

MARKETING LOGO ALTERNATIVE

The 3D logo is used as a Marketing exception.

It is for use only by the Marketing business unit at their discretion.

The primary Phillips 66 corporate logo is the classic Phillips 66 shield or the shield with tag line. This logo is very recognizable in the marketplace and will reproduce cleanly and consistently on all forms of communications.

Marketing has the ability to utilize both logos, as deemed appropriate.

CORPORATE LOGO

This logo or the logo with tag line is required when working with all corporate communication pieces.



Providing Energy. Improving Lives.®

RETAIL BRAND 3D LOGO EXCEPTION

This logo is preferred when accompanying retail marketing pieces. If the desired 3D look cannot be achieved or reproduced at a small size, use the corporate logo.



SPECIAL APPLICATIONS

There will be times when the logo will be used for such special applications as promotions, invitations, announcements, etc.

The sample logos shown to the right are appropriate for these applications.

Be sure to request test samples or imprints from the vendor prior to final execution. Every material is different, and maintaining the legibility of the logo is paramount.

PHILLIPS 66 LOGO: SPECIAL APPLICATION

Spot varnish or tone-on-tone for print and etched glass for signage.



PHILLIPS 66 LOGO: EMBOSS

Two-level emboss.



PHILLIPS 66 LOGO: DEBOSS

Two-level deboss.



CONTACT

All exceptions to any of the guidelines in this policy document must receive prior approval from Terry Hunt, director, Creative Media.

If you have questions regarding proper use of this Corporate Logo Policy, contact:

Terry Hunt, director, Creative Media
terry.j.hunt@p66.com
(832) 765-1025