



Version 1: May 2023  
GEORGIA

# Gulf

## Guideline

Refueler Design

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 ° 280 C, 165 C and 290 C wherever possible. The process colour specifications are also provided here (CMYK). These should be used when Pantone ° 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)	<b>RAL 5002</b> ULTRAMARINBLAU
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)	<b>POLYURETHANE PAINT</b>  <b>RAL 2009</b> VERKEHRSORANGE
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)	<b>POLYURETHANE PAINT</b>  <b>RAL 7330T</b> AZZURRO GULF
Gulf Cool Blue	Pantone 660 C	C91 M53 Y0 K0	R42 G110 B187	HEX: #2A6EBB				<b>POLYURETHANE PAINT</b>  <b>RAL 5015</b> Himmel blau
White								<b>RAL 9003</b> SIGNAILWEISS  <b>POLYURETHANE PAINT</b>

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.

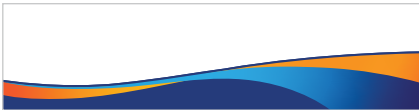
There are two variants of the Gulf Wave: the primary version and the alternative version. Each has a specific role to play, as outlined on this page.

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

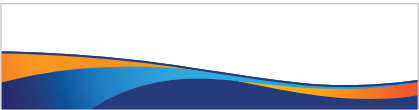
# Gulf Wave



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.



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’.

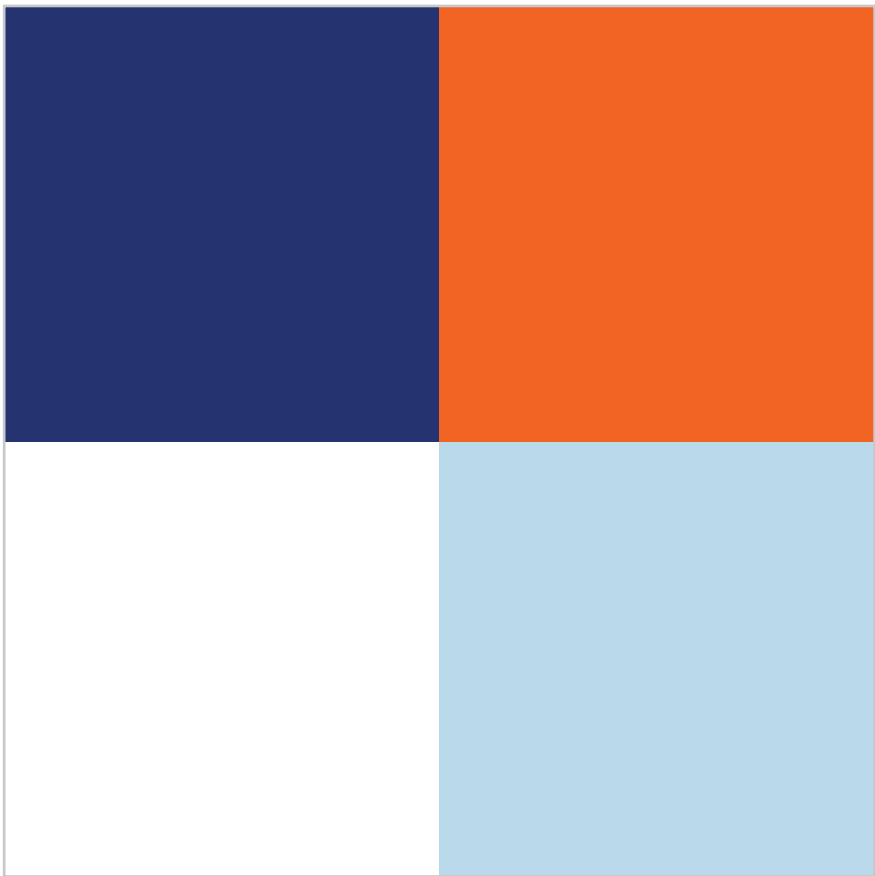
The intersection must always be visible when using colour blocks, maintaining the visibility of each of the four primary colours.

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

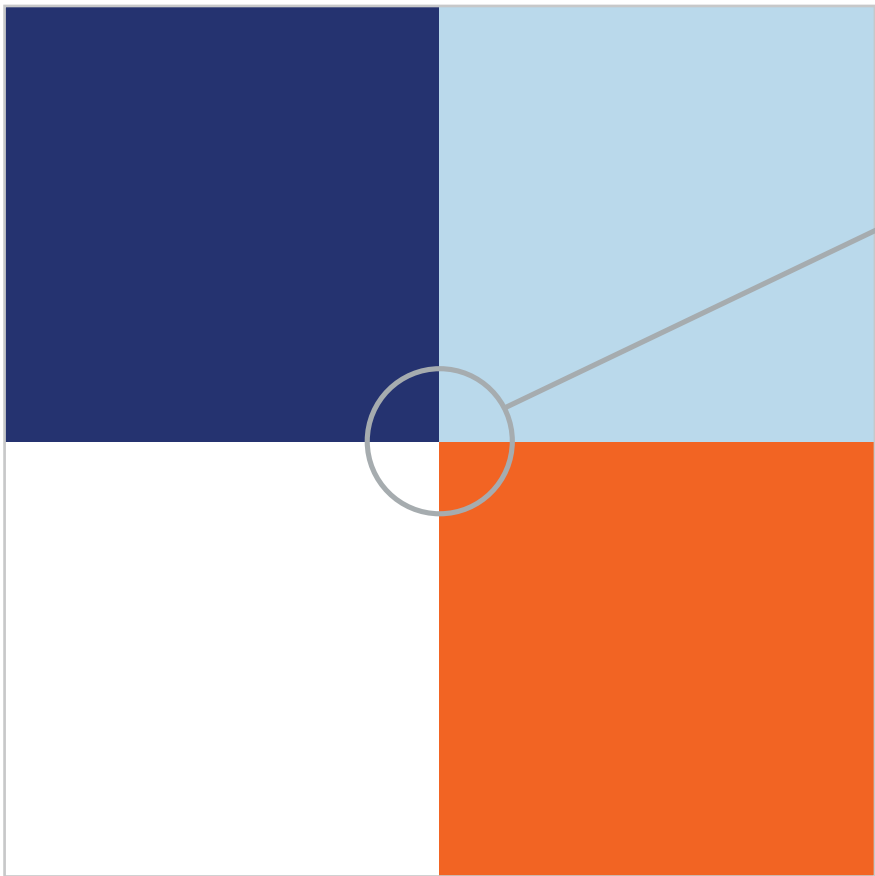
The two blocks indicated here show the only colour combinations permitted. These incorporate Gulf Racing Light Blue, which must be placed next to Gulf Orange.

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.

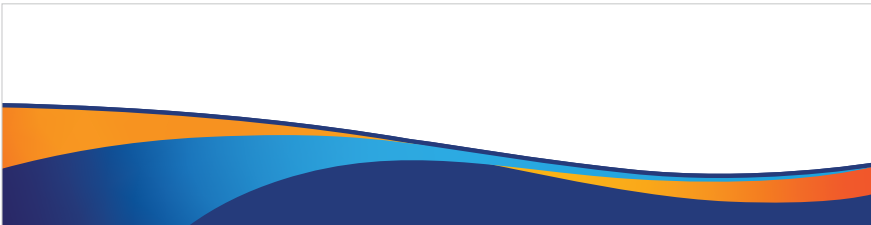


Secondary usage - Colour building block B

Intersection

# Gulf Wave

For print production

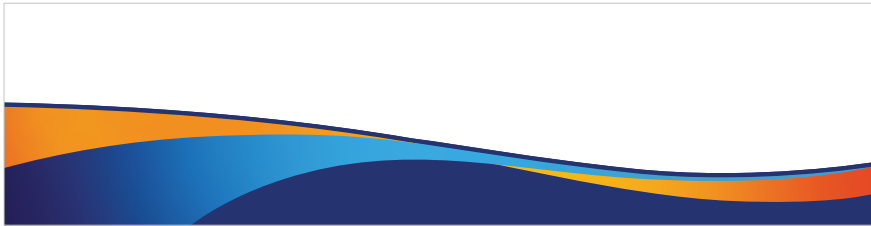


Gulf\_Wave\_Graphic\_CMYK.ai



Gulf\_Wave\_Alternate\_Graphic\_CMYK.ai

For digital development



Gulf\_Wave\_Graphic\_RGB.ai



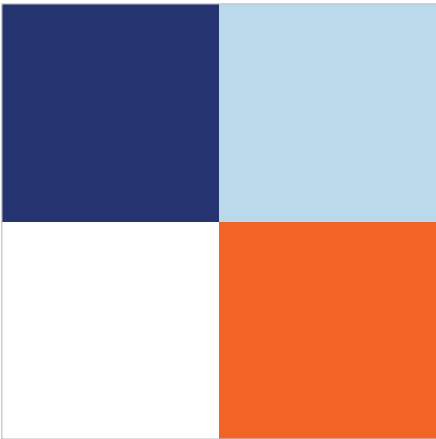
Gulf\_Wave\_Alternate\_Graphic\_RGB.ai

# Colour building blocks

For print production



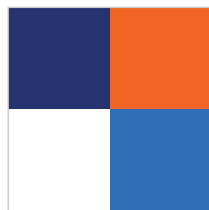
Colour building block A  
Gulf\_Colour\_building\_block\_A\_CMYK



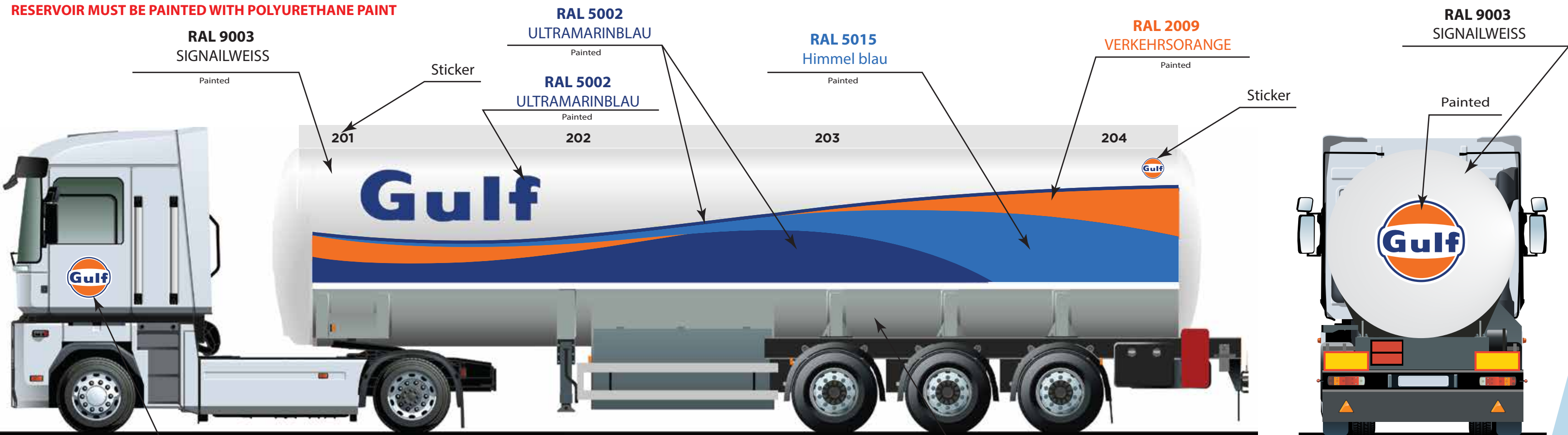
Colour Building Block B  
Gulf\_Colour\_building\_block\_B\_CMYK



Gulf Wordmark  
Gulf Wave Without Gradation



RESERVOIR MUST BE PAINTED WITH POLYURETHANE PAINT



! THIS PART OF THE RESERVOIR WILL NOT BE PAINTED  
IT WILL REMAIN THE ORIGINAL COLOR OF THE RESERVOIR

