



Havoline[®]

Brand Strategy & Visual Identity Standards

Version 1.0 | Q4 2017

Contents

1.0 BRAND STRATEGY

- 1.1 The Relaunch of Havoline
- 1.2 Brand Vision
- 1.3 Brand Mission
- 1.4 Target Audience
- 1.5 Customer Value Proposition
- 1.6 The New Havoline
- 1.7 Personality Traits
- 1.8 Tone of Voice

2.0 HERO LOGO LOCK-UP

- 2.1 Full Color Gradated
- 2.2 Background Use
- 2.3 Clear Space
- 2.4 Minimum Size
- 2.5 Partner Logo Positioning
- 2.6 Do's & Dont's

3.0 LOGO LOCK-UP SUITE

- 3.1 Full Color Gradated - Stacked
- 3.2 Clear Space - Stacked
- 3.3 Alignment - Stacked
- 3.4 Full Color Non-Gradated
- 3.5 One Color - Positive
- 3.6 One Color Gradated
- 3.7 Translated Examples

4.0 BRAND COLORS

- 4.1 Havoline Color Palette
- 4.2 Signature Red Gradient
- 4.3 Signature Red Gradient - Stacked
- 4.4 Color Guide for Printing - Gradated
- 4.5 Color Guide for Printing - Non-Gradated

5.0 TYPOGRAPHY

- 5.1 Typeface

6.0 PHOTOGRAPHY

- 6.1 Photography Styles
- 6.2 Cars Enabling Shared Experiences
- 6.3 People Interacting with Cars
- 6.4 Cars on a Journey

7.0 EXECUTIONS

- 7.1 Print Examples
- 7.2 Digital Banner Examples
- 7.3 Point of Sale Examples
- 7.4 Display Stand Example

1.0 Brand Strategy

- 1.1 The Relaunch of Havoline
- 1.2 Brand Vision
- 1.3 Brand Mission
- 1.4 Target Audience
- 1.5 Customer Value Proposition
- 1.6 The New Havoline
- 1.7 Personality Traits
- 1.8 Tone of Voice

1.1

The Relaunch of Havoline

Brand loyalty is hard won and over the last 113 years Havoline has enjoyed its share. Over the years, this powerful consumer brand has created enormous connections with our customers and claimed a spot at the heart of buying behaviour. But as times change, so must the Havoline brand.

Today, the motor oils that lead locally are the ones that lead globally. It's time to leverage the power of our three master brands – Chevron, Texaco and Caltex - to see Havoline take its rightful place as a powerful global brand with immense local relevance across every marketplace. It's time to project a more premium and powerful image for our drivers all over the world.

This document contains all you will need to refresh, revitalize and reposition communications for the Havoline brand in your marketplace.

We've worked hard to create strong clear guidelines that will serve two purposes:

- > To unite our efforts globally as we present a strong and consistent new brand voice for Havoline.
- > To give each region multiple assets to choose from, so you can create communications that are unique to your marketplace.

Let's work together to reassert Havoline's role as a true global lubricant leader.

1.2

Brand Vision

—

To be a leading consumer brand in the PCMO and MCO categories based on a global brand, global positioning, targeting “motorists” and “bikers”, international brand image, rich heritage, and premium products of high quality.



1.3

Brand Mission

We will revive the Havoline brand taking a long-term perspective - pursuing carefully defined target markets, transitioning from regional brands with regional positioning to a global brand with a global positioning. Building brand image and brand awareness. Investing in the brand, and educating the market.

We are committed to continuously strengthen our Havoline brand and products to improve our competitive position.

We are consumer-focused and therefore we will strive to continuously improve the quality, look, and image of our Havoline branded products, including packaging.



1.4

Target Audience

Who We're Targeting

Today, most global motor oil competitors are targeting the same segment: car enthusiasts. And understandably: they buy a lot of motor oil and are brand loyal. But we're targeting two segments that are under-served — and much larger. These are the people for whom our brand message is most relevant and motivating.

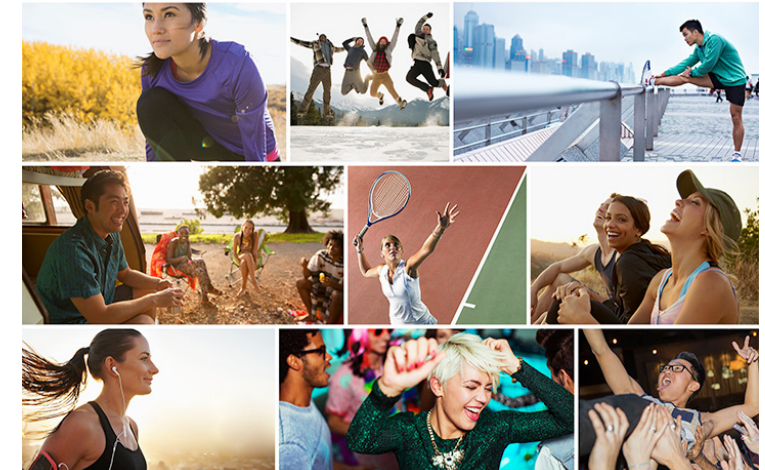
No Frills Bills

Pragmatic, hardworking, regular guys who put family and friends first. They take good care of their vehicle — in part because their vehicle connects them with the people they care about. They have a strong sense of responsibility. They take pride in smart choices. They are motivated by feeling in control.



Life Grabbers

Live life to the fullest and enjoy spending time with family and friends. They take good care of their vehicle — in part because their vehicle enables them to do the things they like to do, and connects them with the people they care about. They have a strong sense of independence and freedom and are motivated by adventure.



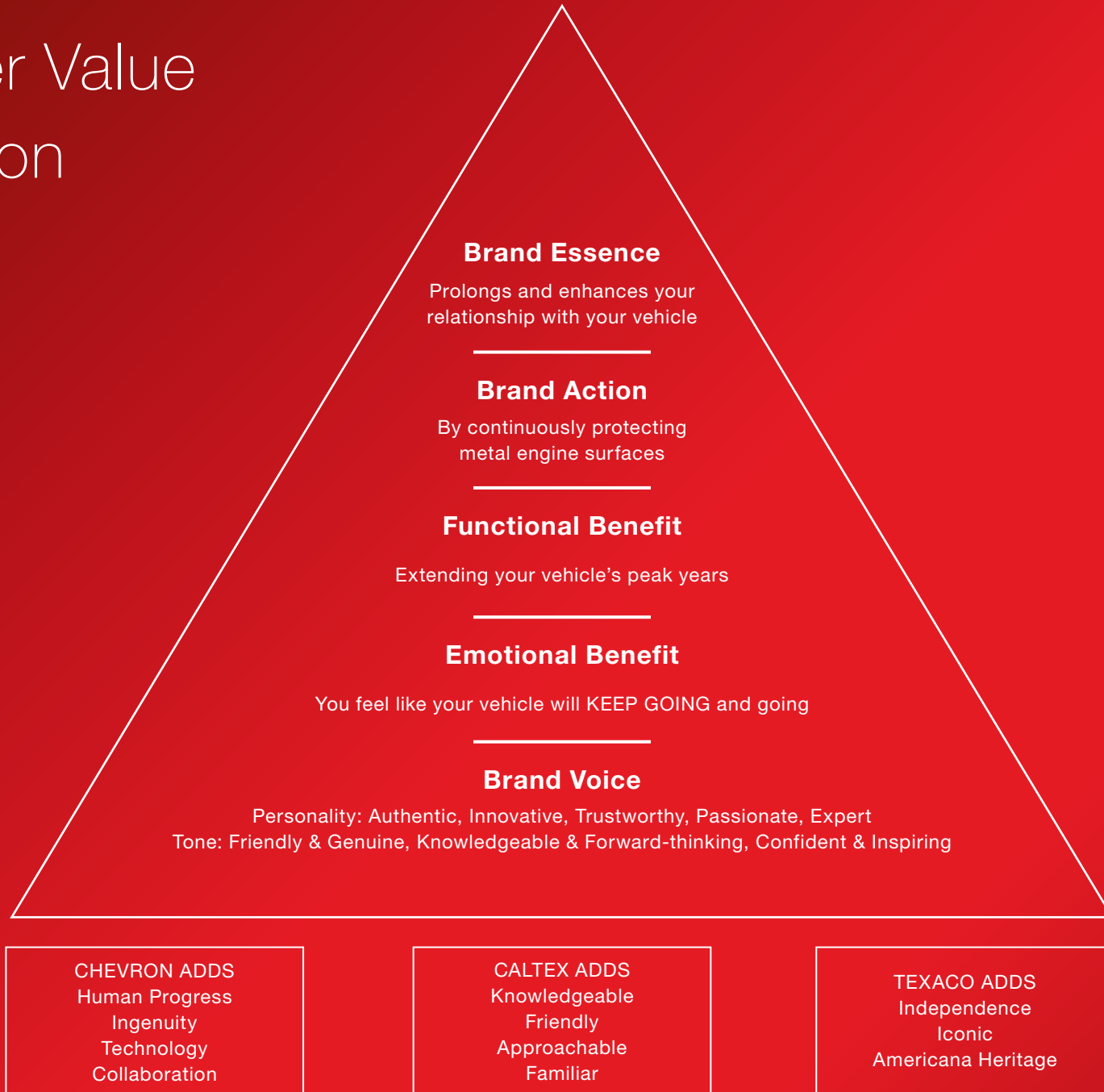
1.5

Customer Value Proposition

Evolve From
Nostalgia, Old School



Aspire To
Technology, Advanced, Modern,
Rich Heritage



1.6

The New Havoline

Havoline is now locked up with its regional masterbrand. From here forward, we will be known as Chevron Havoline, Caltex Havoline, and Texaco Havoline.

What's different about that? In most regions in recent years, we've led with the Havoline name. While consumers were aware of the "master brand" (Chevron, Caltex or Texaco), they perceived our products to be from Havoline, the "sub-brand".

There's nothing wrong with that, but research showed in region after region that consumers believe the master brand and sub-brand together produce better, higher quality, more innovative and technologically advanced products than either entity alone. Call it the "Power of Two". They perceive a "Chevron Havoline" product, for example, to be superior to a Havoline or Chevron product because they consider the combined forces of both brands superior to either entity alone – which is why from here forward the Havoline name will be joined as one with its relevant master brand, as shown at right.



Havoline[®]



Havoline[®]



Havoline[®]

1.7

Personality Traits

Personality traits are humanizing characteristics that embody the distinct value of a brand and guide how it behaves and looks. The personality traits work together to create a persona to which both internal and external stakeholders can relate.

Every Havoline brand communication and action should be inspired by and rooted in the following personality traits:

Authentic

Innovative

Trustworthy

Passionate

Expert

1.7 Havoline is Authentic

—

Havoline has been protecting engines almost as long as there have been engines. Our rich heritage dates back to 1904, longer than almost every other motor oil brand. Our heritage is a testament to our quality.



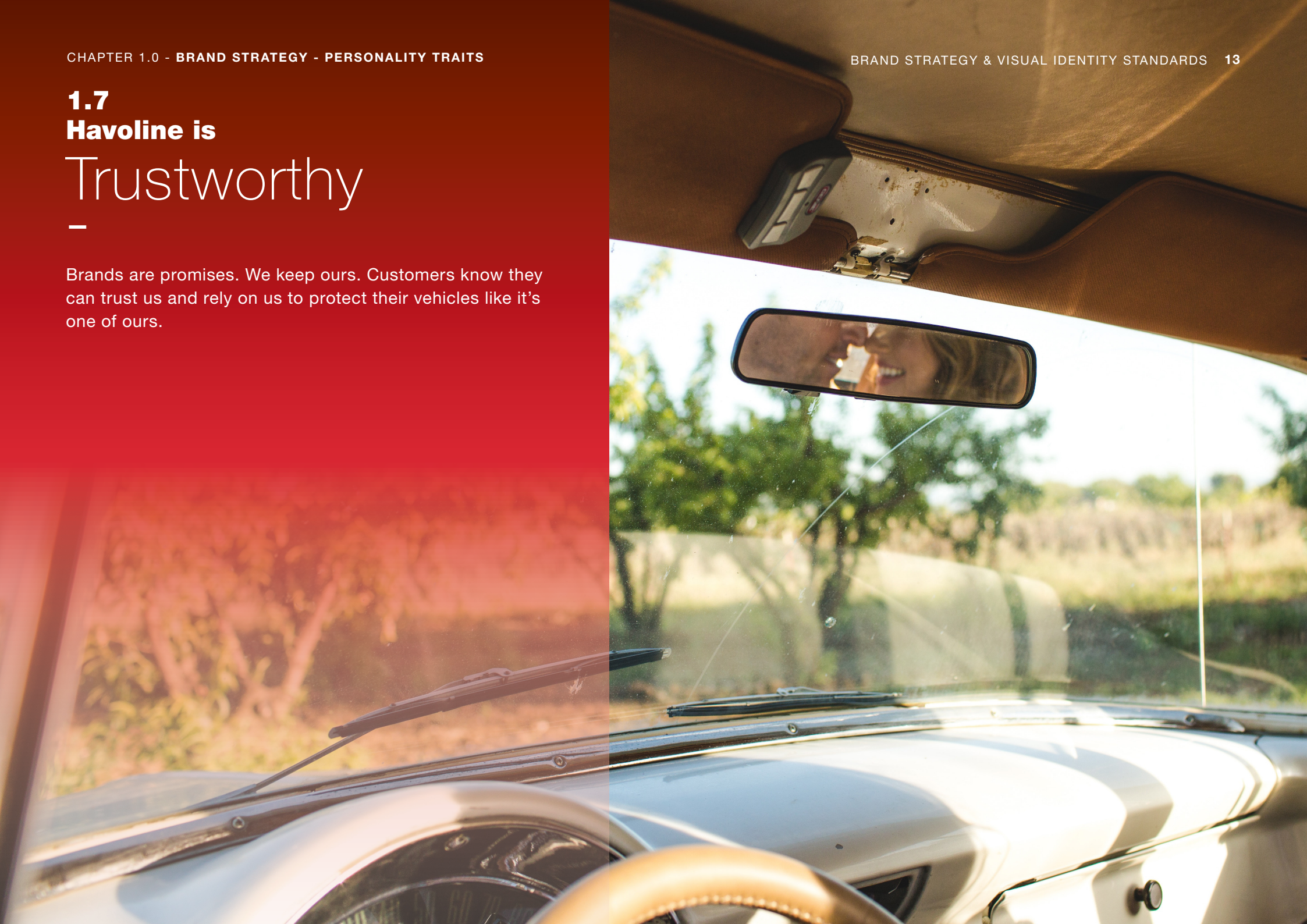
1.7 Havoline is Innovative

We continuously push the frontiers of engine protection technology. We don't depend on others for new technology, we make our own.



1.7 Havoline is Trustworthy

Brands are promises. We keep ours. Customers know they can trust us and rely on us to protect their vehicles like it's one of ours.



1.7 Havoline is Passionate

—

We love what we do. We enjoy being able to help a wide range of motorists the world over prolong and enhance their relationship with their vehicle.



1.7 Havoline is Expert —

We know what we're doing. We don't react to automotive trends, we're out in front of them — with the knowledge, training and experience to provide better solutions.



1.8

Tone of Voice

Our tone of voice informs how we express our brand and reflect its personality. It shapes how we should sound and feel. It encompasses our choice of words, their order, length, rhythm and pace.

All Havoline employees and partner agencies should communicate in the Havoline tone of voice – across all media and to all audiences.

NB: When you're reviewing proposed copy for any Havoline communication, ask yourself whether it's consistent with the following descriptors.

Friendly & Genuine

Knowledgeable & Forward-thinking

Confident & Inspiring

1.8 Havoline is Friendly & Genuine

We're approachable, down-to-earth and straightforward. Never pretentious or elitist. We make motor oils for everybody who has an engine they want to protect and a vehicle they want to keep going.



1.8 Havoline is

Knowledgeable & Forward-thinking

—

We know what we're talking about, because we're constantly at the forefront of new advances and technologies. We're eager to share those advances with our customers and explain how they will benefit them in language they understand.



1.8 Havoline is Confident & Inspiring

—

We're confident because we're good at what we do. We do our homework and the hard work necessary to succeed. Our confidence is expressed not in bragging but language and tone that empowers and inspires.



2.0

Hero Logo Lock-Up

2.1 Full Color Gradated

2.2 Background Use

2.3 Clear Space

2.4 Minimum Size

2.5 Partner Logo Positioning

2.6 Do's & Dont's

2.1

Full Color Gradated

The Full Color horizontal Gradated Logo Lock-up is our hero signature logo lock-up.

This gradated horizontal version is the **PREFERRED** Lock-up for all campaign outputs and marketing collaterals - where possible.

Havoline and the Masterbrands (Chevron, Caltex and Texaco) are equally important and must appear together as a lock-up.

For consistency, please ensure that only official logo artwork is used at all times.

Do not attempt to redraw or recreate logos.

NB: When using the Lock-up on the red gradient backgrounds, please use the reverse Lock-up versions.

Full Color Gradated - Horizontal - Positive



Full Color Gradated - Horizontal - Reverse



⚠ All logos in this document are fixed elements and should never be recreated.

2.2

Background Use

The Havoline Logo will be applied to the signature red gradient across signage and point of sale, and applied to light and dark photographic backgrounds throughout the digital and print campaign.

Signature red gradient background

The logo will be applied to the signature red gradient background for signage, point of sale etc.

Photographic backgrounds

Depending on the brightness of the background, you will need to choose between the positive or reverse Masterbrand logos to ensure they are always legible.

**Signature Red Gradient Background
Reverse****Dark Photography Background
Reverse****Light Photography Background
Positive**

2.3

Clear Space

—

Clear space is the area around the Lock-up that is to be kept free of other text or graphic elements.

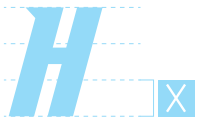
It is important to allow adequate white space around the Lock-up so it remains visually dominant.

A clear space of X height must be retained around the Lock-up.

X = 1/3 Height of the gold Havoline 'H'.

The clear space ratios detailed here are the **minimum** requirements. **More** space around the perimeter is always acceptable.

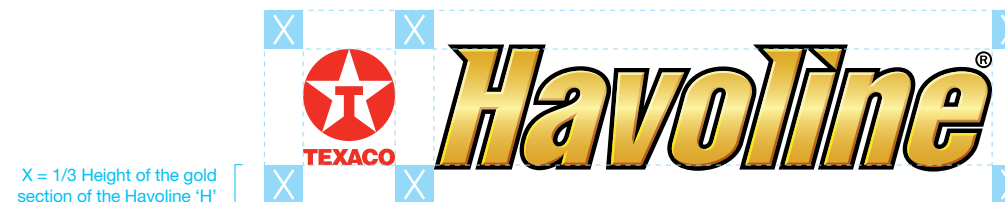
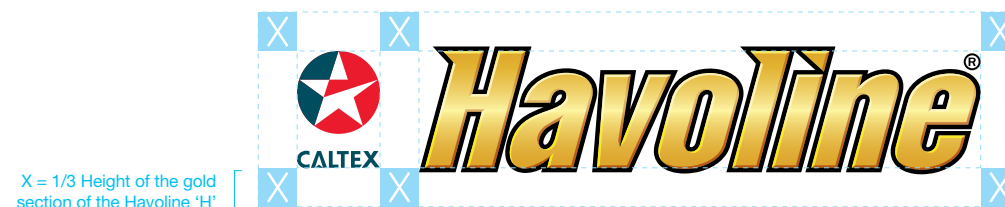
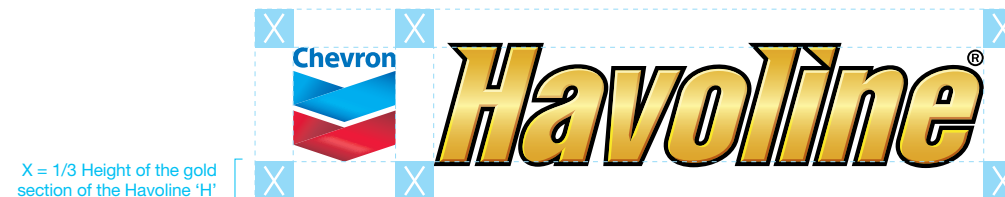
NB: Do not alter the amount of space between the Havoline Lock-up and the Masterbrand logo.



X = 1/3 Height of the gold section of the Havoline 'H'

⚠ All logos in this document are fixed elements and should never be recreated.

Full Color Gradated - Horizontal - Clear Space



2.4

Minimum Size

Minimum size – Chevron

The minimum size of the Lock-up in print is measured by the Chevron hallmark width of 6.35mm. For digital applications minimum size is 5.5mm wide.

Minimum size – Caltex

The minimum size of the Lock-up in print is measured by the Caltex hallmark width of 6mm. For digital applications minimum size is 4.26mm wide.

Minimum size – Texaco

The minimum size of the Lock-up in print is measured by the Texaco hallmark width of 6mm. For digital applications minimum size is 4.26mm wide.


NB: Be conscious of size and legibility when resizing the Lock-up.

PRINT - Minimum Size



DIGITAL - Minimum Size



 All logos in this document are fixed elements and should never be recreated.

2.5

Partner Logo Positioning

These specifications ensure that the Master Chevron, Texaco or Caltex Havoline Lock-ups are the predominant logo throughout all executions.

All partner logos and Master Chevron, Texaco or Caltex Havoline Lock-ups should have a clear space of 0.3H.

NB: These are not actual Lock-ups. They simply show how other brands align with Havoline.

Portrait Logo

Ratio 0.75:1

**Portrait And Landscape Logo**

Ratio 0.5:1

**Landscape Logo**

Ratio 0.33:1



2.6

Do's & Dont's

When using the Chevron, Caltex or Texaco Havoline Lock-up do not distort or alter it in any way.

This ensures consistency and clarity in messaging across the Brand Campaign.

Correct Lock-Up Application



✓ Do use correct clear space (See page 16)



✓ Do use reverse lock-up on dark backgrounds



✓ Do use positive lock-up on light backgrounds

Incorrect Lock-Up Application



✗ Do not stretch or distort logo



✗ Do not rotate or flip logo



✗ Do not alter the colors



✗ Do not alter the ratio between the Havoline and Masterbrand logos



✗ Do not adjust keyline or add a drop shadow



✗ Do not use positive logo on dark backgrounds



✗ Do not adjust opacity



✗ Do not alter clear space

3.0

Logo Lock-Up Suite

3.1 Full Color Gradated - Stacked

3.2 Clear Space - Stacked

3.3 Alignment - Stacked

3.4 Full Color Non-Gradated

3.5 One Color - Positive

3.6 One Color Gradated

3.7 Translated Examples

3.1

Full Color Gradated - Stacked

Alternate Lock-ups are available for situations where space is a premium.

No other Lock-up combinations are to be used other than the 'Horizontal', 'Stack Left-Aligned' and 'Stack Centered'.

NB: The Stacked Left-Aligned lock-up is PREFERRED over the Center Stacked lock-up.

Stacked Left-Aligned Positive - Preferred



Havoline®

Stacked Centered Positive



Havoline®



CALTEX

Havoline®



CALTEX

Havoline®



TEXACO

Havoline®



TEXACO

Havoline®



All logos in this document are fixed elements and should never be recreated.

3.2

Clear Space - Stacked

Clear space is the area around the Lock-up that is to be kept free of other text or graphic elements.

It is important to allow adequate white space around the Lock-up so it remains visually dominant.

A clear space of X height must be retained around the Lock-up.

$X = 1/3$ Height of the gold Havoline 'H'.

The clear space ratios detailed here are the minimum requirements. More is always acceptable.

NB: Do not alter the amount of space between the Havoline Lock-up and the Masterbrand logo.



Stacked Left-Aligned - Clear Space



Stacked Centered - Clear Space



⚠ All logos in this document are fixed elements and should never be recreated.

3.3

Alignment - Stacked

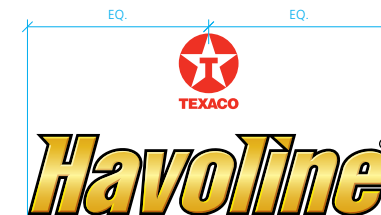
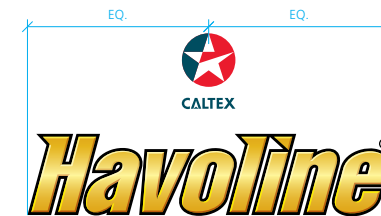
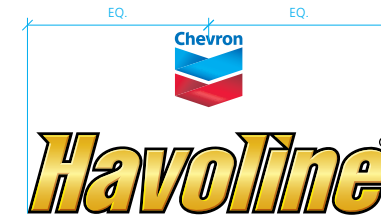
The blue lines shown in the examples opposite show how the Havoline Hero Lock-up and the Masterbrand logos align. These must be followed exactly, while maintaining the clear space specifications.

NB: The Stacked Left-Aligned lock-up is PREFERRED over the Center Stacked lock-up.

Stacked Left-Aligned - Clear Space



Stacked Centered - Clear Space



⚠ All logos in this document are fixed elements and should never be recreated.

3.3

Full Color Non-Gradated

The Full Color Non-gradated lock-up is to be used when it is not possible to reproduce the gradated Lock-up. i.e: embroidery, screenprinting and signage applications.

When printing the Master Brand Lock-ups please refer to the PMS standard for the correct color reference.

Full Color Non-Gradated - Chevron



Full Color Non-Gradated - Caltex



Full Color Non-Gradated - Texaco



⚠ All logos in this document are fixed elements and should never be recreated.

3.4

One Color

The One Color Lock-ups are to be used on materials where full color print is not an option.

This could apply to black and white print advertising, screenprinting or embroidery purposes.

But where possible, the Full Color Gradated Lock-up should be used.

One Color - Chevron



One Color - Caltex



One Color - Texaco



! All logos in this document are fixed elements and should never be recreated.

3.6

One Color Gradated

The One Color Gradated Lock-ups are to be used on materials where full color print is not an option, but gradation is available.

This could apply to black and white print advertising, newsprint etc.

But where possible, the Full Color Gradated Lock-up should be used.

One Color Gradated - Horizontal



One Color Gradated - Stacked Left-Aligned



One Color Gradated - Stacked Left-Centered



3.6

Translated Examples

Here is the family of Lock-up combinations (using the China market as the example).

The translation of the brand names (in any language) should be treated as a simple black / white descriptor, NOT replicate the typeface/color of the 'Havoline' logo itself.

Keep in mind that Havoline is an invented name. It has no meaning in English. Therefore, when you translate it, translate it phonetically to sound as close to Havoline as possible. Should you need and/or are required by local legal regulations to translate the Havoline brand name, please make sure to work with the Global Havoline Brand team on the translation.

Where possible please use the **preferred** 'Graded Horizontal 2-line Lock-up'.

NB: The descriptor text should be a translation of 'Chevron Havoline'.

Preferred Lock-up: Horizontal two line



Havoline[®]

雪佛龙 金富力

The descriptor text should be a simple black / white translation of 'Chevron Havoline'.

Option 1: Stack Left-aligned



Havoline[®]

雪佛龙 金富力

Option 2: Stack Centered



Havoline[®]

雪佛龙 金富力

Option 3: Horizontal one line



Havoline[®]

雪佛龙 金富力



All logos in this document are fixed elements and should never be recreated.

4.0

Brand Colors

4.1 Havoline Color Palette

4.2 Signature Red Gradient

4.3 Signature Red Gradient - Stacked

4.4 Color Guide for Printing - Gradated

4.5 Color Guide for Printing - Non-Gradated

4.1

Havoline Color Palette

Havoline Primary Brand Palette

The Havoline Primary Brand Palette consists of the Signature Red and Signature Gold.

When producing Brand Campaign elements, please ensure the best possible color match by specifying the correct PANTONE® to your local print supplier.

Four color process (CMYK) is the preferred option especially with the Graded Lock-ups and backgrounds. Please match to the specified PANTONE® for accuracy when producing the Havoline campaign.

When specifying colors for web please quote the RGB codes. The Hexadecimal codes are also provided for reference.

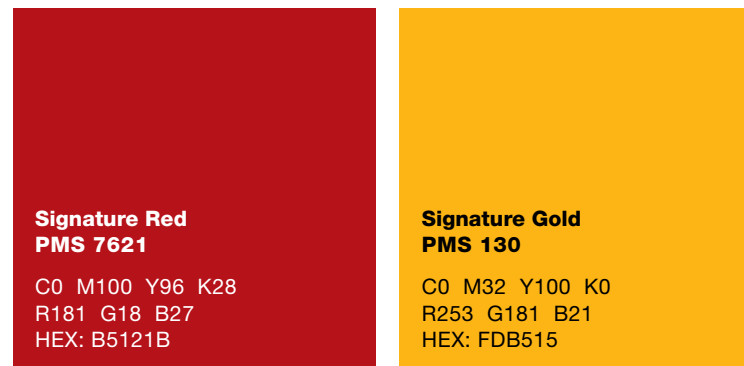
Havoline Secondary Brand Palette

The Secondary Palette is used for text highlights and creating depth in background gradients and graphics. It is to be used sparingly.

NB: Please refer to the campaign guidelines for examples of use.



The color swatches on this page and throughout the Guidelines are representational only. For an accurate color match please refer to the current PANTONE® swatch books or discuss with your printer.

Havoline Primary Brand Palette**Havoline Secondary Brand Palette**

*PMS 122
Not to be used anywhere but
the Full Color Non-Graded

4.2

Signature Red Gradient

Havoline is predominantly a red brand. The Red Gradient is also a key signature of the Havoline brand.

The gradient consists of two colors;

Dark Red PMS 4695

+

Red PMS 7621

Please refer to the shown example when creating the gradient. It should be created in Illustrator or Photoshop for a smooth effect.

NB: The Dark Red 4695 MUST sit behind the Chevron / Caltex / Texaco logos to ensure they stand out. When creating the gradient, make sure there is no banding between the two colors.

Minimum amount of Dark Red Background

Minimum amount of Dark Red
Location: 35%



Dark Red
PMS 4695
Opacity: 100%
Location: 0%

Signature Red
PMS 7621
Opacity: 100%
Location: 100%

Maximum amount of Dark Red Background

Maximum amount of Dark Red
Location: 55%



Dark Red
PMS 4695
Opacity: 100%
Location: 0%

Signature Red
PMS 7621
Opacity: 100%
Location: 100%

4.3

Signature Red Gradient - Stacked

Havoline is predominantly a red brand. The Red Gradient is also a key signature of the Havoline brand.

The gradient consists of two colors;

Dark Red PMS 4695

+

Red PMS 7621

Please refer to the shown example when creating the gradient. It should be created in Illustrator or Photoshop for a smooth effect.

NB: The Dark Red 4695 MUST sit behind the Chevron / Caltex / Texaco logos to ensure they stand out. When creating the gradient, make sure there is no banding between the two colors.

Minimum amount of Dark Red Background - Left Aligned

Minimum amount of Dark Red
Location: 45%



Maximum amount of Dark Red Background - Left Aligned

Maximum amount of Dark Red
Location: 55%



Minimum amount of Dark Red Background

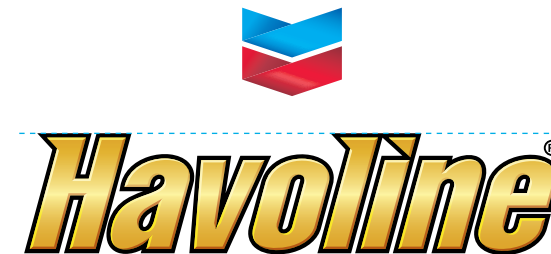
Important to have Dark Red ascending from the top.



Minimum amount
of Dark Red
Location: 25%

Maximum amount of Dark Red Background

Important to have Dark Red ascending from the top.



Maximum amount
of Dark Red
Location: 45%

4.4

Color Printing Reference - Gradated

The individual Masterbrand logos; Havoline, Chevron, Caltex and Texaco, have specified PANTONE® colors.

When printing these logos, please refer to the PANTONE® standard for the correct color.

NB: In any circumstances, do not alter the gradation in the Havoline gradated logo lock-up.

Havoline Gradated



Signature Red PMS 7621 C0 M100 Y96 K28 R181 G18 B27 HEX: B5121B	Yellow C0 M0 Y100 K0 R255 G242 B0 HEX: FFF100	Black C0 M0 Y0 K100 R20 G12 B25 HEX: 140C19
---	---	---

Chevron Gradated



Chevron Red PMS 186 C0 M100 Y81 K4 R226 G24 B54 HEX: E21836	Chevron Blue PMS 2935 C100 M46 Y0 K0 R2 G110 B181 HEX: 0050AA
---	---

Caltex



CALTEX

Caltex Red PMS 485 C0 M100 Y90 K0 R237 G27 B47 HE: ED1B2F	Caltex Green PMS 3035 C100 M0 Y15 K70 R0 G76 B96 HEX: 004C60
---	--

Texaco



TEXACO

Texaco Red PMS 485 C0 M100 Y90 K0 R237 G27 B47 HEX: ED1B2F
--

4.5

Color Printing Reference - Non-Gradated

The individual Masterbrand logos; Havoline, Chevron, Caltex and Texaco, have specified PANTONE® colors.

When printing these logos, please refer to the PANTONE® standard for the correct color.

Havoline Non-Gradated



Flat Spot Gold PMS 122 C0 M17 Y80 K0 R244 G211 B82 HEX: F4D352	Black C0 M0 Y0 K100 R35 G31 B32 HEX: 00000
--	--

Chevron Non-Gradated



Chevron Red PMS 186 C0 M100 Y81 K4 R226 G24 B54 HEX: E21836	Chevron Dark Red PMS 202 C0 M100 Y61 K43 R130 G18 B47 HEX: 82122F	Chevron Blue PMS 2935 C100 M46 Y0 K0 R2 G110 B181 HEX: 0050AA	Chevron Light Blue Process Cyan C100 M0 Y0 K0 R0 G157 B224 HEX: 009DE0
---	---	---	--

Caltex



CALTEX

Caltex Red PMS 485 C0 M100 Y90 K0 R237 G27 B47 HE: ED1B2F	Caltex Green PMS 3035 C100 M0 Y15 K70 R0 G76 B96 HEX: 004C60
---	--

Texaco



TEXACO

Texaco Red PMS 485 C0 M100 Y90 K0 R237 G27 B47 HEX: ED1B2F
--

5.0

Typography

5.1 Typeface

5.1

Typeface

Helvetica Neue is the font for the Havoline® brand identity. It is a neutral typeface that is extremely adaptable across a range of mediums. It's a sans serif font that has a modern look and feel, but is simple enough to fit within a more traditional design. Helvetica Neue is particularly well-suited to designs where legibility, readability and understanding are key.

The font was selected for its visual compatibility with the Havoline logo and for its ability to convey a personality that is consistent with our brand. Please use the weights and styles shown on this page.

Helvetica Neue

Roman

Helvetica Neue

Helvetica Neue – font weights

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ⓘ For digital communication, Helvetica is also used for supporting typography, however if Helvetica is not an option, Arial is the secondary choice.

6.0

Photography

6.1 Photography Styles

6.2 Cars Enabling Shared Experiences

6.3 People Interacting with Cars

6.4 Cars on a Journey

6.5 Cropping & Framing

6.1

Photography Styles

We've defined several categories of imagery that can be used for different applications. The guidelines in the following section will help you choose the best imagery for your execution.

Photography style

This series of photographs has a beautiful cohesive style, shot with interesting angles at different times of day and viewpoints of the car owner.

They utilize a series of photographic effects/styling:

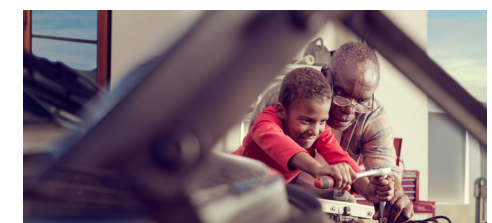
- Soft focus (background or foreground depending on where focus needs to be)
- Desaturated color (color is rich and moody with intensified blacks)
- Lighting (has warmth and shot at different times of day for interesting shadows etc).

When creating your own images, make sure the expressions on people's faces are joyful and optimistic. If more than one person is featured in the same image, their expressions and body language should convey that there's a strong emotional bond between them.

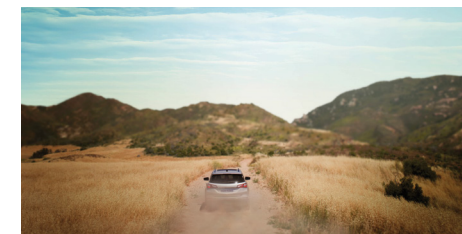
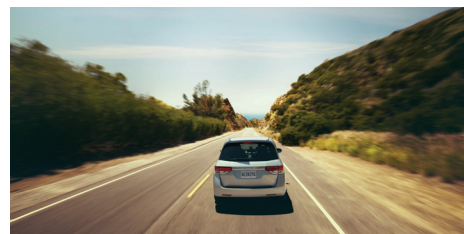
Cars Enabling Shared Experiences



People Interacting With Cars



Cars on a Journey



6.2

Cars Enabling Shared Experiences

These emotive images of our consumers with their cars are to demonstrate the importance of this relationship, the vehicle is the key to unlocking all of these important moments in life. The car is always featured as the provider of these shared experiences demonstrating the role Havoline plays in prolonging and enhancing the relationship.



6.3

People Interacting with Cars

The use of tighter cropped photography, with people interacting with their cars, is necessary when the creative needs to overtly bridge the connection between the joy consumers have through their cars, and the important part Havoline plays in continuing these moments in our consumer's lives.



6.4

Cars on a Journey

Cars in situation and in motion should be used when the main goal of the communication is to build an emotional connection to the product benefits - it is always implied that our consumers are behind the wheel and connecting with the vehicles.



7.0 Executions

7.1 Print Campaign

7.2 Digital Campaign

7.3 Below the Line Campaign

7.1 Print Examples - Lifestyle

Havoline

From homework to life lessons
KEEP GOING

THE MOTOR OIL THAT NEVER STOPS PROTECTING YOUR ENGINE™
A little mountain never stopped you. Why should your motor oil? Get the unbeatable, nonstop protection™ of full synthetic Chevron Havoline® Pro DS®. The motor oil that exceeds the toughest industry protection standard for today's modern engines.* Learn more at havoline.com/keepgoing

*As demonstrated in the Sequence 8A wear test on a 10W-30 viscosity. †Always follow the motor oil grade and oil change intervals recommended in your vehicle owner's manual. ‡GM's dexos™ Gen 2 specification. 10W-30 dexos1 Generation 2 License No. 01021606.009. 5W-30 dexos1 Generation 2 License No. 0101984309. © 2017 Chevron. All rights reserved. All trademarks are the property of Chevron Intellectual Property LLC or their respective owners.

Havoline

From overtime to family time
KEEP GOING

THE MOTOR OIL THAT NEVER STOPS PROTECTING YOUR ENGINE™
Your vehicle is more than just a ride. It's your home away from home. Your chill zone, your changing room on wheels. Which is why you need the nonstop protection™ of Texaco Havoline®. Find the perfect Havoline motor oil for your car at havoline.com/keepgoing

*Always follow the motor oil grade and oil change intervals recommended in your vehicle owner's manual. © 2017 Texaco. All rights reserved. All trademarks are the property of Texaco Intellectual Property LLC or their respective owners.

Havoline

From kindergarden to college
KEEP GOING

THE MOTOR OIL THAT NEVER STOPS PROTECTING YOUR ENGINE™
Your vehicle is more than just a ride. It's your home away from home, your chill zone, your changing room on wheels. Which is why you need the nonstop protection™ of Caltex Havoline® motor oil. For more than a century, Havoline has been at the forefront of motor oil technology, protecting engines and keeping busy lives going. No matter what you drive, find the perfect Havoline motor oil for your car at havoline.com/keepgoing

*Always follow the motor oil grade and oil change intervals recommended in your vehicle owner's manual. © 2017 Caltex. All rights reserved. All trademarks are the property of Caltex Intellectual Property LLC or their respective owners.

7.1 Print Examples - Product



The full synthetic that changes everything

KEEP GOING

NEW

THE MOTOR OIL THAT NEVER STOPS PROTECTING YOUR ENGINE™

Today's smaller, more fuel-efficient engines work harder than ever before. That's why automakers like GM hold motor oils to the same stringent standards as their most advanced engines. Introducing new Chevron Havoline® Pro DS® Full Synthetic. Specially formulated for unbeatable, nonstop protection™¹ to keep today's modern engines going.² It even exceeds the industry's newest and toughest protection standard, GM's dexos1™ Gen 2.³



havoline.com/keepgoing

¹As demonstrated in the Sequence 900 series test on a 100-300 cc engine. ²Always follow the motor oil grade and oil change intervals recommended in your vehicle owner's manual. ³GM dexos1™ Gen 2. ©2017 Chevron. All rights reserved. All trademarks are the property of Chevron Intellectual Property LLC or their respective owners.



The full synthetic that changes everything

KEEP GOING

NEW

THE MOTOR OIL THAT NEVER STOPS PROTECTING YOUR ENGINE™

Today's smaller, more fuel-efficient engines work harder than ever before. That's why automakers like GM hold motor oils to the same stringent standards as their most advanced engines. Introducing new Chevron Havoline® Pro DS® Full Synthetic. Specially formulated for unbeatable, nonstop protection™¹ to keep today's modern engines going.² It even exceeds the industry's newest and toughest protection standard, GM's dexos1™ Gen 2.³



havoline.com/keepgoing

¹As demonstrated in the Sequence 900 series test on a 100-300 cc engine. ²Always follow the motor oil grade and oil change intervals recommended in your vehicle owner's manual. ³GM dexos1™ Gen 2. ©2017 Chevron. All rights reserved. All trademarks are the property of Chevron Intellectual Property LLC or their respective owners.



The motor oil that never stops protecting your engine™

KEEP GOING

Your life is constantly on the go. Which is why you need the nonstop protection™¹ of Chevron Havoline® motor oil. For more than a century, Havoline has been at the forefront of motor oil technology, protecting engines and keeping busy lives going. So whether it's full synthetic Havoline Pro DS®, Havoline conventional or new Havoline High Mileage motor oil, you can find the perfect Havoline for your car at havoline.com/keepgoing



¹Always follow the motor oil grade and oil change intervals recommended in your vehicle owner's manual. © 2017 Chevron. All rights reserved. All trademarks are the property of Chevron Intellectual Property LLC or their respective owners.

7.2 Digital Banner Examples

Lifestyle



Product



7.3

Point of Sale Examples

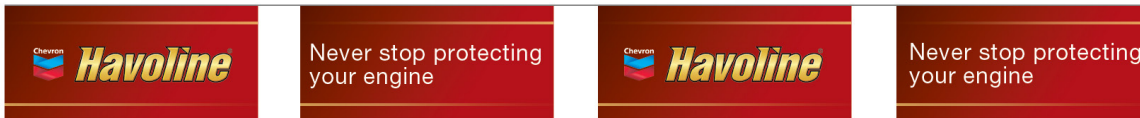
Horizontal Banner



Flag



Pennant String



Window Decal & Shelf Strip

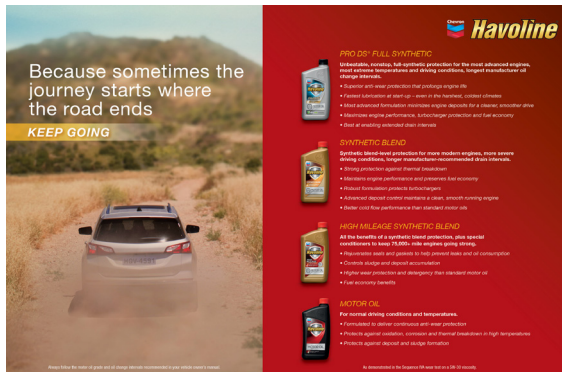


7.3 Point of Sale Examples

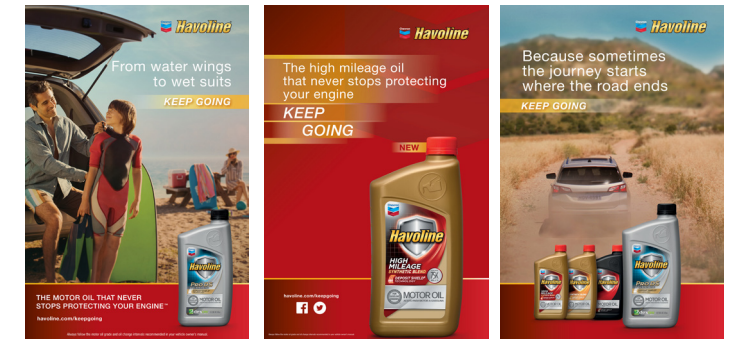
Greeter Card



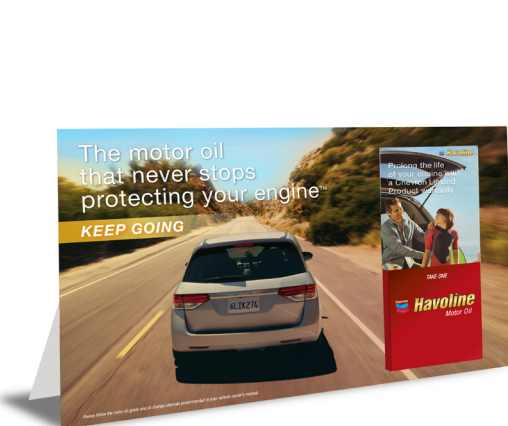
Counter Mat



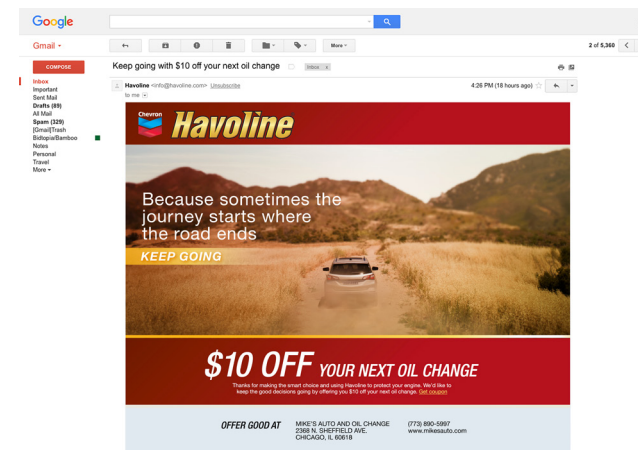
Interior Poster



Extended Warranty Display



Email Template Example



7.3

Display Stand Example



Global Brand Contacts

Thank you for taking the time to review this document — and for your ongoing collaboration in putting it into action.

After all, guidelines are just guidelines. It's how well each of us apply and implement them that will determine our future success individually, as a team and ultimately as a global motor oil brand.

We appreciate your hard work.

Warm regards,
The Havoline Global Brand Team

**Any questions?
Feel free to contact us.**

Lulu Huang (First Point of Contact)
Global Brand Communications Manager
Office: (925) 842-6797
Email: Lulu.Huang@chevron.com

Christina Coleridge
Global Brand Channel Manager
Office: (925) 842-2354
Email: CColeridge@chevron.com

Debbie Powell
Global Brand Manager
Office: (925) 842-8128
Email: DeborahPowell@chevron.com