■ PHOTO SETS - Download current images for LTG and TAG dealerships.

■ DEALERSHIP & OEM LOGOS - Authorized versions by location, with vector and bitmap file types including horizontal and stacked configurations.

■ AFFILIATION LOGOS - Corporately related logos in several file types.

■ TRAILER LOGOS - Authorized dealers as well as other represented trailer manufacturing brands - zip contains a variety of available file types.

■ MAPS - A variety of current foorprint 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-2115 Media Guide 2020
Modified January 8, 2020 7:58 PM

Vendors please refer to the Color and Spatial Relationship Guide on the back page when rendering the Lonestar or TAG logos.

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

ABILENE 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 | ABILENE Logos Set

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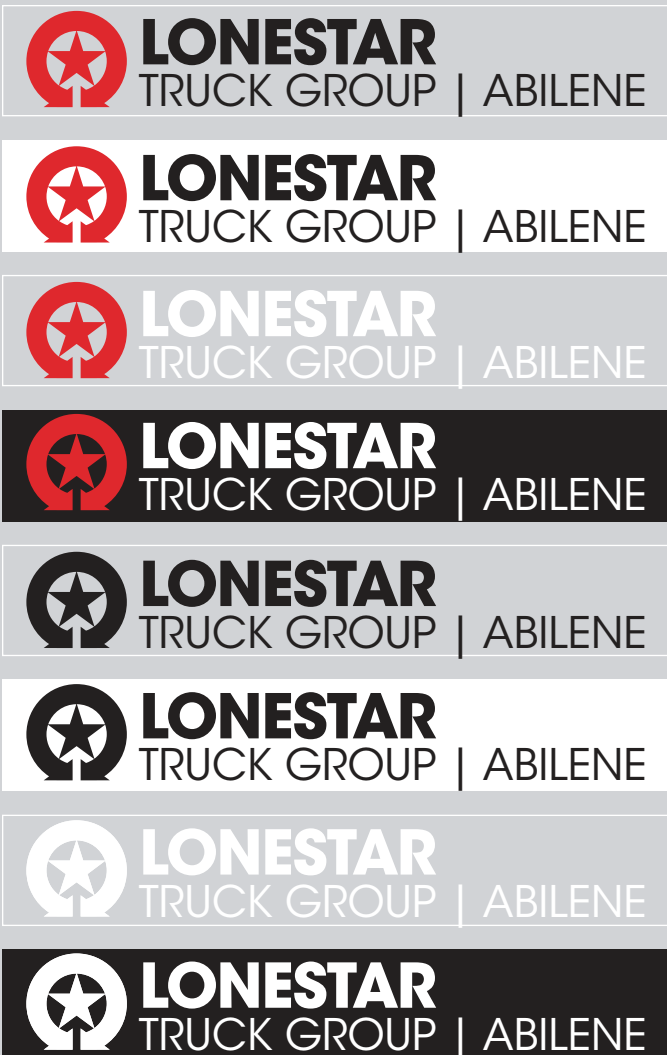
ALBUQUERQUE PHOTOS — A set of high resolution current images of the facility may be downloaded by clicking the download button.

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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-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.

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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.

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Download LTG | EL DORADO Logos Set

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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-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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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.

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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.

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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.

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Download LTG | SHREVEPORT Logos Set

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

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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.

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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.

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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-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.

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Download LTG | TYLER Logo Set

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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

WACO 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 | 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.

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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

Download Memphis, TN Photos Set

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.

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Download Farmington, MO

Download Jonesboro, AR

Download Jackson, MO

Download Calvert City, KY

Download Sikeston, MO

Download Jackson, TN

Download Poplar Bluff, MO

Download Tupelo, MS

Download Set

FREIGHTLINER ®

FREIGHTLINER ®

FREIGHTLINER ®

TEAM Run Smart FREIGHTLINER

FREIGHTLINER ®

For Exterior Dealership Location Signage

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WESTERN STAR®

WESTERN STAR

WESTERN STAR®

WESTERN STAR

WESTERN STAR®

WESTERN STAR

Serious trucks.

Serious trucks.™

WESTERN STAR ~~TRUCKS~~

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

Download Set

Thomas BUILT BUSES ®

Because every mile matters.™

Thomas BUILT BUSES ®

Thomas BUILT BUSES ®

Because every mile matters.™

Download Set

GLIDERS by LONESTAR TRUCK GROUP

GLIDERS by LONESTAR TRUCK GROUP

GLIDERS by LONESTAR TRUCK GROUP

GLIDERS by LONESTAR TRUCK GROUP

Download Set

AUTOCAR Always Up

AUTOCAR Always Up

*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
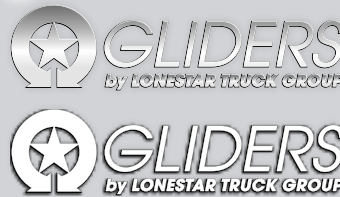
Download Set

*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.

CPS	**Reitnouer** ALUMINUM TRAILERS
BENSON	**TRAILERS BY SOUTHERN** **TRAILERS BY SOUTHERN**
Eager Beaver Trailers	**STRICK**
GLOBE TRAILERS	**TIMPTE**
KALYN SIEBERT	**Transcraft**
manac	**Travis** BODY & TRAILER, INC.
PEERLESS	**Viking** Specialized Trailers, L.L.C.

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)   Encapsolated 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.

TNTX FOOTPRINT MAPS — Download Full Set
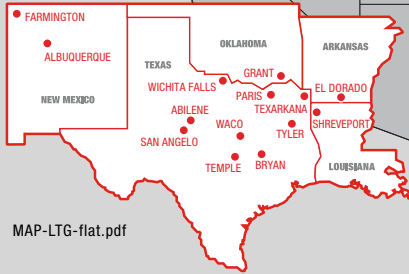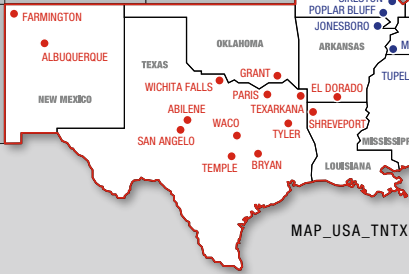
MAP-LTG-flat.pdf

MAP_USA_TNTX-2019-flat.pdf
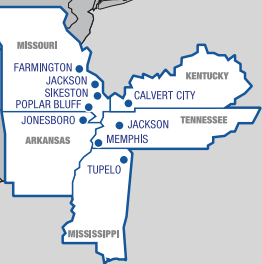
MAP-TAG-flat.pdf

MAP_LTG_5STATE-14LOC-MG.pdf
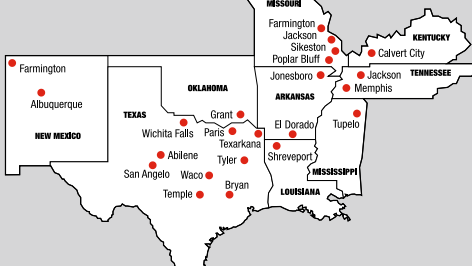
MAP_LTGTAG-9State23Loc2Color.pdf
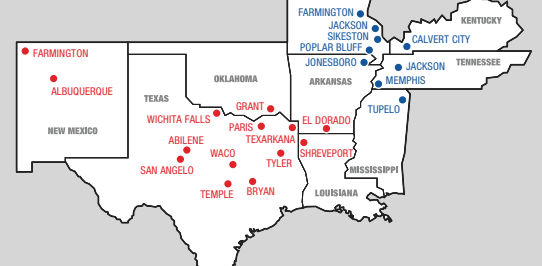
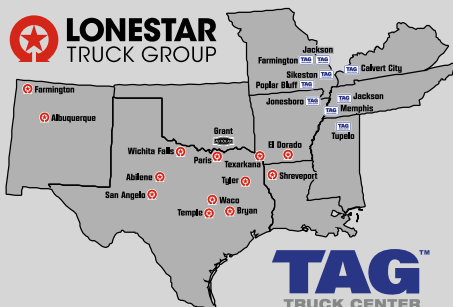MAP LTGTAG,Fill-Wht,Stroke-Blk,Perim-Blk,TextDots-RedBlu,Line-FLAT.pdf
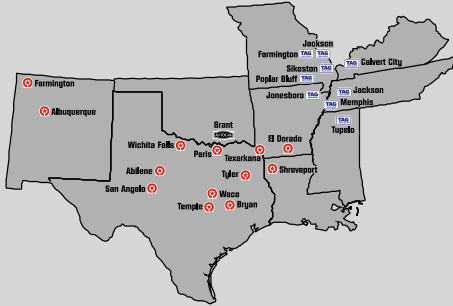
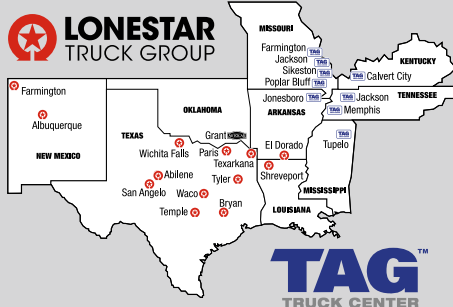LOGO_LTGTAG_MAP-Rough-Gray-ColorIcons-Flattened.pdf
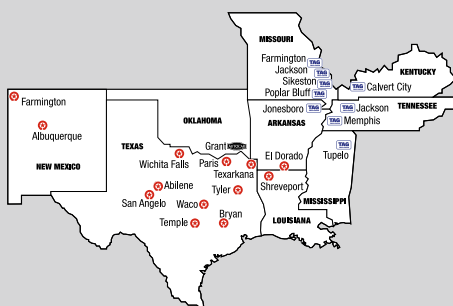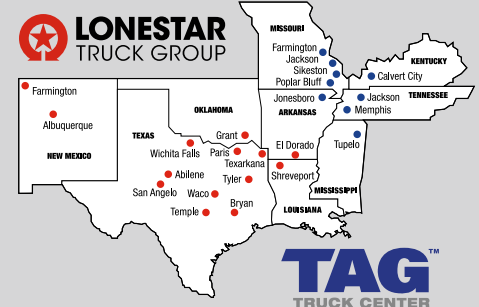

LOGO_LTGTAG_MAP-Straight-White-ColorIcons.pdf
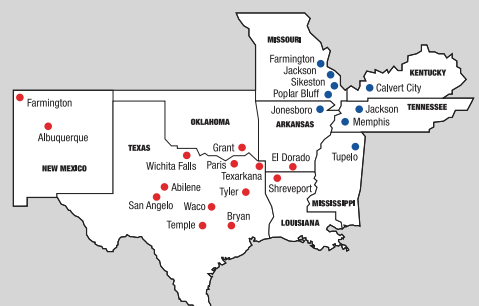
MAP-LTG-TAG-PATHS-23-LOC-9-STATE-BCARD.pdf

LOGO_LTGTAG_MAP-Rough-Gray-ColorLogos-Flattened.pdf

LOGO_LTGTAG_MAP-Straight-White-ColorLogosLargeSmall.pdf
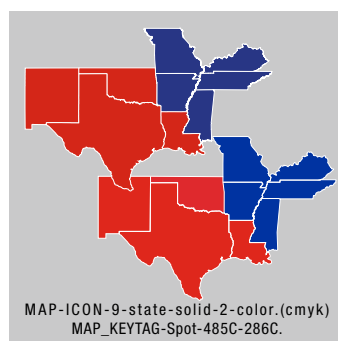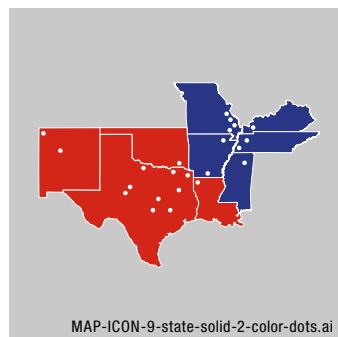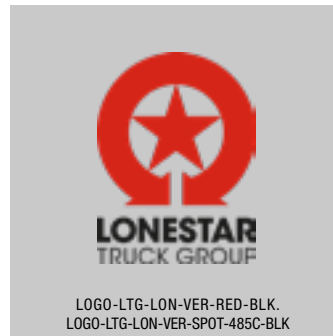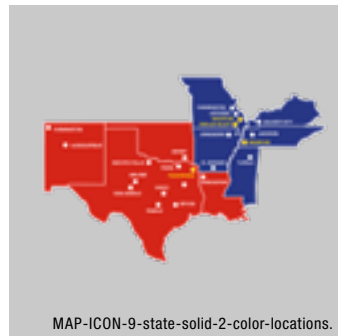

LOGO_LTGTAG_MAP-Straight-White-ColorLogos-Flattened.pdf

SIGNATURES & Special Purpose Logos Sets


SIGNATURE-9-state-3-color.

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

LOGO-LTG-LON-HOR-RED-BLK-19.

LOGO-LTG-LON-HOR-RED-WHT-19.

LOGO-LTG-LON-HOR-WHT-WHT-19.

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

LOGO-LTG-LON-VER-RED-BLK.
LOGO-LTG-LON-VER-SPOT-485C-BLK

LOGO-TAG-2-color. (cmyk)

SIGNATURE-9-state-3-color-stack.
also included but not shown:
SIGNATURE-9-state-3-color-stack-reverse.

MAP-ICON-9-state-solid-2-color-dots.ai

LOGO-LTG-LON-VER-RED-WHT.

LOGO-TAG-spot-286C.

MAP-ICON-9-state-solid-2-color.(cmyk)
MAP_KEYTAG-Spot-485C-286C.

LOGO-LTG-LON-VER-WHT-WHT.

LOGO-TAG-white-gray.

LOGO-TAG-white-white.

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 dictinction not vital for most inhouse office purposes.

Affilliated & Miscellaneous Logos Sets

Logo_EliteSupport-4Color
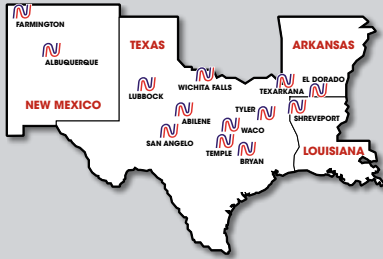
Map NATIONALEASE-NM-TX-AR-LA-BLK Border

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

Logo_ExpressAssessment-4Color-cmyk

SIGNATURE-9-state-3-color

Logo_C&WNationalease_logo

Logo-Sprinter-2019

Logo_Sprinter

Used Truck Association Member

Logo-UTA-20190711

Logo_Galfab MG

Logo_Pinnacle_Truck_Parts

Logo_FUSO

Logo_CAPACITY

Logo_TruckBucks [Converted]

LOGO_VULCAN_RED-BLUE-BLACK

LOGO_VULCAN_RED-BLUE-BLACK

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 alsovinclude 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 dictinction not vital for most in-house graphics use.

**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

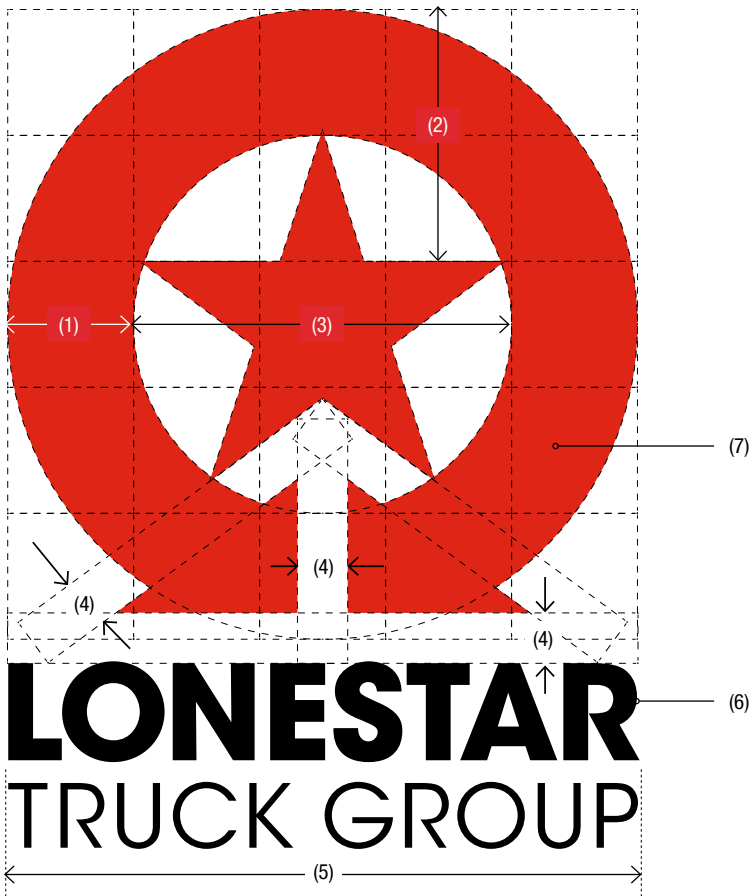Memphis_DTREM-LogoLockup_Blknew.png

Memphis_DTREM-LogoLockup_Blknew.tif

Memphis_DTREM-LogoLockup_RedBkg_RGBnew.png

Memphis_DTREM-LogoLockup_BLKBkg_RGBnew.png

a-Memphis-TN-MAX_0018.jpg

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.

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 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)