

- 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



Media Guide 2024
Modified December 2024



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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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

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

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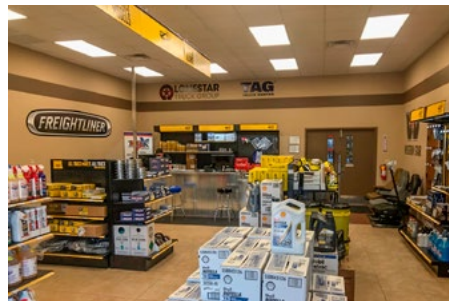
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LOGO-LTG-PAR-HOR-RED-BLK-20.jpg

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





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

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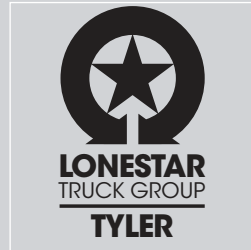
BITMAP file types included are (PSD, PNG, JPG) in RGB color mode. — Med-Hi resolution — Ideal for presentations and most purposes.

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LOGO-LTG-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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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.

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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_Blkg.png



Texarkana_LogoLockup_Blkg.tif



SelecTrucks Texarkana Logo WhtRedBkg.png



SelecTrucks Texarkana Logo WhtBlkg.png



SelecTrucks Exterior Photo-htl.jpg

 Download Set

 Download Set

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Because every mile matters.SM



Because every mile matters.SM

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**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

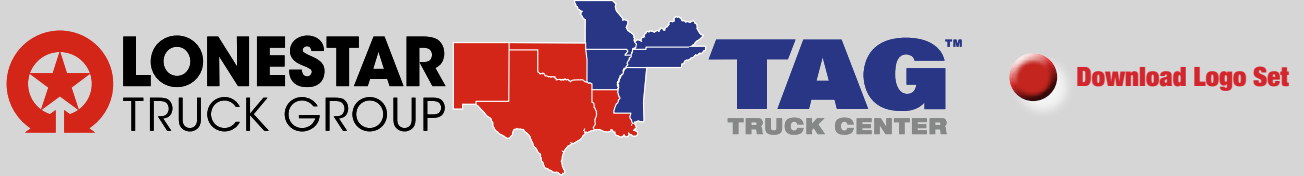

Detroit logo download includes chrome & line versions - white & black letters - with & without Demand Performance tag.

 Download Set

 Download Set


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Lonestar | TAG Trailer Partners



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

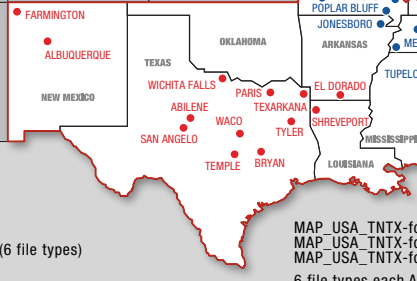
Raster (bitmap image) files are:
(psd) high-res w/transparent outer perimeter
(png) high-res w/transparent outer perimeter
(jpg) high-res w/opaque white backgrounds.



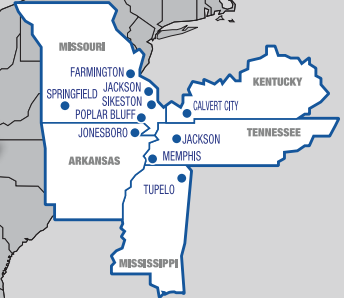
TNTX FOOTPRINT MAPS — Download Full Set



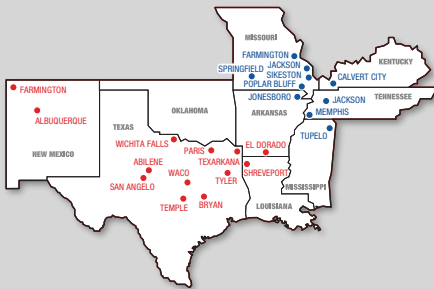
MAP_LTG_5ST_13LOC-X.pdf (6 file types)



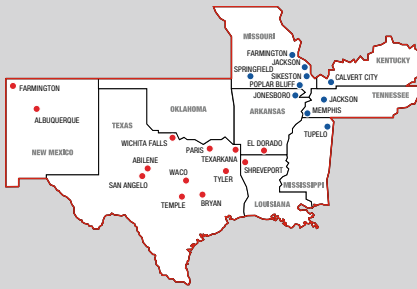
MAP_USA_TNTX-footprint-A.pdf
MAP_USA_TNTX-footprint-B.pdf
MAP_USA_TNTX-footprint-C.pdf
6 file types each AB&C)



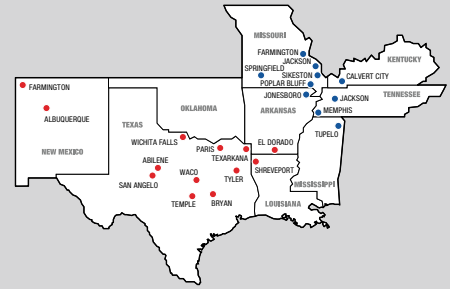
MAP_TAG_5ST_10LOC-X.pdf 6-file types



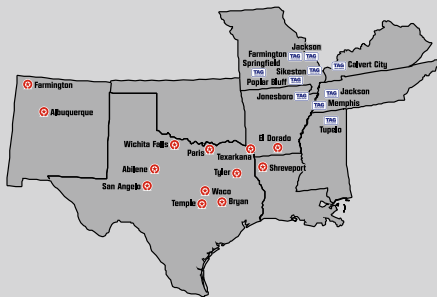
MAP_TNTX_footprint-A.pdf (6-file types)



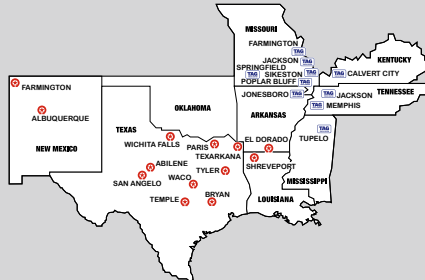
MAP_TNTX_footprint-E.pdf (6 file types)



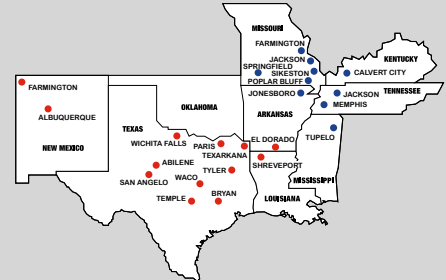
MAP_TNTX_footprint-F.pdf (6 file types)



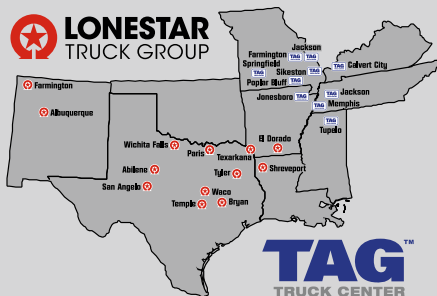
MAP_TNTX_Rough-Gray-ColorIcons-X.pdf (6 file types)



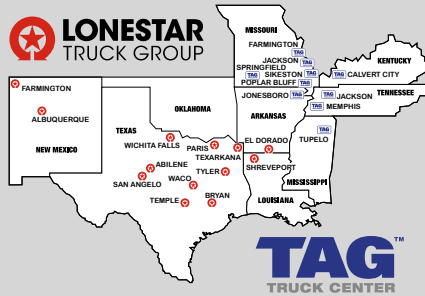
MAP-TNTX-Straight-White-ColorIcons-X.pdf (6-file types)



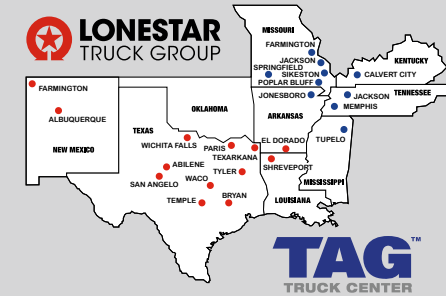
MAP-TNTX-BusinessCard-23-Loc-9-State-X.pdf (6 file types)



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.



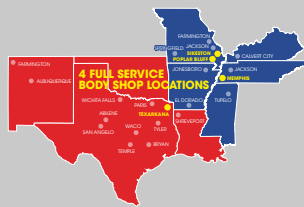
LOGO-LTG-LON-HOR-RED-BLK-19.



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



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



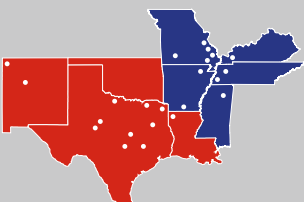
MAP-LTG-TAG Body Shops.pdf

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

LOGO-TAG-2-color. (cmyk)



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

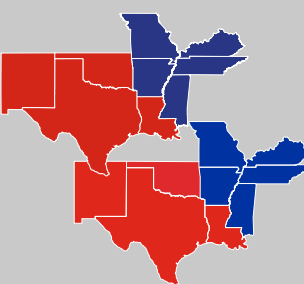
MAP-ICON-9-state-solid-2-color-dots.pdf



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.



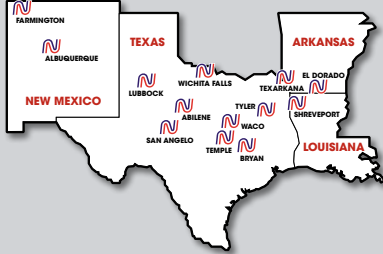
LOGO-TAG-white-gray.



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 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&WNationalLease_logo



SIGNATURE-9-state-3-color



Logo-Sprinter-2019



Logo_Sprinter



Used Truck
Association Member

Logo-UTA-20190711



Logo_Galfab MG



Logo_FUSO



Logo_CAPACITY



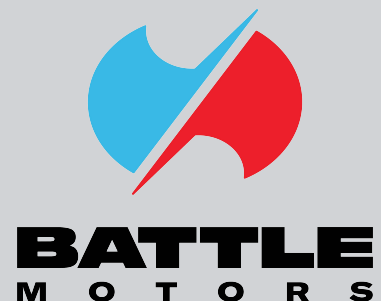
Logo_Pinnacle_Truck_Parts



LOGO_VULCAN_RED-BLUE-BLACK



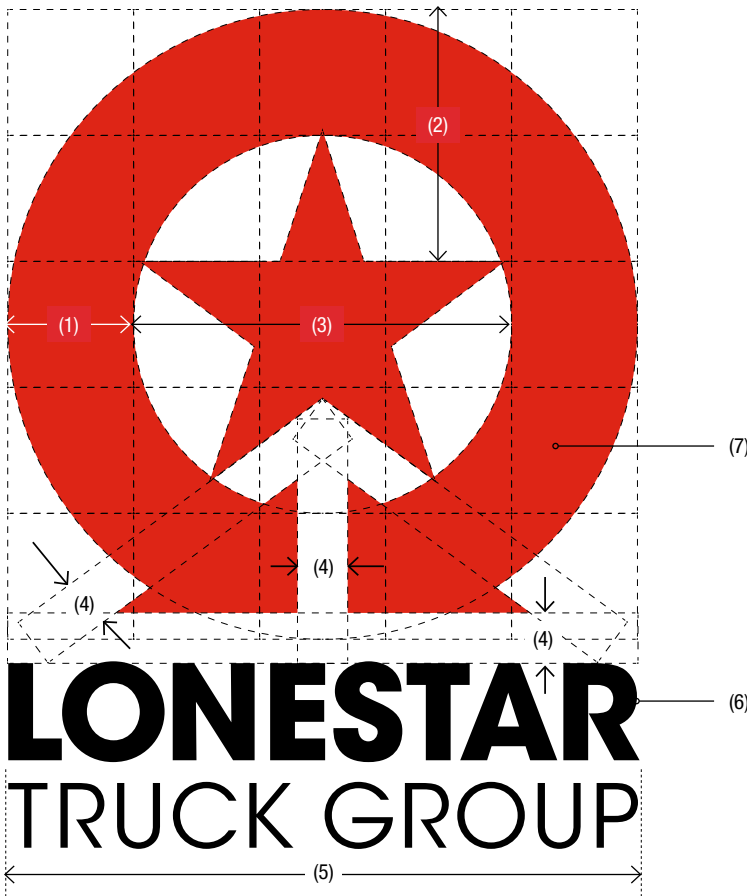
LOGOcTNTX Customer Soltuionn



Logos - Battle

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)

