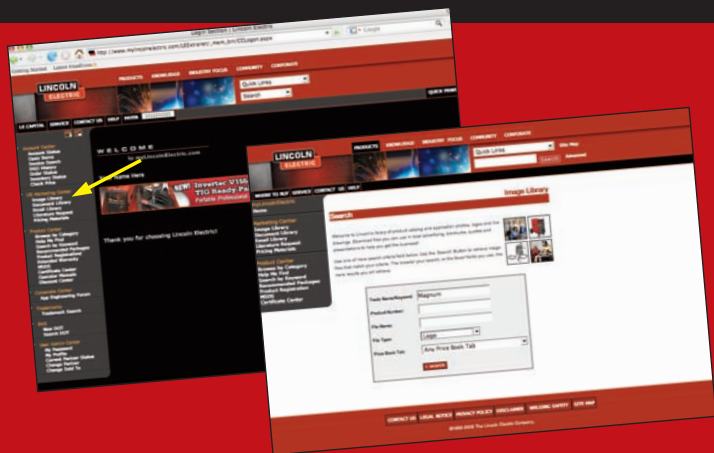


# The Lincoln Electric Company | Official Logo Guide

**LINCOLN<sup>®</sup>**  
**ELECTRIC**  
 THE WELDING EXPERTS<sup>®</sup>



To download any of Lincoln's logos:

1. Go to: [www.mylincolinelectric.com](http://www.mylincolinelectric.com)
2. Type your Login and Password
3. Choose "IMAGE LIBRARY" under U.S. Marketing Center
4. For a specific search: Type the name of the logo in the "KEYWORD" section (ie "Magnum" or "Motorsports")  
 For a general search: Choose "Logo" in the pull-down menu under "FILE TYPE" (leave rest of fields blank)

## OFFICIAL COLORS

**CORE COLORS:** Lincoln's official colors are **Red** and **Black**. The colors shown on this sheet may not exactly match the PANTONE<sup>®</sup> color standards. Please refer to the current edition of the PANTONE<sup>®</sup> Color Guide.

OFFICIAL  
PMS COLORS



CMYK COLOR  
BREAKDOWN

| C | M   | Y  | K |
|---|-----|----|---|
| 0 | 100 | 81 | 4 |

| C | M | Y | K   |
|---|---|---|-----|
| 0 | 0 | 0 | 100 |

PRIMARY LOGO



SECONDARY LOGO



**ATTN:** All materials should use the primary logo with "The Welding Experts<sup>®</sup>".

## BACKGROUND USAGE

### PRIMARY LOGO

COLOR

White or Light Background



Light Photo Background



Dark or Black Background



Dark Photo Background



B & W



### CLEAR SPACE

No other logos or taglines should appear within the minimal clearance area



Minimal clearance area