

- PHOTO SETS - Download current images for LTG and TAG dealerships.
- DEALERSHIP & OEM LOGOS - Authorized versions by location, including vector and bitmap file types in horizontal and stacked configurations.
- AFFILIATION LOGOS - Corporately related logos in several file types.
- TRAILER LOGOS - OEM brands as well as other trailer logos.
- MAPS - A variety of current footprint maps shows locations of dealerships and related affiliations, service and parts outlets.



# Media Guide

—

LTG and TAG Dealership Logos & Photos,  
OEM Logos, Footprint Maps and Related Graphic Assets


—



LS-2310 Media Guide 2021  
Modified October 15, 2021 1:51 PM



**CORPORATE OFFICE PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.  
**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.  
**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com) © Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | CORPORATE Logos Set

**CORPORATE logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.  
**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.  
**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.  
Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.  
**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-COR-HOR-RED-BLK-17.jpg  
LOGO-LTG-COR-VER-RED-WHT-17.jpg





**ABILENE PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | ABILENE Logos Set

**ABILENE logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

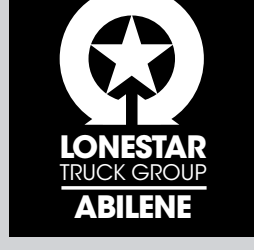
**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-ABL-HOR-RED-BLK-17.jpg

LOGO-LTG-ABL-VER-RED-WHT-17.jpg






**ALBUQUERQUE PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | ALBUQUERQUE Logos Set

**ALBUQUERQUE logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-ALB-HOR-RED-BLK-17.jpg

LOGO-LTG-ALB-VER-RED-WHT-17.jpg





**BRYAN PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | BRYAN Logos Set

**BRYAN logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-BRY-HOR-RED-BLK-17.jpg

LOGO-LTG-BRY-VER-RED-WHT-17.jpg






**EL DORADO PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | EL DORADO Logos Set

**EL DORADO logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-ELD-HOR-RED-BLK-17.jpg

LOGO-LTG-ELD-VER-RED-WHT-17.jpg





**FARMINGTON PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



**Download** LTG | FARMINGTON Logos Set

**FARMINGTON logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

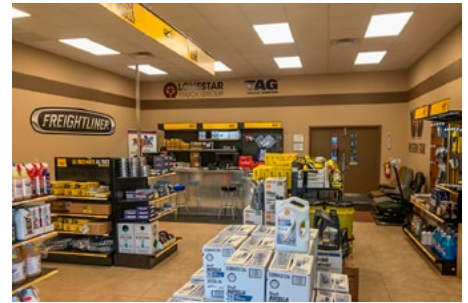
Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-FAR-HOR-RED-BLK-17.jpg

LOGO-LTG-FAR-VER-RED-WHT-17.jpg





**PARIS PHOTOS** — A set of medium resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



Download LTG | PARIS Logos Set

**PARIS logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-PAR-HOR-RED-BLK-20.jpg

LOGO-LTG-PAR-VER-RED-WHT-20.jpg







**SAN ANGELO PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



Download LTG | SAN ANGELO Logos Set

**SAN ANGELO logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-SAN-HOR-RED-BLK-17.jpg

LOGO-LTG-SAN-VER-RED-WHT-17.jpg





**SHREVEPORT PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



**Download** LTG | SHREVEPORT Logos Set

**SHREVEPORT logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-SHV-HOR-RED-BLK-17.jpg

LOGO-LTG-SHV-VER-RED-WHT-17.jpg





**TEMPLE PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | TEMPLE Logos Set

**TEMPLE logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-TEM-HOR-RED-BLK-17.jpg

LOGO-LTG-TEM-VER-RED-WHT-17.jpg





**TEXARKANA PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



Download LTG | TEXARKANA Logos Set

**TEXARKANA logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-TEX-HOR-RED-BLK-17.jpg

LOGO-LTG-TEX-VER-RED-WHT-17.jpg





**TYLER PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



Download LTG | TYLER Logo Set

**TYLER logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-TYL-HOR-RED-BLK-17.jpg

LOGO-LTG-TYL-VER-RED-WHT-17.jpg





**WACO PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.



Download LTG | WACO Logos Set

**WACO logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-WAC-HOR-RED-BLK-17.jpg

LOGO-LTG-WAC-VER-RED-WHT-17.jpg






**WICHITA FALLS PHOTOS** — A set of high resolution current images of the facility may be downloaded by clicking the download button.

**ALLOWED** — Discretionary use of Lonestar Truck Group images for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use Lonestar Truck Group photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com)

© Copyright 2021 - 2022, Lonestar Truck Group, LTD.

 **Download** LTG | WICHITA FALLS Logos Set

**WICHITA FALLS logo files** have transparent backgrounds except JPG files which have rectangular opaque white or black backgrounds.

**VECTOR** file types included are (AI, EPS, PDF) in CMYK color mode. — Resolution free — Ideal for vendor and commercial applications.

**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

Please refer to the back page for ink color specifications and requirements for correct usage of Lonestar Truck Group dealership logos.

**YOUR DOWNLOAD** will be a zip file containing (44) separate file types with names such as:

LOGO-LTG-WFF-HOR-RED-BLK-17.jpg

LOGO-LTG-WFF-VER-RED-WHT-17.jpg



**TAG TRUCK CENTER PHOTOS** — Sets (as available) of high resolution current images of TAG facilities may be downloaded by clicking photos.

**TAG LOGO** and related OEM logos are available on page 23 of this media guide.

**ALLOWED** — Discretionary use of TAG Truck Center images granted for press releases, presentations, print and electronic publication.

**SOCIAL MEDIA** — Permission to use TAG Truck Center photos and logos is expressly prohibited for use in all social media without obtaining advance authorization. Request by Email: [media@tntxtruck.com](mailto:media@tntxtruck.com) © Copyright 2021 - 2022, Lonestar Truck Group, LTD.

**Download** Memphis, TN — Photos Set



**Download** Springfield, TN — Photos Set



**Download** Farmington, MO — Photo Set



**Download** Jonesboro, AR



**Download** Jackson, MO



**Download** Calvert City, KY



**Download** Sikeston, MO



**Download** Jackson, TN



**Download** Poplar Bluff, MO



**Download** Tupelo, MS — Photos Set





Click items to download ready-to-place image of the example.  
Or select from the following zipped content-folders:

- RGB
- CMYK
- PMS
- REVERSEw/BKG
- 1-COLOR
- FULL SET



Memphis\_DTREM-LogoLockup\_RGBnew.jpg



Memphis\_DTREM-LogoLockup\_RGBnew.png



Memphis\_DTREM-LogoLockup\_Revnew.eps



Memphis\_DTREM-LogoLockup\_CMYKwhite.eps



Memphis\_DTREM-LogoLockup\_Blknnew.png



Memphis\_DTREM-LogoLockup\_Blknnew.tif



Memphis\_DTREM-LogoLockup\_RedBkg\_RGBnew.png



Memphis\_DTREM-LogoLockup\_BLKbkg\_RGBnew.png



a-Memphis-TN-MAX\_0018.jpg

Click items to download ready-to-place image of the example.  
Or select from the following zipped content-folders:

RGB    CMYK    PMS    1-COLOR    FULL SET



Texarkana\_LogoLockup\_RGB.jpg



Texarkana\_LogoLockup\_RGB.eps



Texarkana\_LogoLockup\_Rev.eps



Texarkana\_LogoLockup\_CMYK\_White.eps



Texarkana\_LogoLockup\_BlK.png



Texarkana\_LogoLockup\_BlK.tif



SelecTrucks Texarkana Logo WhtRedBkg.png



SelecTrucks Texarkana Logo WhtBlkBg.png



SelecTrucks Exterior Photo-htl.jpg

Download Set



Download Set



Download Set



Because every mile matters.<sup>SM</sup>



Because every mile matters.<sup>SM</sup>

Download Set



Download Set



\*AI, EPS & PDF files have a transparent background and are resolution-free vector files for sharpness at any size. Vector files are ideal for signs, embroidery & commercial printing.

\*\*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 opaque background.

**Download Set**



Detroit logo download includes chrome & line versions - white & black letters - with & without Demand Performance tag.

**Download Set**

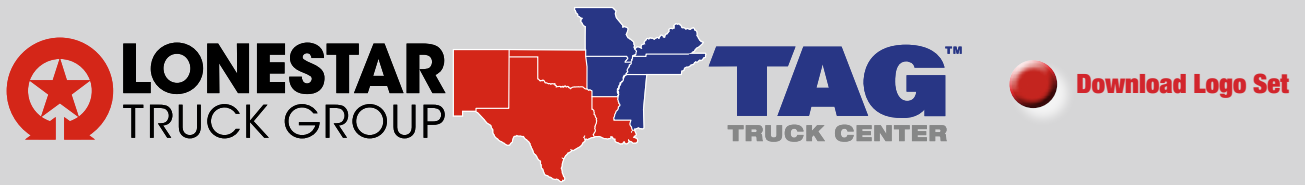


**Download Set**



\*AI, EPS & PDF files have a transparent background and are resolution-free vector files for sharpness at any size. Vector files are ideal for signs, embroidery & commercial printing.

\*\*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 opaque background.



## Lonestar | TAG Trailer Partners



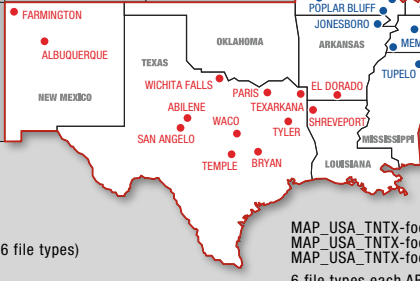
**TNTX FOOTPRINT MAPS — Download Full Set**

Click individual maps to download high res pdf file or  
Click red dot to download a zipped file of all 12 maps in  
the following files types:

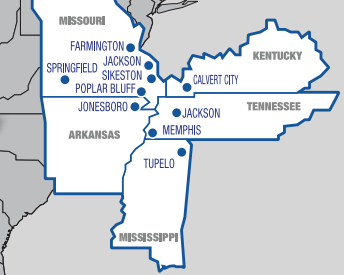
- Vector (line art files) with transparent outer perimeter
  - (ai) Adobe Illustrator
  - (pdf) Portable Document File
  - (eps) Encapsolated Postscript
- Raster (bitmap image) files are:
  - (psd) high-res w/transparent outer perimeter
  - (png) high-res w/transparent outer perimeter
  - (jpg) high-res w/opaque white backgrounds.



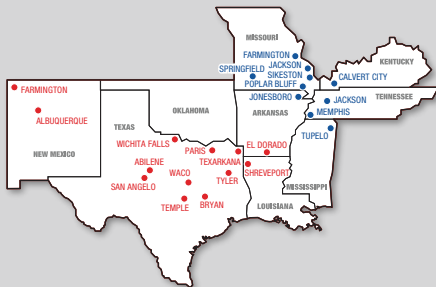
MAP\_LTG\_5ST\_13LOC-X.pdf (6 file types)



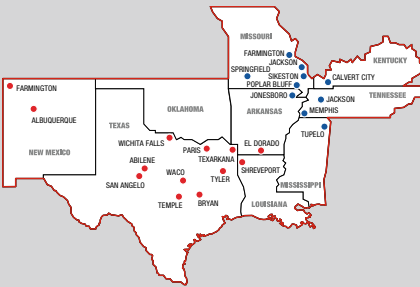
MAP\_USA\_TNTX-footprint-A.pdf  
MAP\_USA\_TNTX-footprint-B.pdf  
MAP\_USA\_TNTX-footprint-C.pdf  
6 file types each AB&C)



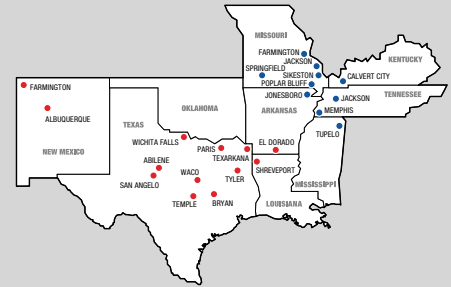
MAP\_TAG\_5ST\_10LOC-X.pdf 6-file types



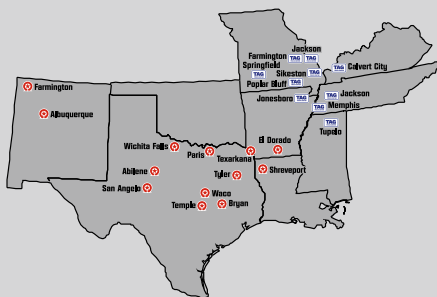
MAP\_TNTX\_footprint-A.pdf (6-file types)



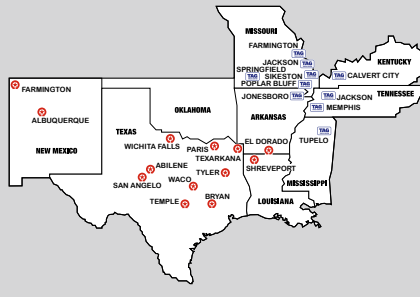
MAP\_TNTX\_footprint-E.pdf (6-file types)



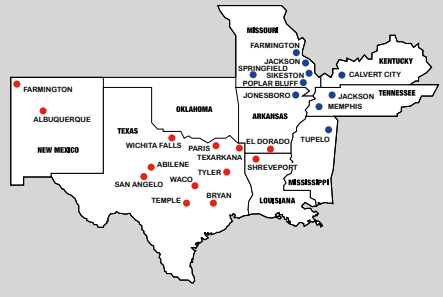
MAP\_TNTX\_footprint-F.pdf (6-file types)



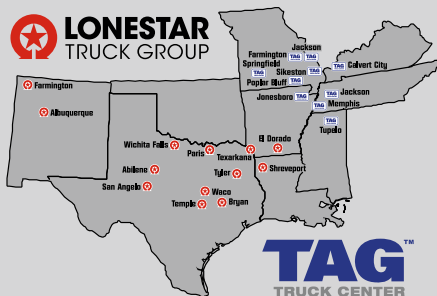
MAP\_TNTX\_Rough-Gray-ColorIcons-X.pdf (6 file types)



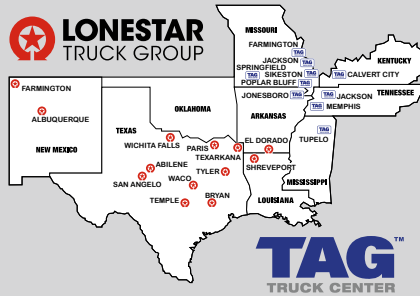
MAP-TNTX-Straight-White-ColorIcons-X.pdf (6-file types)



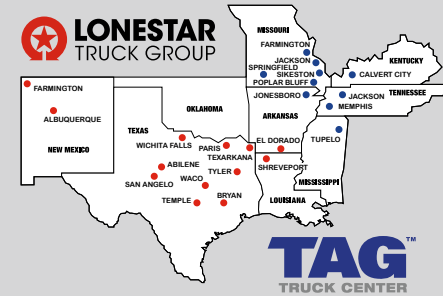
MAP-TNTX-BusinessCard-23-Loc-9-State-X.pdf (6 file types)



MAP\_TNTX\_Rough-Gray-ColorIcons-Logos-X.pdf (6-file types)



MAP\_TNTX\_Straight-White-ColorIcons-Logos-X.pdf (6-file types)



MAP\_TNTX\_Straight-White-ColorDots-Logos.pdf (6-file types)

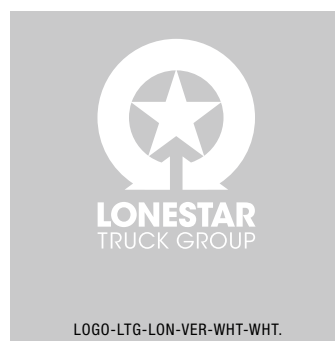
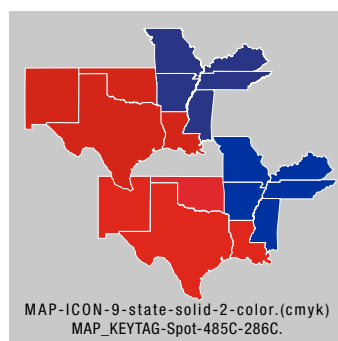
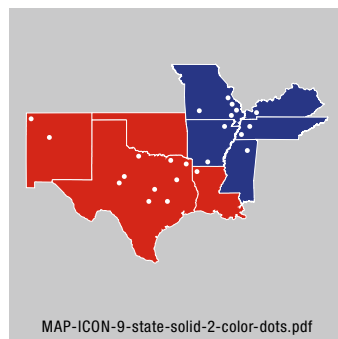
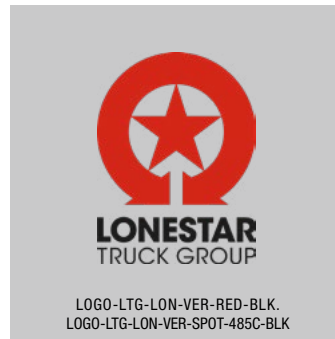
**SIGNATURES & Special Purpose Logos Sets**



SIGNATURE-9-state-3-color.

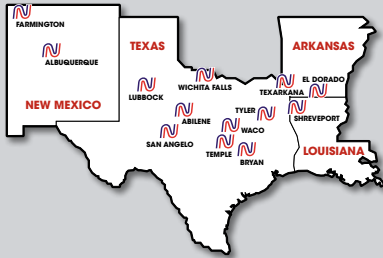


SIGNATURE-9-state-3-color-reverse.



- Notes:
- Items shown above are grouped sets for your convenience. — Dealership pages within this media guide may contain extra dealer-specific versions.
  - Pictured gray “contrast” backgrounds indicate transparency, and therefore will not show or print when those files are applied to your own documents.
  - Some logo sets include “spot” color versions indicated by the word “spot” followed by a Pantone number in its file name (required by some vendors).
  - Vector files are typically “cmyk” color while bitmap versions usually have “rgb” color profiles, a distinction not vital for most inhouse office purposes.

Affiliated & Miscellaneous Logos Sets



Map NATIONALEASE-NM-TX-AR-LA-BLK Border



Logo\_EliteSupport-4Color



Logo\_ExpressAssessment-4Color-cmyk



Logo\_C&WNationalease\_logo



Logo-Sprinter-2019



Logo\_Sprinter



Logo\_FUSO



LOGO\_VULCAN\_RED-BLUE-BLACK



SIGNATURE-9-state-3-color



Used Truck Association Member

Logo-UTA-20190711



Logo\_CAPACITY



LOGO\_VULCAN\_RED-BLUE-BLACK



Logo\_Galfab MG



Logo\_Pinnacle\_Truck\_Parts



Logo\_TruckBucks [Converted]

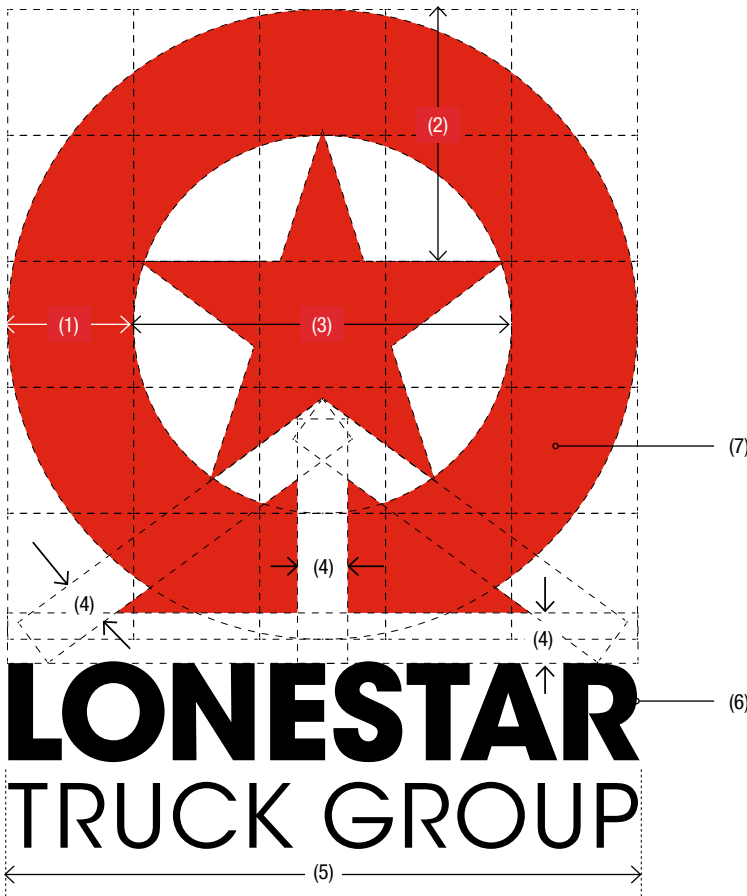


TruckBucksHandCard

LTG & TAG Affiliations & Miscellaneous Logos

- Notes:
- Some of the affiliations logos above may also be elsewhere in this media guide but are grouped and available here by file type for your convenience.
  - Contrast gray background indicates transparency, and therefore will not show or print when those files are applied to your own documents.
  - Logo sets may also include a "spot" color version indicated by the word "spot" followed by a number in its file name (required by certain vendors).
  - Vector files are typically "cmyk" color while raster versions (bitmap) have "rgb" color profiles, a distinction not vital for most in-house graphics use.





Vendors please refer to the above guide when rendering the Lonestar Truck Group Logo as signage or embroidery. Ratio of the red to white areas of the design should match this guide.



## APPROVED LONESTAR TRUCK GROUP LOGO

**This guide is provided to ensure visual continuity and maximum legibility of Lonestar's logo elements when viewed at various sizes and distances. Do not stretch or distort the aspect ratio of the logo elements.**

This 5x5-unit grid provides a visual reference to illustrate the following notes:

- (1) Thickness of the 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 badge.
- (5) The width of the "LONESTAR" text block is the same as the ring's outer diameter.
- (6) "LONESTAR" type font is Avant Garde Bold and Avant Garde Book.
- (7) RED spot color is Pantone 485 or cmyk: 5%C, 100%M, 100%Y, 0%K.

## APPROVED TAG TRUCK CENTER LOGO

### General:

Proportions must remain constant, as shown. Do not stretch or distort the TAG logo aspect ratio.

### Color: TAG Blue =

CMYK color: 100 C, 85 M, 0 Y, 0 K

RGB color: 48 R, 57 G, 130 B

Spot color: Pantone 286C

### Color: TRUCK CENTER Gray =

CMYK color: 0 C, 0 M, 0 Y, 50 K.

RGB color: 133 R, 133 G, 133 B

If Spot color gray: Pantone 6 C (or 50% black)

