

The MOGAS signature represents our entire company, supporting the concept of “one MOGAS” through its consistent use. The primary MOGAS signature consists of three elements — the MOGAS **visual identifier**, the **text descriptor**, and the **registered mark**.

The **visual identifier** is a unique graphic that allows our audience to instantly recognize the MOGAS company.

The **text descriptor** informs our audience of the products available from the MOGAS company.

The **registered mark** is displayed to protect the uniqueness of the MOGAS signature.

Whenever possible, the MOGAS signature should be displayed in its primary form. Alternate versions are available for unique applications, detailed later in this guide.

The MOGAS signature should not be translated to other languages. It should be treated as a single graphic to represent the MOGAS company internationally.



### Primary

The preferred application of the MOGAS signature is the 2-color version incorporating the MOGAS **visual identifier** / **text descriptor** / **registered mark**.



### Alternate

In certain applications where the **registered mark** creates production obstacles, it may be omitted.



### Alternate

In certain applications where the **text descriptor** creates production obstacles, it may be omitted.



### Alternate

In certain applications where the **registered mark** and the **text descriptor** create production obstacles, they may **both** be omitted.



### Unique Circumstances

Unique circumstances, such as specialty promotional items, etc., present application challenges specific to the manufacturing processes used, and should always be reviewed and approved by the **Marketing Communications Department**.

### Two-Color (Positive)

- The **preferred** application of the MOGAS signature is the two-color positive version against a white background.
- Refrain from using the two-color positive signature against backgrounds other than white, including black, shades of gray, and busy photos.



### One-Color (Positive)

#### Outline

- The **preferred** application of the one-color positive signature is the outline version against a white or light colored background (40% grayscale value or less).



#### Solid

- In applications where the outline version becomes too thin to be clearly legible, the solid version should be substituted.



### One-Color (Reverse)

#### Outline

- The **preferred** application of the one-color reverse signature is the outline version against a black or dark colored background (40% grayscale value or more).



#### Solid

- In applications where the outline version becomes too thin to be clearly legible, the solid version should be substituted.



### Minimum Area of Isolation

The MOGAS signature should always be surrounded by an area of clear space, known as the **minimum isolation area**. This area must be free of any other graphic elements or colors. This ensures that the signature is not overpowered by other visual elements.

Clear space is based on the measurement of **X**, equal to the distance from the base of the **M** to the base of the horizontal break in the **M**.

#### Primary



#### Alternate



#### Alternate



#### Alternate



## Sizing and Position

### Minimum Size

The size of the MOGAS signature should be consistent within the specifications of various **applications**, which are detailed later in this guide. However, we want the MOGAS signature to be legible. These minimum sizes should accommodate most applications.

Any application that suggests a smaller size should always be reviewed and approved by the **Marketing Communications Department**.



### Position

The position of the MOGAS signature should be consistent within the specifications of various **applications**, which are detailed later in this guide.

# Signature

## Incorrect Uses

1

**MOGAS**<sup>®</sup>  
SEVERE SERVICE BALL VALVES

1

**MOGAS**<sup>®</sup>  
SEVERE SERVICE BALL VALVES

1

Do not stretch.

2

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2

Do not skew.

3

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3

Do not rotate or change the orientation.

4

Do not change the colorization.

4

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4

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5

Do not recreate any portion of the visual identifier or its text descriptor.

6

Do not use a poor quality visual identifier.

4

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4

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5

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6

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# Signature

## Background Control

1



1



1

Avoid using the full color positive signature against backgrounds other than white.

2



2



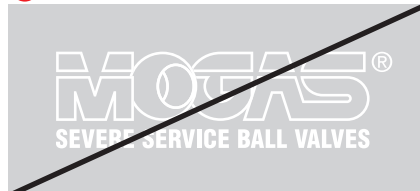
2

When the background is a solid color, use either the one-color positive or one-color negative signature, depending on background contrast.

2



2



3

When the background is an image, use either the one-color positive or one-color negative signature, depending on background contrast.

2



2



3



3



3



3

