

- NEW:** PHOTO SETS - Download current images for LTG and TAG dealerships.
- NEW:** DEALERSHIP & OEM LOGOS - Authorized versions by location, with vector and bitmap file types including horizontal and stacked configurations.
- NEW:** AFFILIATION LOGOS - Corporately related logos in several file types.
- NEW:** TRAILER LOGOS - Authorized dealers as well as other represented trailer manufacturing brands - zip contains a variety of available file types.
- NEW:** MAPS - A variety of current footprint maps show 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-2032 Media Guide  
Modified September 4, 2019 3:19 PM



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





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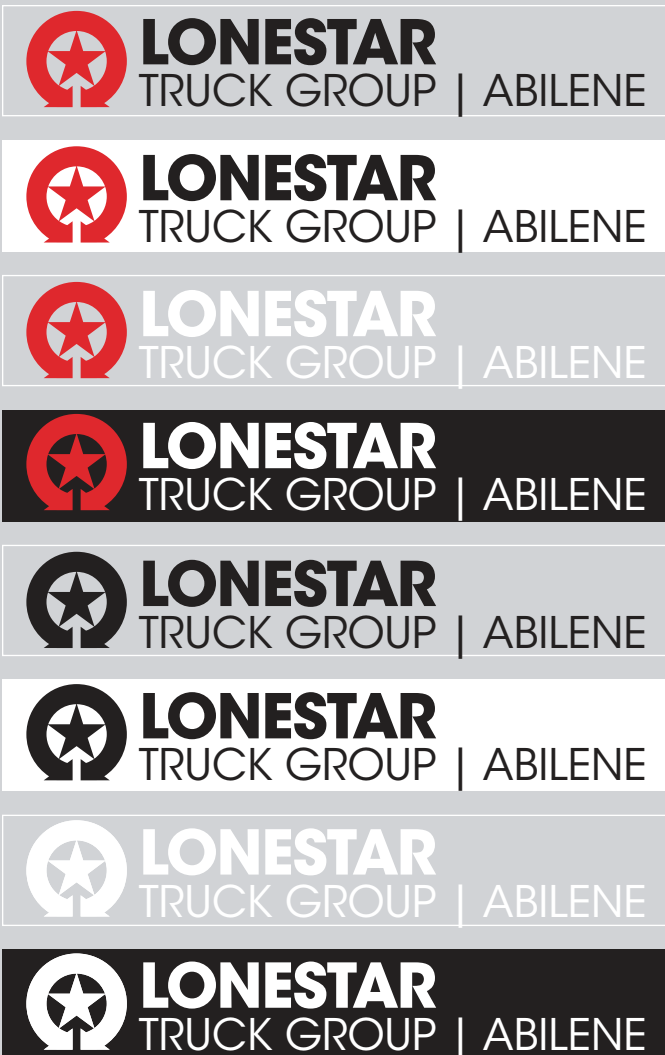
**BITMAP** file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

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

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

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

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

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






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

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**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.

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**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





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

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

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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.

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

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

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

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

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





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**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







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**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







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**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.

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






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**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 of high resolution current images of TAG facilities may be downloaded by clicking location photos.

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

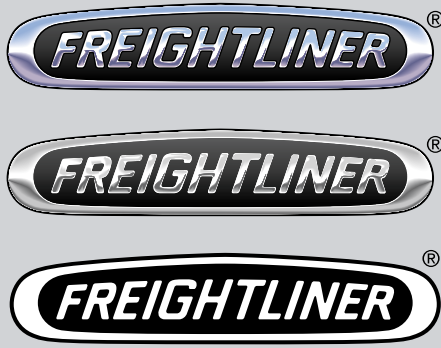
**ALLOWED** — Discretionary use of TAG Truck Center images granted for press releases, presentations, print and electronic publication.

**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@lonestartruckgroup.com](mailto:media@lonestartruckgroup.com)

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Download Set



For Exterior Dealership Location Signage

Download Set

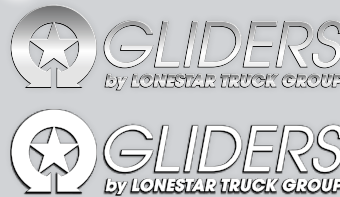


Not Approved. Do Not Add "TRUCKS" to WESTERN STAR.

Download Set



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.



Download Logo Set

LONESTAR TRUCK GROUP IS PLEASED TO REPRESENT A SELECT GROUP OF TRAILER MANUFACTURERS AS AUTHORIZED DEALERS AND OTHER VALUED TRAILER RESOURCES.

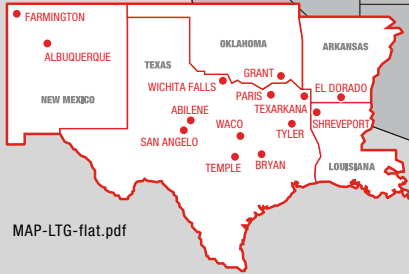


**TNTX FOOTPRINT MAPS — Download Full Set**

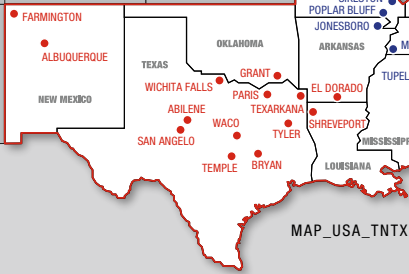
Click to download Individual maps or full set as shown.

- Vector (line art files) with transparent perimeter backgrounds:  
 (ai) Adobe Illustrator  
 (pdf) Adobe Acrobat  
 (eps) Encapsulated Postscript
- Raster (bitmap image) files are:  
 (png) high-res w/transparent perimeter background.  
 (psd) high-res w/transparent perimeter background.  
 (jpg) high-res w/rectangular opaque white backgrounds.

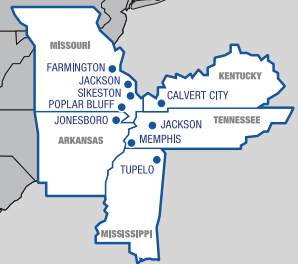
**Note:** Your download may include additional files.



MAP-LTG-flat.pdf



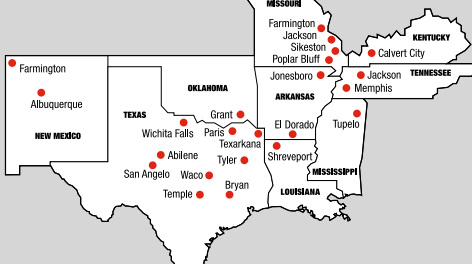
MAP\_USA\_TNTX-2019-flat.pdf



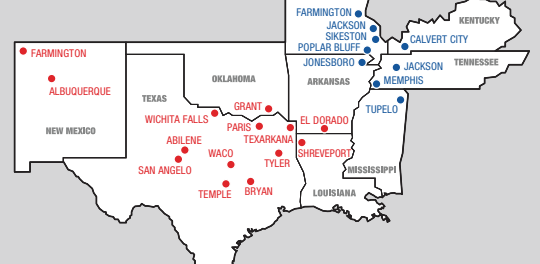
MAP-TAG-flat.pdf



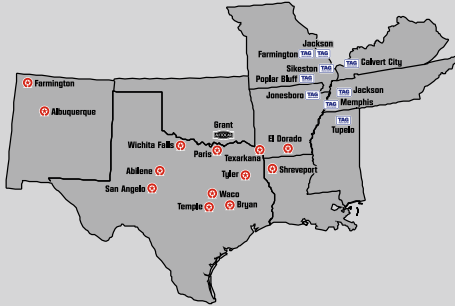
MAP\_LTG\_5STATE-14LOC-MG.pdf



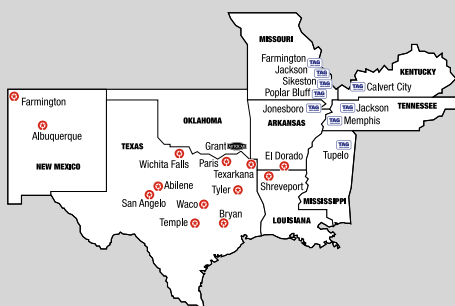
MAP\_LTGTAG-9State23Loc2Color.pdf



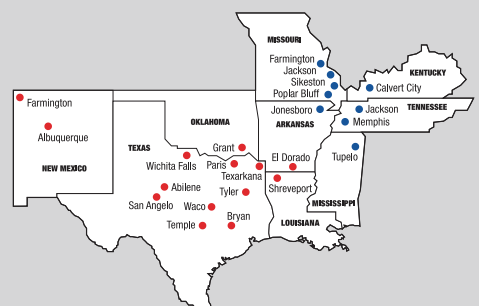
MAP LTGTAG,Fill-Wht,Stroke-Blk,Perim-Blk,TextDots-RedBlu,Line-FLAT.pdf



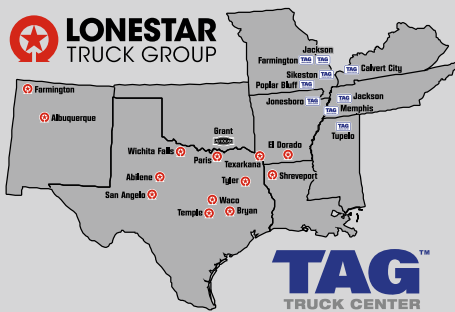
LOGO\_LTGTAG\_MAP-Rough-Gray-ColorIcons-Flattened.pdf



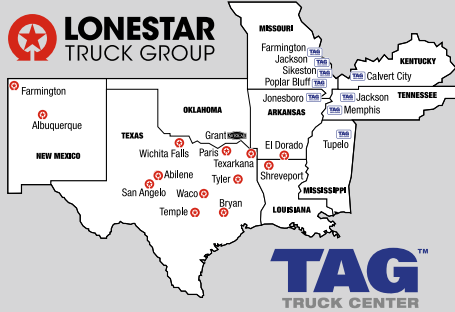
LOGO\_LTGTAG\_MAP-Straight-White-ColorIcons.pdf



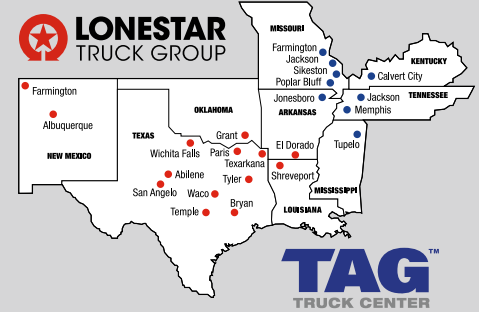
MAP-LTG-TAG-PATHS-23-LOC-9-STATE-BCARD.pdf



LOGO\_LTGTAG\_MAP-Rough-Gray-ColorLogos-Flattened.pdf



LOGO\_LTGTAG\_MAP-Straight-White-ColorLogosLargeSmall.pdf



LOGO\_LTGTAG\_MAP-Straight-White-ColorLogos-Flattened.pdf

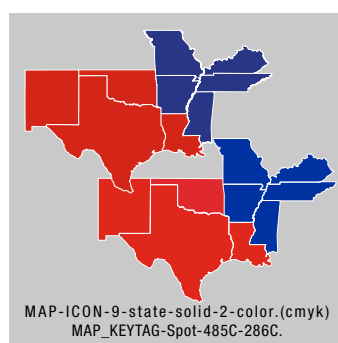
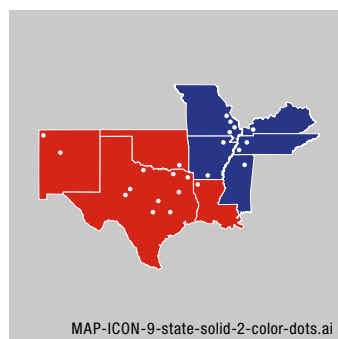
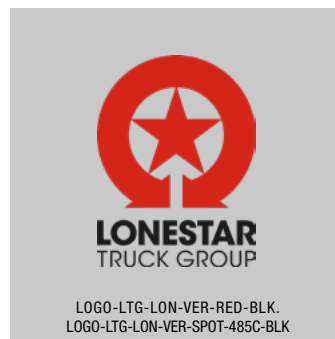
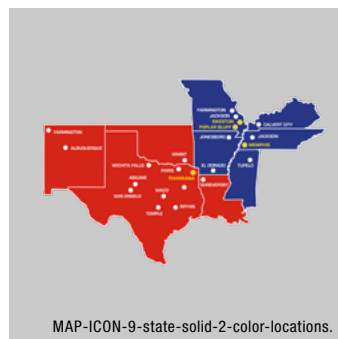
SIGNATURES & Special Purpose Logos Sets



SIGNATURE-9-state-3-color.



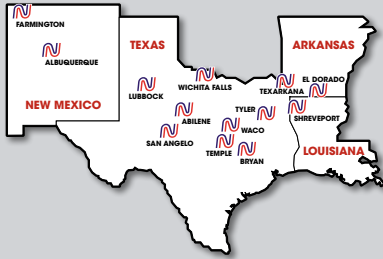
SIGNATURE-9-state-3-color-reverse.



- 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



MAP-ICON-9-state-solid-2-color-locations

Logo\_EliteSupport-4Color



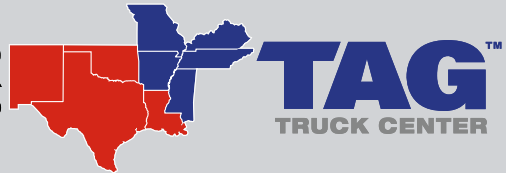
Logo\_ExpressAssessment-4Color-cmyk



Logo\_C&WNationalease\_logo



SIGNATURE-9-state-3-color



Logo-Sprinter-2019



Logo\_Sprinter



Used Truck Association Member

Logo-UTA-20190711



Logo\_Galfab MG



FUSO

Logo\_FUSO



CAPACITY

Logo\_CAPACITY



Logo\_Pinnacle\_Truck\_Parts



VULCAN ON-BOARD SCALES

LOGO\_VULCAN\_RED-BLUE-BLACK



Always Up

LOGO\_VULCAN\_RED-BLUE-BLACK



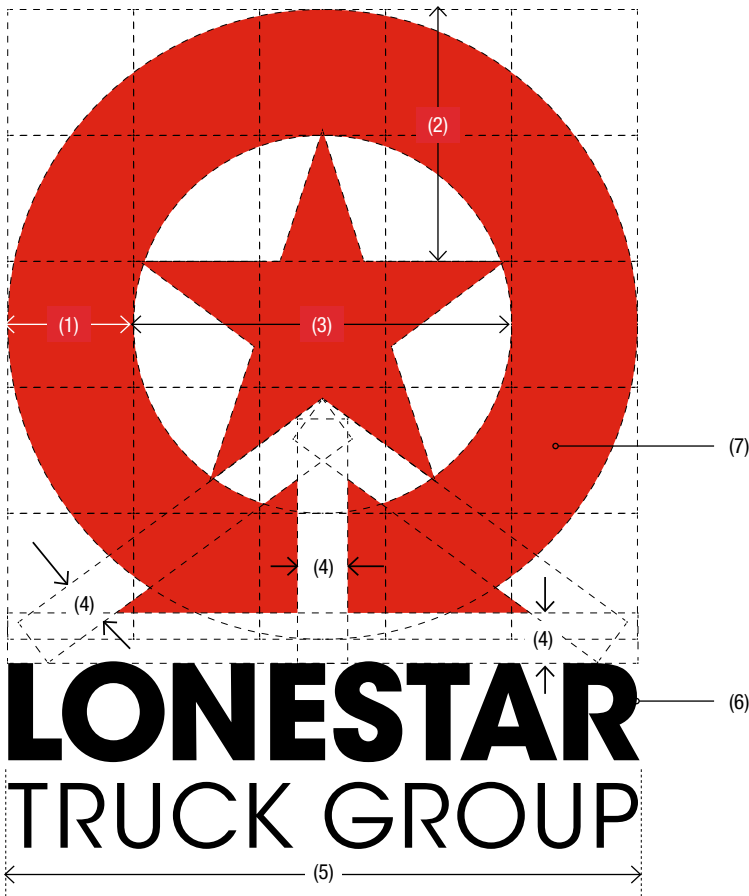
Logo\_TruckBucks [Converted]



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)

