



makeitcount™
REWARDS

STYLE GUIDE

Logo, brand guidelines/style guide.

MakeltCount™

REWARDS

The MakeltCount™ Rewards Program is a great way to attract new customers and build loyalty with existing customers. While promoting this program, it's important to maintain consistency with all communications. On the following pages, please find detailed instructions regarding best practices for the placement, usage, and treatment of the logo.



TABLE OF CONTENTS

PMS COLORS
MARATHON PETROLEUM/MakeltCount™ REWARDS 3

MakeltCount™ REWARDS/Full Color Marathon
STACKED LOGO LOCKUP - HORIZONTAL 4

MakeltCount™ REWARDS/Full Color Marathon
STACKED LOGO LOCKUP - CENTERED 5

MakeltCount™ REWARDS/Black & White Marathon
STACKED LOGO LOCKUP - HORIZONTAL 6

MakeltCount™ REWARDS/Black & White Marathon
STACKED LOGO LOCKUP - CENTERED 7

MakeltCount™ REWARDS/PMS 199 Red Marathon
STACKED LOGO LOCKUP - HORIZONTAL 8

MakeltCount™ REWARDS/PMS 199 Red Marathon
STACKED LOGO LOCKUP - CENTERED 9

MakeltCount™ REWARDS LOGO INCORRECT USAGE 10

MakeltCount™ REWARDS NOTES 11

LOGO TREATMENT STYLE GUIDE

The MakeItCount™ REWARDS logo is available in a variety of color and format options and can accommodate a range of layout requirements. Preferred use of the logo lockup is shown below and should be used whenever reproduction methods allow.



makeitcount™
REWARDS

*Marathon
Petroleum
Colors*



PMS 286
C100% M66%
#14479E



PMS 199
M100% Y66%
#EE193A

*MakeItCount™
Colors*



PMS 286
C100% M66%
#14479E



PMS 199



Rich Black

MakeItCount™ REWARDS/Full Color Marathon

STACKED LOGO LOCKUP - HORIZONTAL

The logo on a white background is preferred.
When placed on a color background, please use the reverse logo lockup with the full color Marathon logo, as shown below.



makeitcount™
REWARDS



makeitcount™
REWARDS

MakeItCount™ REWARDS/Full Color Marathon

STACKED LOGO LOCKUP - CENTERED

The configuration below may be used as needed.
When placed on a color background, please use the reverse logo lockup
with the full color Marathon logo.



makeitcount™
REWARDS



makeitcount™
REWARDS

MakeItCount™ REWARDS/Black & White Marathon

STACKED LOGO LOCKUP - HORIZONTAL

The black & white Marathon logo is preferred when ink colors are restricted or the use of one of the colors creates a design conflict, as shown below.



makeitcount™
REWARDS



makeitcount™
REWARDS

MakeltCount™ REWARDS/Black & White Marathon

STACKED LOGO LOCKUP - CENTERED

The black & white Marathon logo is preferred when ink colors are restricted or the use of one of the colors creates a design conflict, as shown below.



makeitcount[™]
REWARDS



makeitcount[™]
REWARDS

MakeItCount™ REWARDS/PMS 199 Red Marathon

STACKED LOGO LOCKUP - HORIZONTAL

The red and black logo lockup, as shown below,
may be used when colors are restricted.



makeitcount™
REWARDS



makeitcount™
REWARDS

MakeItCount™ REWARDS/PMS 199 Red Marathon

STACKED LOGO LOCKUP - CENTERED

The red and black logo lockup, shown below, may be used when colors are restricted.



makeitcount™
REWARDS



makeitcount™
REWARDS

MakeItCount™ REWARDS/Marathon Lockup

INCORRECT LOGO USAGE

The logo may be used only as indicated on the preceding pages.
Do not change, alter, or modify any part of the logo lockup.
Some examples of logo misuse are shown below.

DO NOT

change the size or placement of any logo elements.



DO NOT

extend or compress the logo. All resizing must be in proportion.



DO NOT

add any effects to the logo.



DO NOT

place the logo on a busy background or photograph.



