



Version 1: May 2023  
GEORGIA

# Gulf<sup>+</sup>

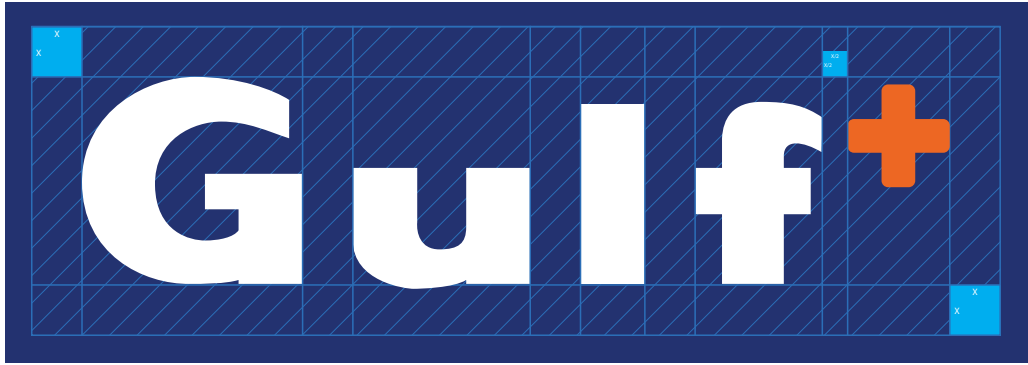
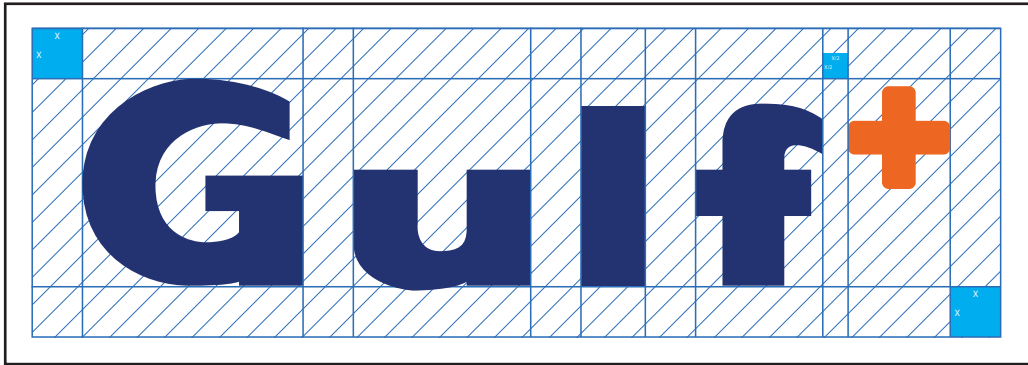
## Guideline



The logo is made up of the following colours:

Gulf Dark Blue Pantone 280 C	Gulf Orange Pantone 165 C	White
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Gulf+

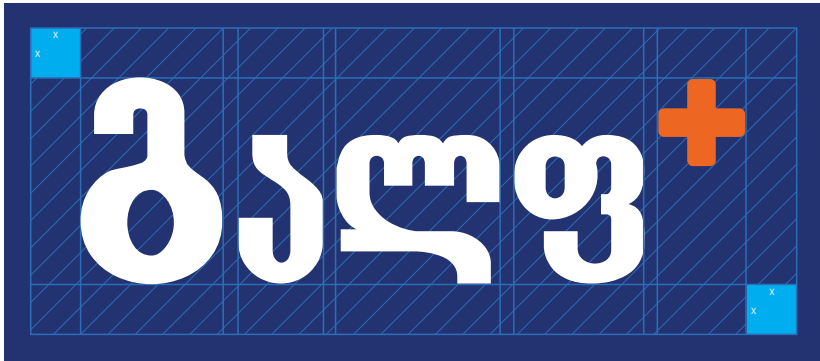
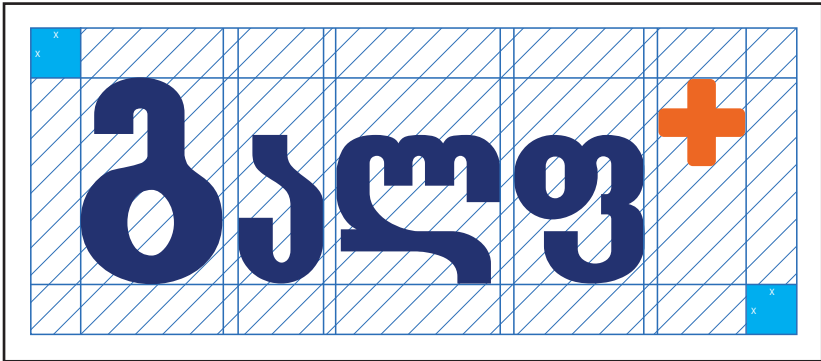




The logo is made up of the following colours:

Gulf Dark Blue Pantone 280 C	Gulf Orange Pantone 165 C	White
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Primary usage

Gulf+

On White  
Always use the 'On White' version on a white background



On Gulf Dark Blue  
Always use the 'On Gulf Dark Blue' version on a Gulf Dark Blue background or photography (the Gulf Dark Blue contour line of the Gulf logo disc is surrounded by a white line, enhancing the logo shape and lending it an identical appearance regardless of the background colour)

Restricted usage

Gulf+

On Photography

Gulf+

Single colour Black  
For use in black, reversed out, engraving etc.



# Dos and don'ts



On White



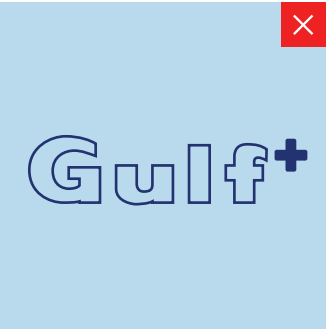
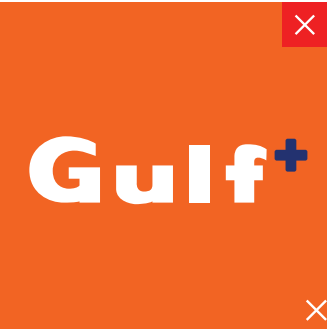
On Gulf Dark Blue



On Photography



Single colour Black  
For use in black, reversed out,  
engraving etc.



The Gulf colour palette is made up of four primary colours. Used in combination, each plays a part at the core of our brand to express our confidence and drive.

It is essential that all colours are correctly specified and accurately reproduced to ensure that the consistency of colour is achieved across all applications.

**Print**  
For optimal colour reproduction, we strongly recommend the Gulf Dark Blue, Gulf Orange and Gulf Racing Light Blue are printed in Pantone<sup>®</sup> 280 C, 165 C and 290 C wherever possible. The process colour specifications are also provided here (CMYK). These should be used when Pantone<sup>®</sup> printing is not feasible.

**Digital**  
The colour specifications are indicated in RGB values and HEX codes for display on-screen.

**Textures and materials**  
The colour specifications are indicated in PPG Paint, Cotton TCX and Polyester TSX for application to metals and fabrics.

Primary colour	Pantone	CMYK	RGB	HEX	PPG Paint	Cotton TCX (Pantone)	Polyester TSX (Pantone)	RAL
Gulf Dark Blue	Pantone 280 C	C100 M85 Y0 K25	R0 G39 B118	HEX: #002776		Gulf Dark Blue (Bellwether Blue) (19-3943 TCX)	Gulf Dark Blue (Pansy) (19-4040 TSX)	RAL 5002
Gulf Orange	Pantone 165 C	C0 M70 Y100 K0	R255 G99 B25	HEX: #FF6319	Gulf Orange (PPG 60812)	Gulf Orange (Tiger Orange) (16-1358 TCX)	Gulf Orange (Orange Slice) (16-1355 TSX)	RAL 2008 (RAL 2009 may be used if 2008 is not available)
Gulf Racing Light Blue	Pantone 290 C	C25 M1 Y0 K0	R185 G217 B235	HEX: #B9D9EB	Gulf Racing Powder Blue (PPG 12163)	Gulf Racing Powder Blue (Delicate Blue) (12-4202 TCX)	Gulf Racing Powder Blue (Quietude) (12-4207 TSX)	
White		C0 M0 Y0 K0	R255 G255 B255	HEX: #FFFFFF				

Supporting the strength of the primary colours.

Gulf Cool Blue and a range of approved tints have been introduced as a complementary support colour palette to help extend the visual possibilities for expressing our brand.

The support colours and tints are available to enhance and add definition to layouts and interior design. These must only be used in conjunction with the primary colours. However, they should not replace the primary colours and care should be taken to ensure they never dominate a piece of communication.

Approved tints				
Gulf Dark Blue	80%	60%	40%	20%
Gulf Orange	80%	60%	40%	20%

Support colour palette

Gulf Cool Blue	Pantone 660 C	C91 M53 Y0 K0	R42 G110 B187	HEX: #2A6EBB	80%	60%	40%	20%
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Neutral support colour palette

Gulf Metallic Grey	Pantone 8180 C	C52 M38 Y34 K16	R126 G132 B139	HEX: #7E848B
Gulf Dark Grey	Pantone 424 C	C30 M20 Y19 K60	R108 G111 B112	HEX: #6C6F70
Gulf Medium Grey	Pantone 429 C	C21 M11 Y9 K23	R165 G172 B175	HEX: #A5ACAF
Gulf Light Grey	Pantone 427 C	C7 M3 Y5 K8	R209 G212 B211	HEX: #D1D4D3
Gulf Ultra Light Grey	Onscreen only	Onscreen only	R242 G242 B242	HEX: #F2F2F2

All designs use the core Gulf colour palette. In addition, two gradients – unique to Forecourt – have been created to complement the core palette and the Gulf Wave.

The gradients are a core component of the Gulf Wave (see page 13) and have been developed for you to use in conjunction with it across exterior applications of the forecourt.

The gradient values may require altering to suit your specific requirements or forecourt size and layout.

Edit the gradients as required but take care to ensure consistency with other elements set out in this guide.

These gradients are unique to Gulf Forecourt and should not be used in any other Gulf communications or signage.

Contact the Global Marketing Team for more information: [marketing@gulfoilltd.com](mailto:marketing@gulfoilltd.com)

Gradient	CMYK	RGB
Blue gradient	00% - C 69 M 00 Y 1 K 0 30% - C 70 M 14 Y 1 K 0 60% - C 84 M 47 Y 0 K 0	00% - R 30 G 187 B 237 30% - R 40 G 168 B 223 60% - R 28 G 117 B 187
Orange gradient	00% - C 0 M 00 Y 086 K 0 20% - C 1 M 22 Y 100 K 0 40% - C 1 M 52 Y 084 K 0 60% - C 2 M 73 Y 084 K 0 90% - C 2 M 91 Y 084 K 0	00% - R 255 G 238 B 37 20% - R 253 G 199 B 00 40% - R 240 G 143 B 52 60% - R 233 G 099 B 50 90% - R 226 G 049 B 45

The Gulf primary typeface is Helvetica Neue. It has a complete family of weights that range from Thin to Black.

The various family weights offer suitable flexibility when used for different types of communication where different quantities of text and tones are required. Careful selection is required with appropriate application of legibility, impact and tone of voice.

**Lighter weights**  
May be used for headlines or as pull-out quotes to accommodate a subtler tone of voice. They may also be used for body copy when ease of reading is required across large amounts of text.

**Heavier weights**  
May be used for headings where the emphasis is on impact and visibility.

**Condensed weights**  
Can be used, with restriction to technical or legal information when there is limited space.

**Italic versions**  
Should only be used to highlight words in a paragraph of text if necessary.

Primary font	Application
Helvetica Neue 35 Thin	Headline / Quotes
Helvetica Neue 45 Light	Headline / Quote / Body copy
Helvetica Neue 55 Roman n*	Headline / Quote / Body copy
Helvetica Neue 65 Medium	Headline / Quote / Body copy
Helvetica Neue 75 Bold d*	Headline / Subline / Quote
Helvetica Neue 85 Heavy	Headline / Subline / Quote
Helvetica Neue 95 Black	Headline / Subline / Quote
Helvetica Neue 37 Thin Condensed	Technical / Legal / Quote
Helvetica Neue 47 Light Condensed	
Helvetica Neue 57 Roman Condensed	
Helvetica Neue 67 Medium Condensed	
Helvetica Neue 77 Bold Condensed	
Helvetica Neue 87 Heavy Condensed	
Helvetica Neue 97 Black Condensed	

\*Primary weights, to be used where possible

Secondary font

Arial Regular

Arial Bold

Arial Black

Our secondary font is Arial, which is available on all modern computer operating systems. Should be used whenever our primary typeface is not available (for example HTML email or Microsoft documents such as Word or Powerpoint).

In conjunction with the Orange Disc logo, the Gulf Wave is the primary graphic expression of Forecourt external identity.

It has become an integral and instantly recognisable element of our forecourts and holds a powerful presence on the roadside.

There are two variants of the Gulf Wave: the primary version and the alternative version. Each has a specific role to play, as outlined on this page.

Artwork templates  
Artwork templates for both variants can be found on page 15.

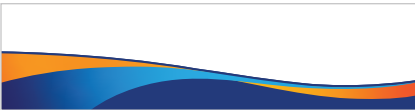
# Gulf Wave



Primary Gulf Wave graphic  
For use across external applications such as signage, pumps, pole signs and spreaders.



The graphic can be flipped horizontally. Its proportions can also be stretched or condensed to suit a specific application – though never condense to less than 25% of its width (shown right).



The graphic can be rotated vertically to form the basis of the pole sign – see pages 36 to 40.



Alternative Gulf Wave graphic  
For use across external applications such as canopies and shop fascias.



The graphic can be flipped horizontally, though not vertically.



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Alternative Gulf Wave graphic  
For use across external applications such as canopies and shop fascias.



The graphic can be flipped horizontally, though not vertically.



A confident and determined combination of our distinctive primary colours act as a beacon to our iconic brand.

Taking shape through bold and expressive forms that offer dynamic angles, bringing purpose to our designs and reinforcing the vibrancy, pace and momentum of our brand.

Our colour blocks use the four primary colours from our primary palette.

The blocks are constructed in a quadrant form, with the inner points touching together at the central ‘intersection’.

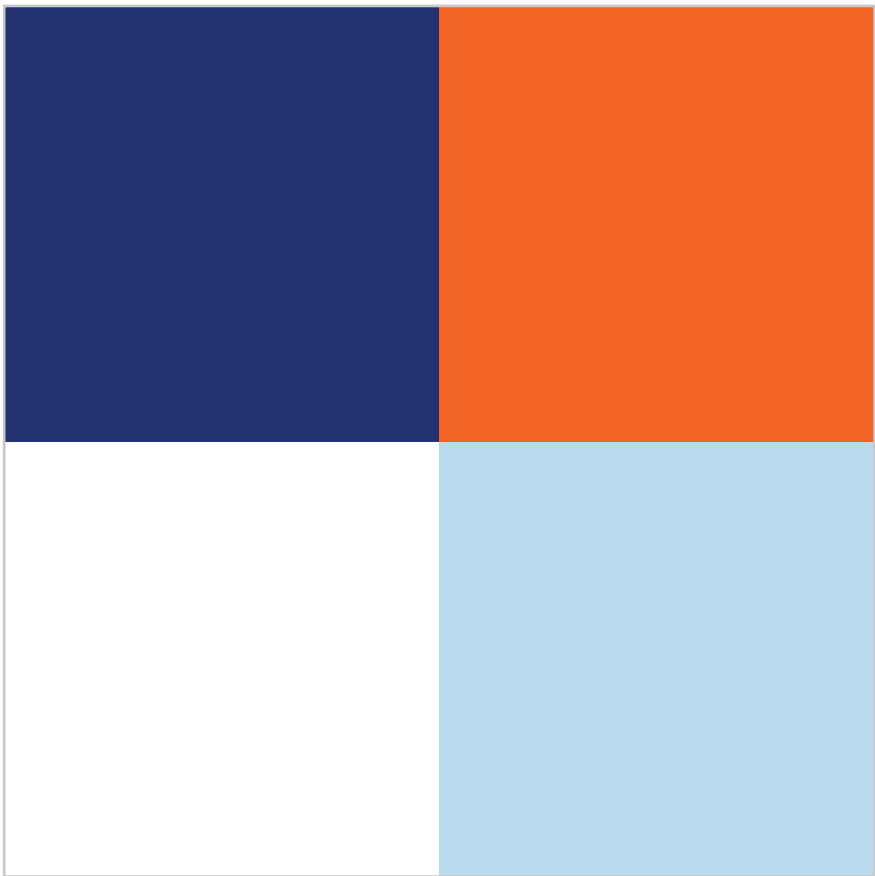
The intersection must always be visible when using colour blocks, maintaining the visibility of each of the four primary colours.

All four colours must be present, except when imagery is employed, which only replaces the white area.

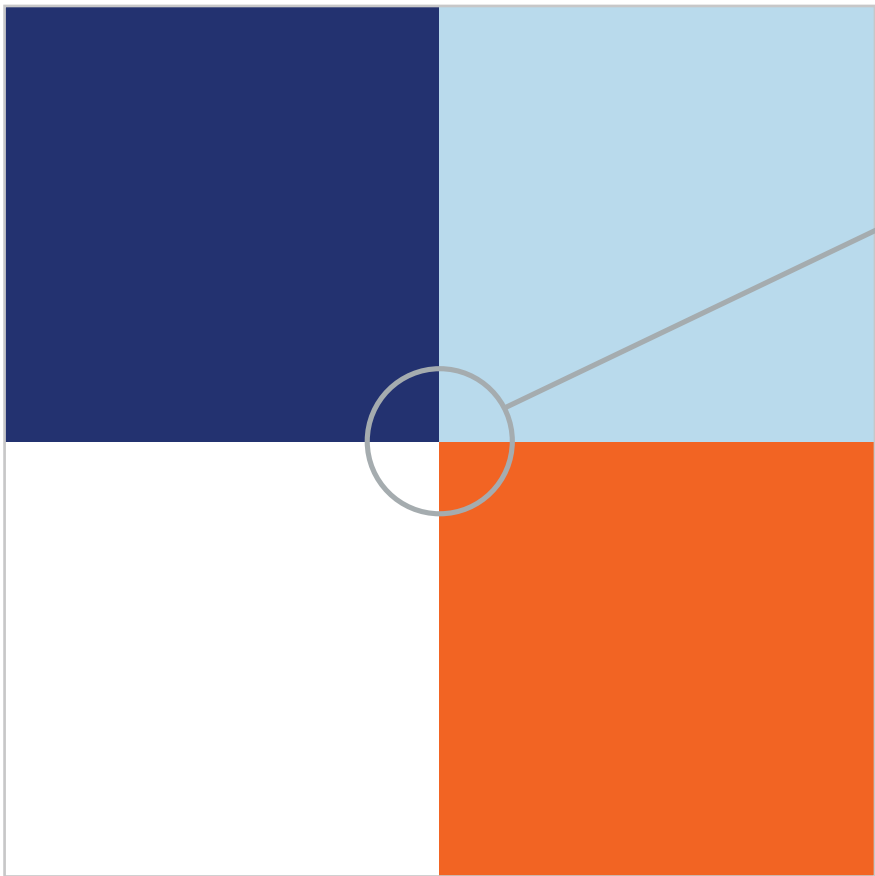
The two blocks indicated here show the only colour combinations permitted. These incorporate Gulf Racing Light Blue, which must be placed next to Gulf Orange.

Colour building blocks require a dynamic action before application to a layout .

# Our colour palette is expressed with our graphic colour blocks



Primary usage - Colour building block A  
The primary colour building block to be used where possible.  
Unless layout, messaging or photography requirements benefit from using colour building block B.



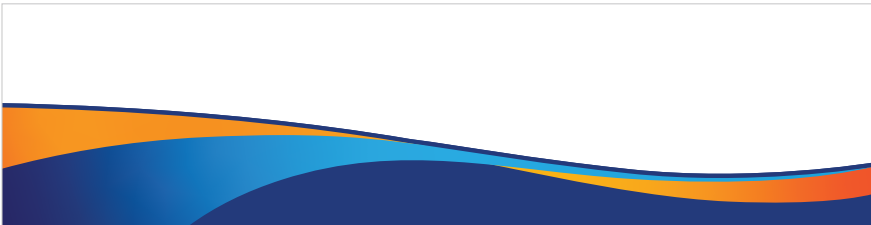
Secondary usage - Colour building block B

Intersection



# Gulf Wave

For print production

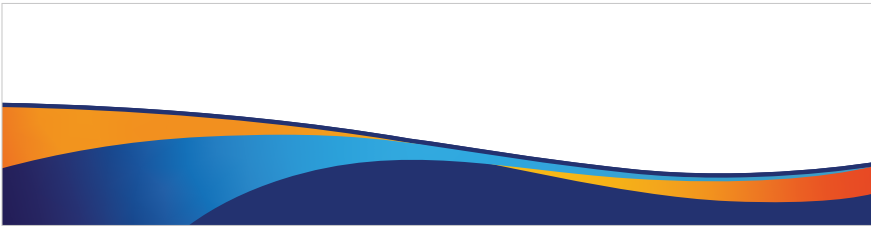


Gulf\_Wave\_Graphic\_CMYK.ai



Gulf\_Wave\_Alternate\_Graphic\_CMYK.ai

For digital development



Gulf\_Wave\_Graphic\_RGB.ai



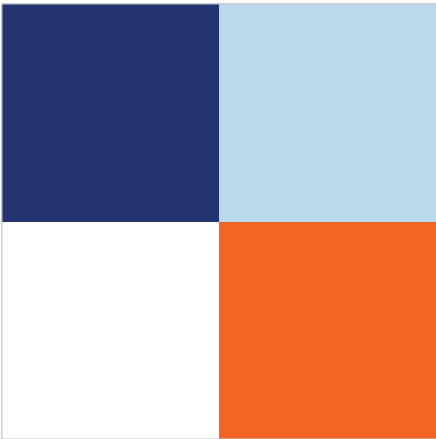
Gulf\_Wave\_Alternate\_Graphic\_RGB.ai

# Colour building blocks

For print production



Colour building block A  
Gulf\_Colour\_building\_block\_A\_CMYK



Colour Building Block B  
Gulf\_Colour\_building\_block\_B\_CMYK



# Tier 2: Standard branding

Tier 2 showcases the brand at its best but with more budget-friendly alternatives to lighting and production. This tier should be used when Tier 1 is not possible.

This level includes

3D effect canopy with LED lighting

The canopy is produced with 3D effect vinyl and curved end caps with extended LED lighting for prominence at night. See page 46 for Tier 2 canopy specifications.

Secondary pole sign (typical twin-leg gantry or standard 6m flag)

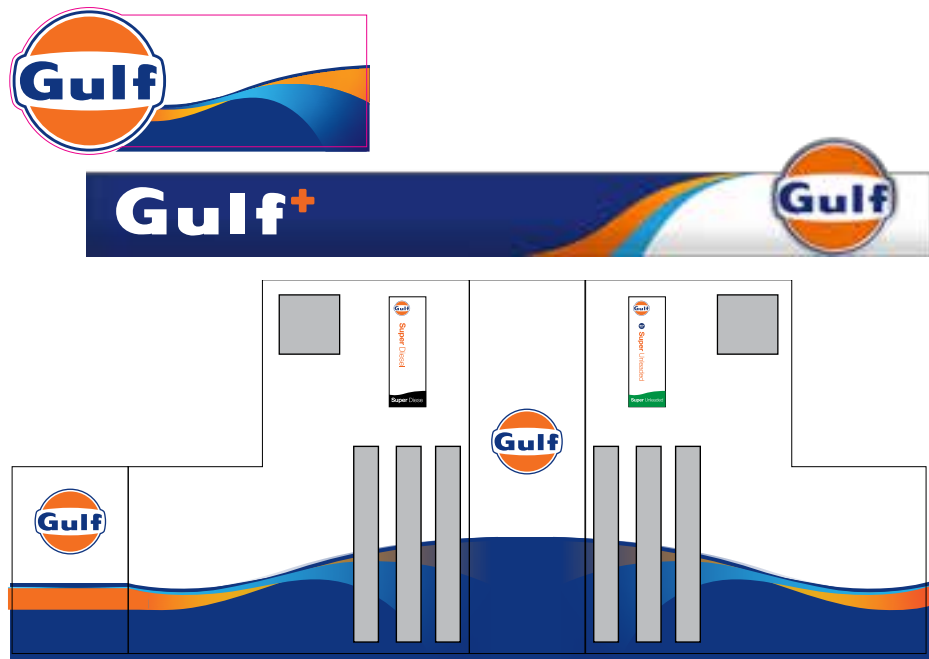
The secondary pole sign uses a standard rectangular shape for the pole sign structure, with the graphics sitting within this. The logo roundel will be backlit for prominence at night. See page 37 for more information.

Fully branded pumps

The pumps have been designed with a primary recommendation and a secondary backup option for production limitations. Primary should be used where possible for the most cohesive and impactful look. See page 39 for more information.

Spotlit spreaders

The spreaders in Tier 2 are spotlit for prominence at night. See page 41 for more information.



# Canopies

The Wave graphic must be used in a specific way on the canopy in order to achieve a consistent flow when viewed from all sides. To achieve this flow, the design should be flipped and alternated (see pages 23-27). The logo should sit centrally within the available white space.

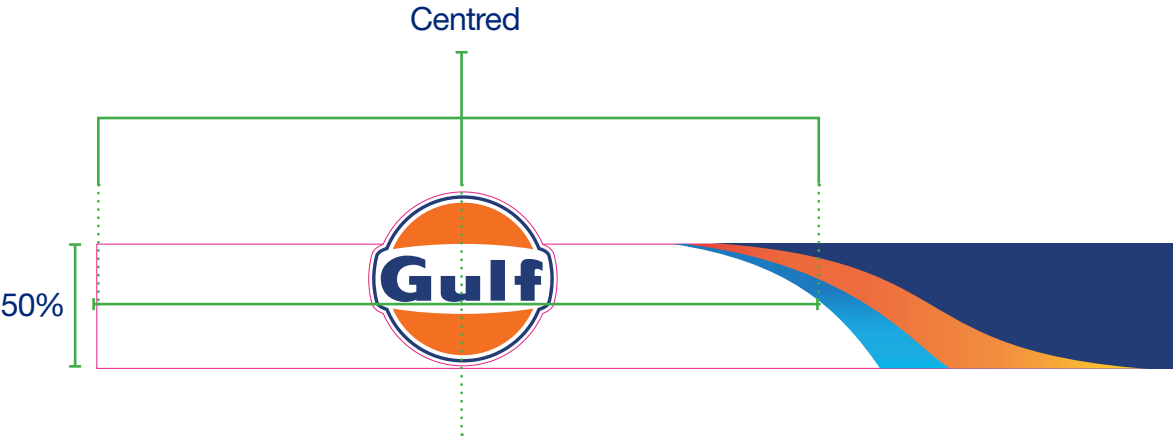
The Wave graphic has been designed to use minimal space on the canopy so that the system is fully modular and the same pieces can be utilised and supported with solid white and blue panels as required.

The graphic system will work on any shape or format, but if you have any queries before producing the canopy for your own site, please contact the Global Marketing Team: [marketing@gulfoilltd.com](mailto:marketing@gulfoilltd.com)

The following visuals are graphic representations of how we can achieve a consistent look across a range of challenging shapes and unique sites.

## Logo positioning

The logo should always be centred within the white space as below. The width of the white space is always measured at the 50% point of the vertical height.





# Canopy guides

Design principles to consider when producing for your own forecourt:

## Logo

- The canopy and Gulf Orange disc logo is often the first point of contact for the Gulf brand, so please ensure maximum logo visibility and position in line with the forecourt entrance.
- If just one logo is in use, then optimise this for impact from a distance and facing the direction of oncoming traffic. Always support with pole signs where possible (see page 35).
- The logo should always sit towards a corner at the edge of a canopy length and at the centre point of the white space (see page 22 for logo positioning example).
- Most forecourts will allow the logos to sit adjacent to one another, but they must always be around a corner and never be on the same canopy side.
- The logo should always be sat on white and should be produced as a separate piece backlit for prominence at night.

## Colour

- By general rule of thumb, on an average length canopy side, the balance of white and blue should be approximately one third white to two thirds blue (see page 30).
- When wrapping around corners, a white panel should always be touching another white panel, and a blue panel should always be touching another blue panel.
- Where the canopy length is too small to fit both colours (usually 5m or less). The whole panel should be blue and the graphic system adjusted to accommodate this (see pages 23 – 27 for proposed layouts in these situations).



A good example of a canopy – Logos positioned together, but around entrance corners giving maximum standout from every angle.

Orange LED lights enhance the underside of the orange wave section.



# Canopy guides

Design principles to consider when producing for your own forecourt:

### Wave Graphic

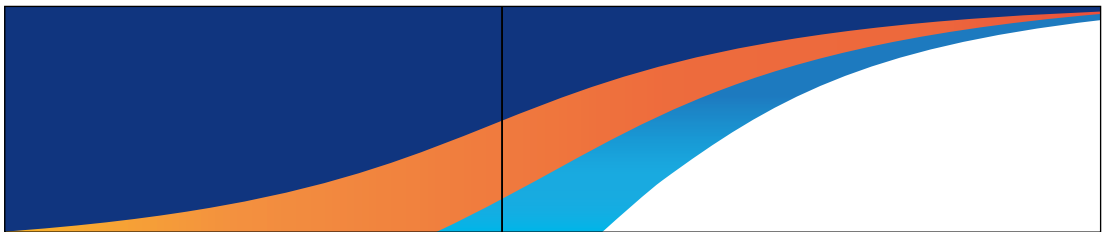
- The Wave graphic should flow from the top of the canopy edge to the bottom.
- In a few situations with odd panel numbers, a wave graphic can be used without a logo on the white. However, the transition from white – wave – blue must still be used.
- The Wave consists of two unique panels which should always sit together. These can be added to the right or left of the logo, depending on the length of the canopy side. The Wave cannot be duplicated and should only appear once on each canopy side.

### Lengths

- The logo should be central within the white area, whatever the length. This ensures the spacing is consistent across all canopies (see page 22 for logo positioning example).

### Edge Lighting

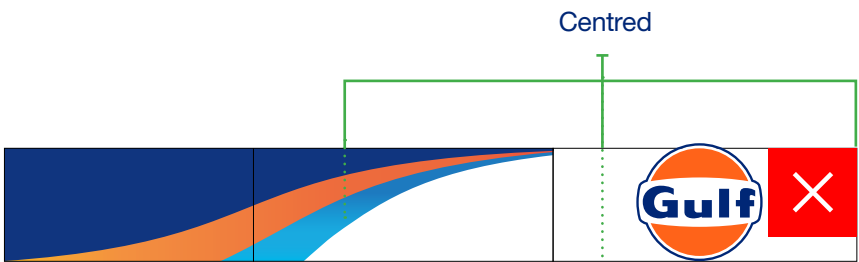
- As per the visual example (see page 28), we recommend edge lighting the canopy length using orange LEDs. The LED strip will start from the end of the orange in the Wave graphic and continue along the edge of the full blue panels until it ends at the next corner.



The two unique panels which always sit together.



The wave graphic should only appear once on any side.

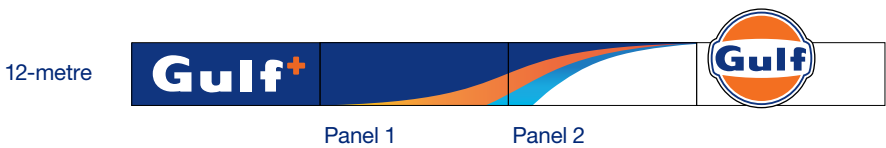
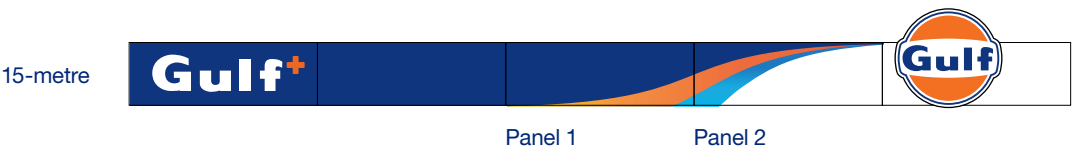
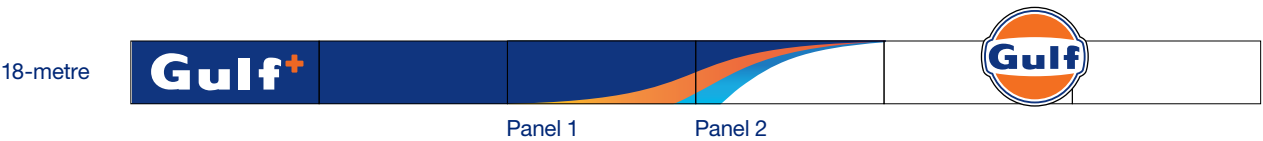
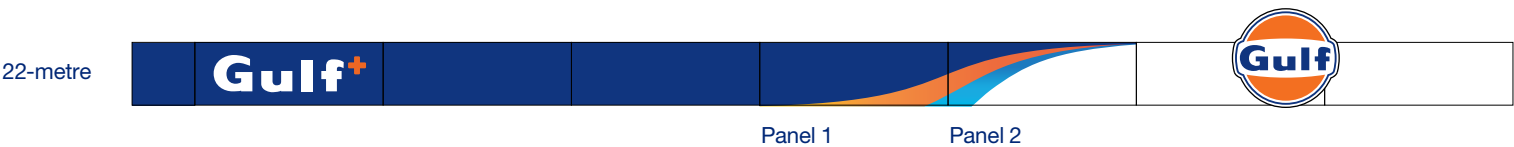


The logo should sit centrally within the white space (see page 24).



# Canopy lengths

Due to the modularity of this graphic system, exact ratios cannot be applied, so we have a two thirds approach as demonstrated below. As a rule, we are trying to adopt two thirds blue vs one third white. The logo is always centred within the white section.

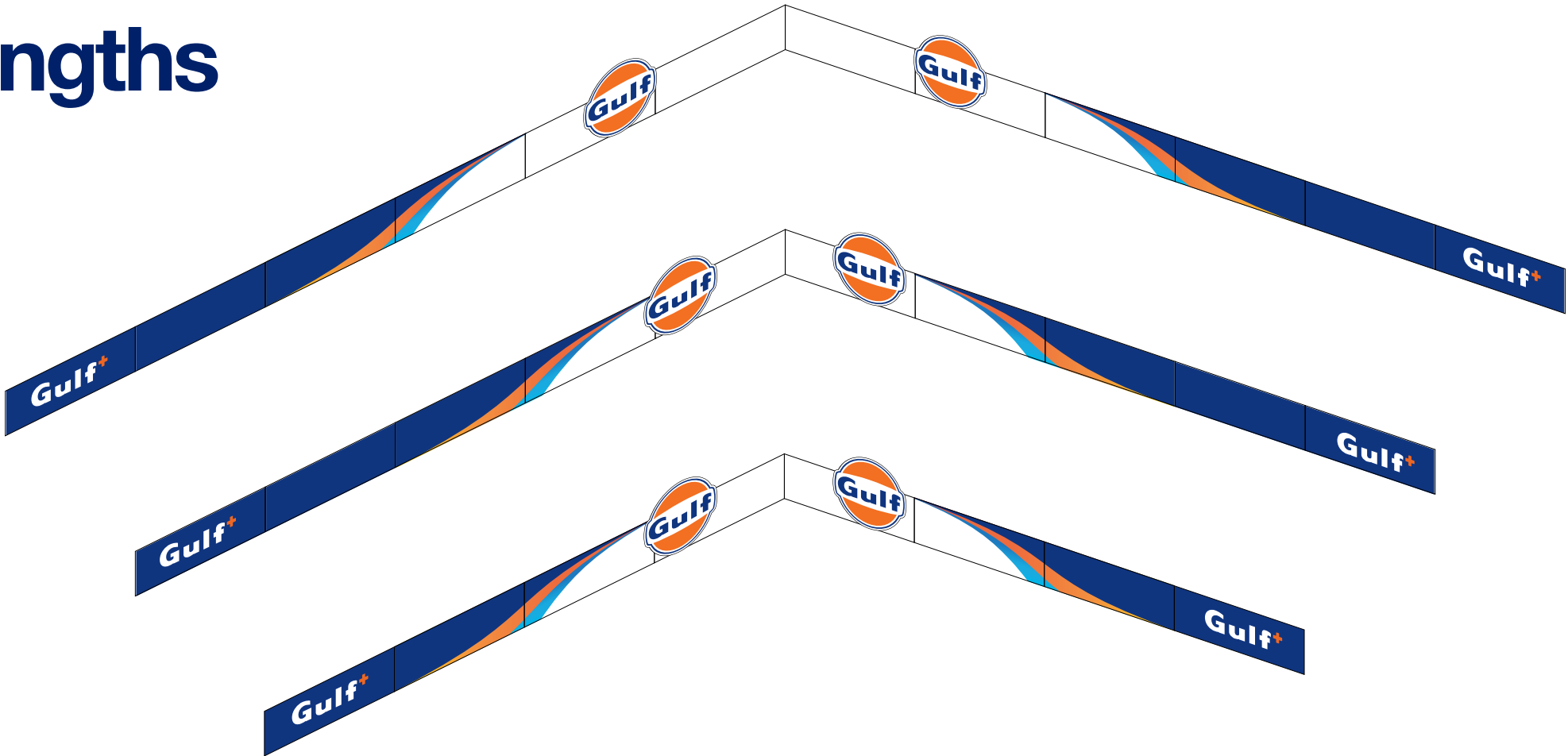


2 x unique panels which can be added to with standard white and blue panels either side as required.

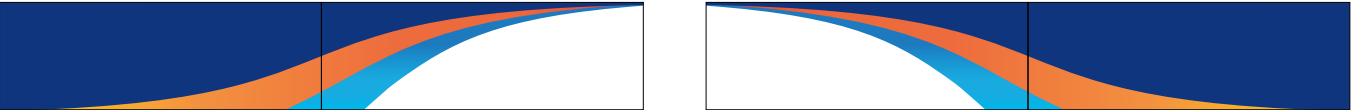




# Canopy lengths



2 x unique panels which can be added to with standard white and blue panels either side as required.  
The graphic is flipped in order to wrap around corners.  
Logo moves to be central within the white space.





Shop fascia

According to the legislation of Georgia, the name of the company or object must be written in Georgian and Latin letters, also Georgian letter should not be smaller than Latin letter.

The shop fascia boards utilise the same Wave graphic as the canopy but in a 2D format. Depending on the number of fascia boards on the shop frontage, the Wave design may be flipped horizontally to create a synergy and consistency of flow between the panels – see examples on the following page.

When applying the Wave, the layered curves should be shown in full, with the graphic scaled to fit the depth of the fascia panel. The Gulf Dark Blue should then be extended out to the opposite end of the panel, as shown in the panel one example.

The shop name should always be set in Helvetica Neue 65 Bold, in Gulf Dark Blue. Sizing and proportions should match the scale and position of the examples shown, see panel 2. However, the length of the name is also a determining factor, so it is a balance between readability, stand out and use of the white space. Always place the name bottom left of white area on the panel.

If you have any queries before producing the fascia for your own site, please get in touch with the Global Marketing Team: [marketing@gulfoilltd.com](mailto:marketing@gulfoilltd.com)

The following visuals are graphical representations of how we can achieve a consistent look across different numbers of fascia panels.



3 panel fascia example



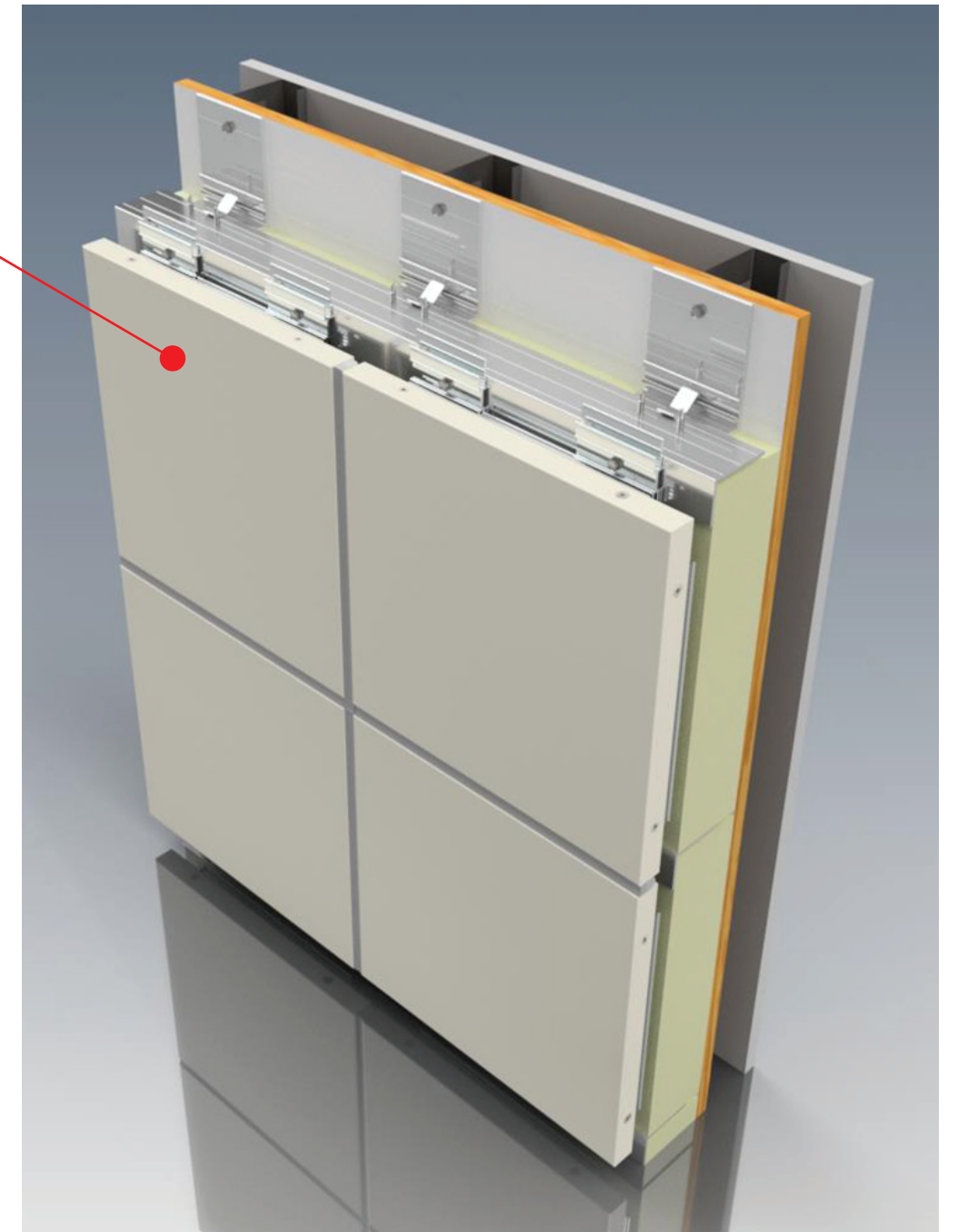




## Shop fascia

### Alucobond 4mm - Composite Panel

Light weight, strong corrosion resistance and weather resistance.



1 3 panel fascia example



2 2 panel fascia example



3 1 panel fascia example





# Pole signs

The pole sign is a continuation of the forecourt, which uses the Wave device to help the design flow into the outer areas and ensure it is noticeable from the roadside.

The pole sign is cut to shape, creating real impact and a point of difference to competitor forecourt branding. This is the ideal scenario wherever possible. If this isn't possible, there is a secondary option that uses the Wave graphic within a rectangular shape.







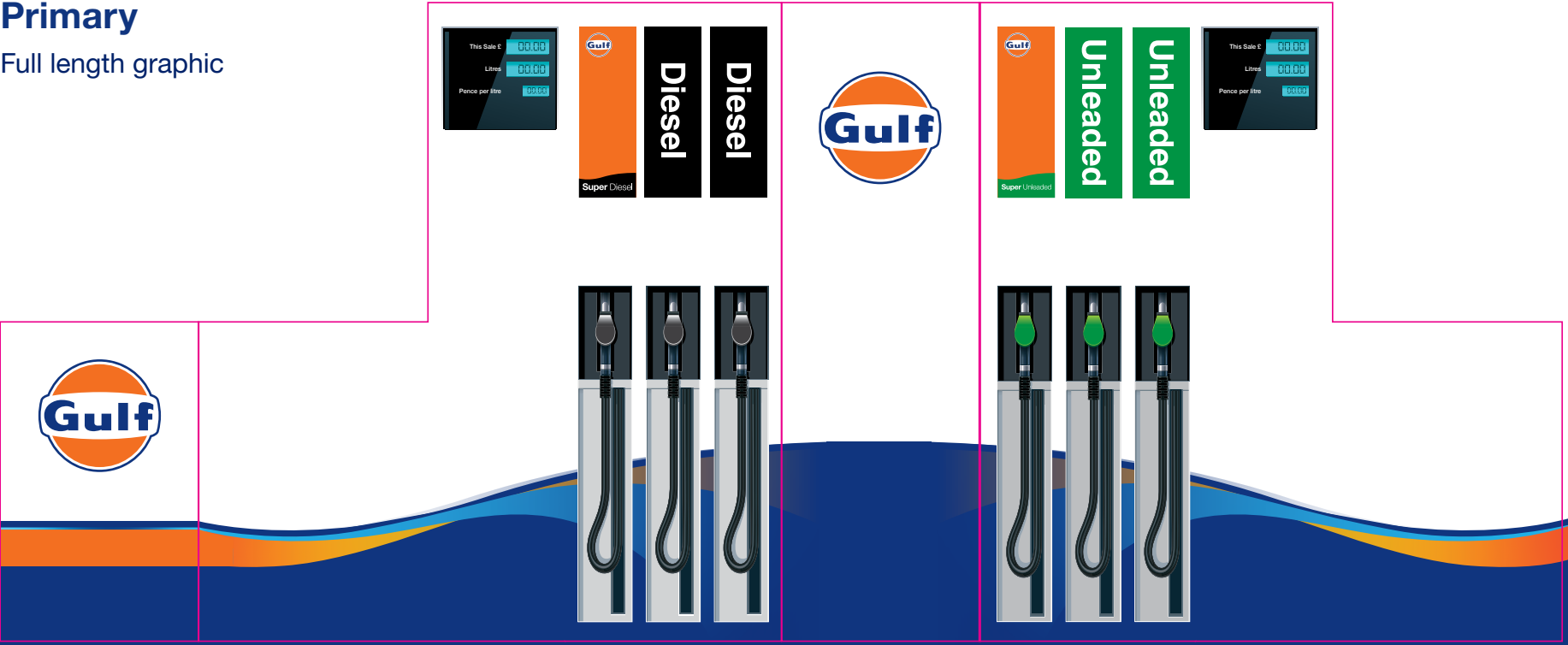
# Branding considerations

Most pole signs will require additional branding, whether a retailer logo or a specialist fuel logo. These logos should always be positioned above the pricing windows to ensure they have prominence and are in keeping with the hierarchy of the elements within this guide.

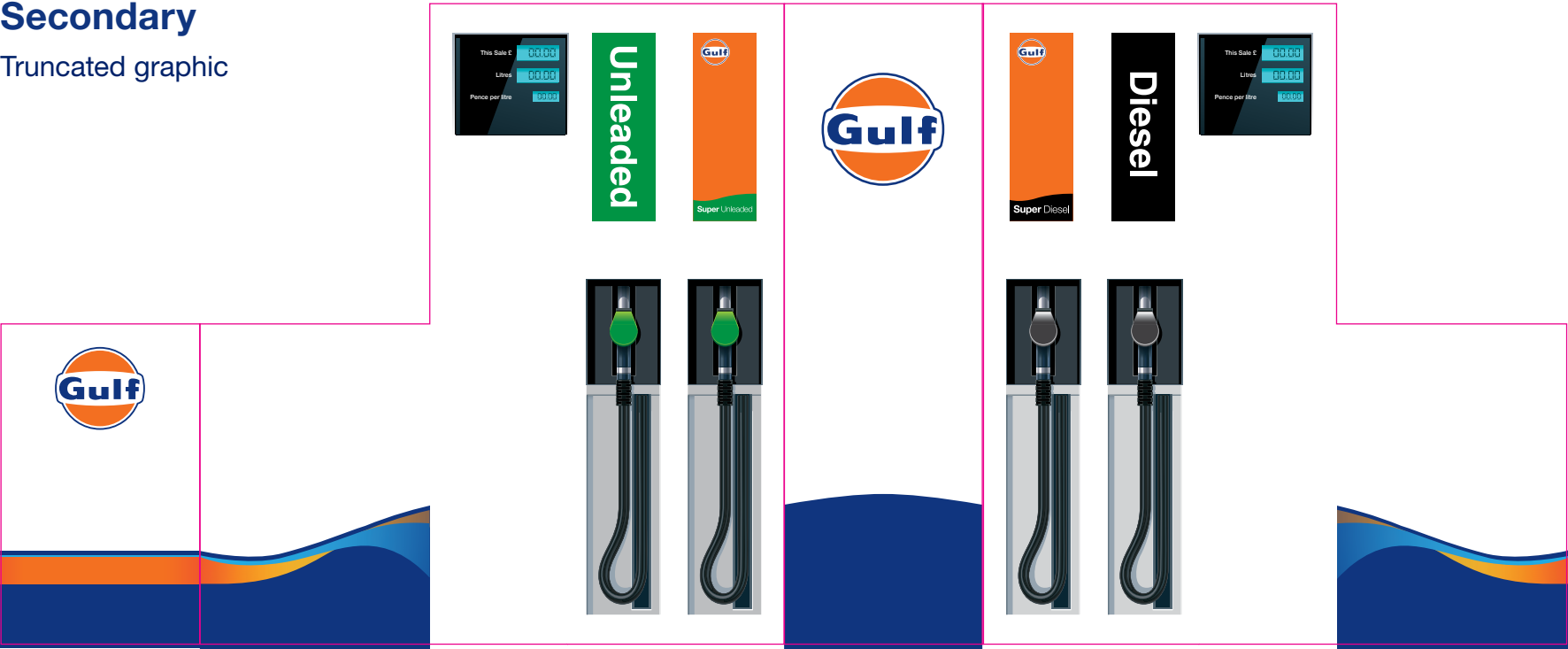
The yellow box in this visual shows the area in which these extra logos should sit on the pole sign. Consider using logos for colour backgrounds or a holding frame if legibility is an issue.



Primary  
Full length graphic



Secondary  
Truncated graphic





## Spreaders

- It should be possible to produce the spreader in all markets as per the visual example supplied (see pages 50-51). We advise working to the sizes and dimensions supplied, but if this needs changing, please adjust the specifications proportionally as advised with all other elements.
- Similarly to when it is used on the canopy and pole sign, the logo is to be produced as a separate piece that extrudes from the edges of the spreader's rectangular shape.
- Lighting is optional within the logo and on the underside of the spreader. If lighting is necessary within your markets, please replicate the style used on the canopy by introducing edge-lit panels and back-lighting the logo.







Geo





## EV Charging points

With the increase in the use of electric vehicles, Gulf should aim to support the charging needs of these customers. The way people and goods are transported is changing, so charging stations will become an important part of our offering to ensure our customers can continue on their journey.

The designs given here are an example of how the new Gulf branding could be applied to an electric charging point. The designs can be used in isolation or as part of the forecourt suite.

We have used a standard shape, but manufacturers offer numerous bespoke options. If you are developing a more bespoke shape, you should retain the Gulf logo and use the colour block.







## Production specifications

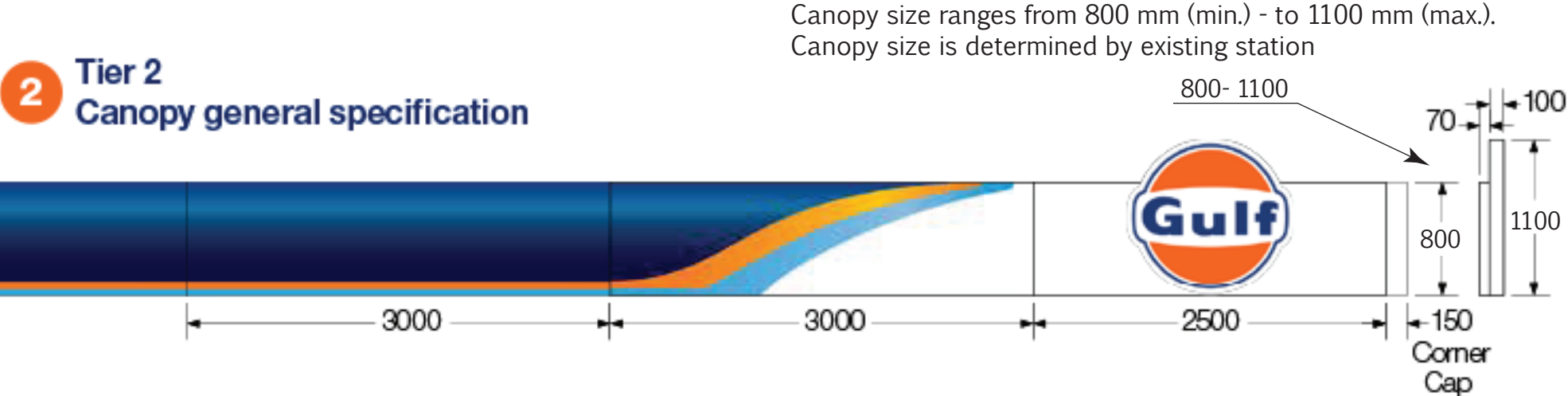
The following pages contain technical drawings from an approved Gulf supplier with suggested sizes, colours and materials to produce the elements within these guidelines.

These can be used as a guideline and recommendation, but please contact the Global Marketing Team – [marketing@gulfoilltd.com](mailto:marketing@gulfoilltd.com) if you have any specific queries about the production and sizing of the elements.



3D Effect printed vinyl  
Orange vinyl line +  
Overlaid with Orange LED line  
continuing to the top of the wave  
Light blue vinyl line  
(Vinyl can be replaced  
with Aqua-painting)

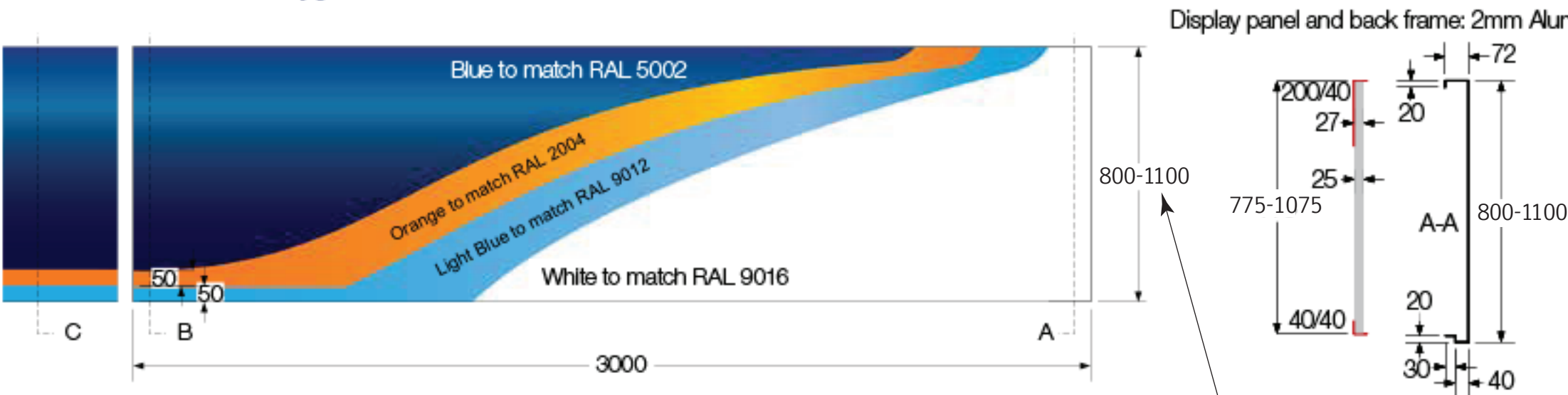
2 Tier 2  
Canopy general specification

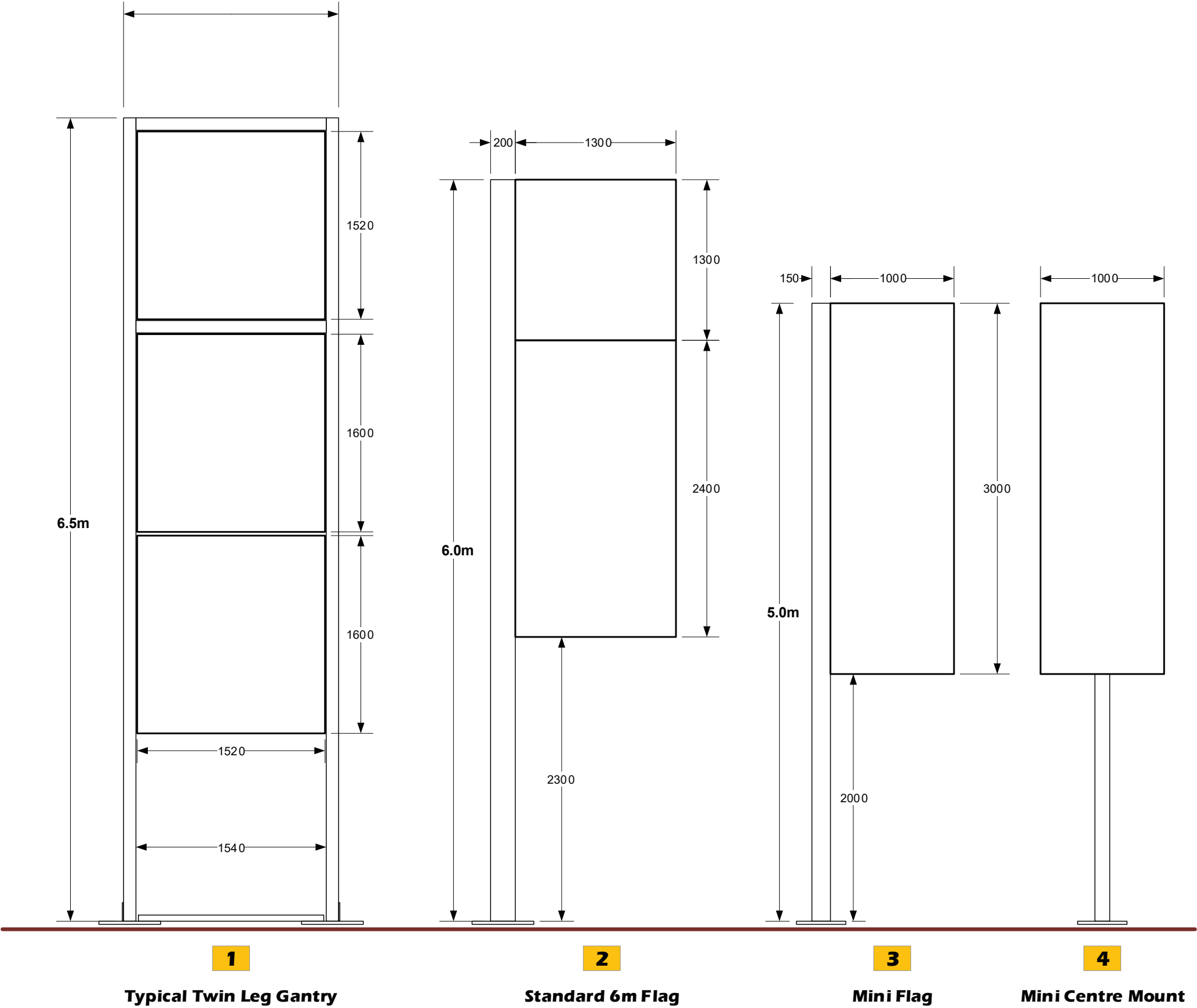


(Aluminum can be replaced  
with Alucobond)

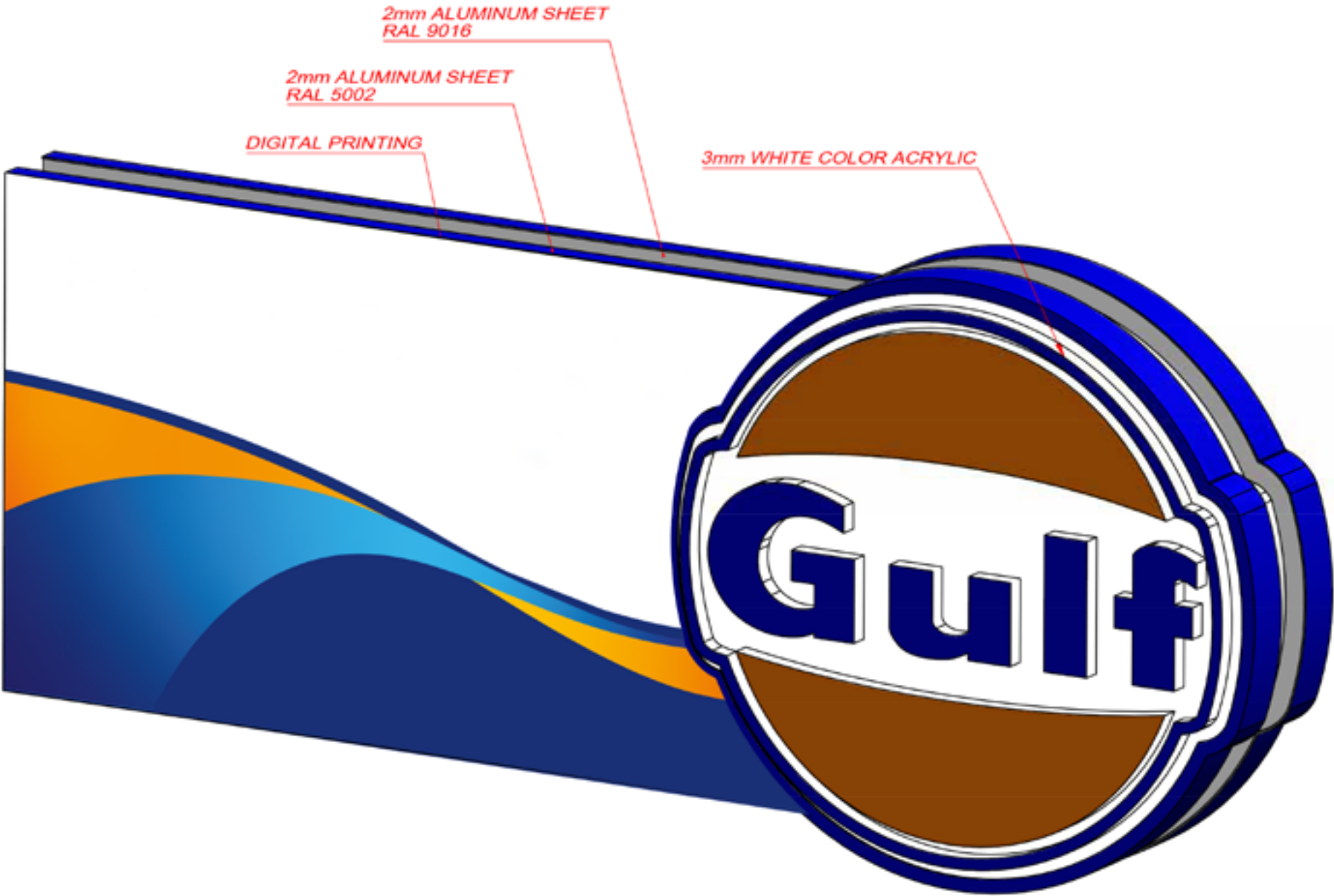
(Vinyl can be replaced  
with Aqua-painting)

2 Tier 2  
Canopy construction detail









(Aluminum can be replaced with Alucobond)  
(Vinyl can be replaced with Aqua-painting)

