



# Brand Guidelines

# 01. Introduction | About brand

Tomoil is a brand dedicated to manufacturing the highest standard of lubricants utilised mainly in the most modern vehicles and machinery systems. Most of the manufactured products are 100% synthetic and designated for use in systems with stringent quality requirements. Tomoil products exceed the requirements of OEMs in most parameters and are intended for distributors who deal with professional users concerned primarily with quality. The product looks exceptional, and is very reliable even under the most demanding conditions.

## Vision and mission

Providing unique lubricants in tune with innovations in the industry.

Tomoil will continue to manufacture and deliver specialty lubricants globally, at the same, providing innovative products and services with added value for its customers and a strong commitment to its other stakeholders' interests.

To achieve this vision, Tomoil has created a culture focused on customer satisfaction, quality, reliability, innovation and cost efficiency. After all, Tomoil wants to be more than just a supplier. Tomoil wants to be your partner.

Our business principles are based on our core values of honesty, integrity and respect. They promote trust, openness, teamwork and professionalism, as well as pride in what we do and how we conduct business.

As part of these principles, continue to follow a path of sustainable development, balancing short and long-term interests and integrating economic, environmental and social

considerations into our decision-making.

Tomoil employees and contractors, and those at joint ventures we operate, are expected to understand and continually behave in line with our core principles. We expect suppliers, and joint ventures that we do not operate, to apply equivalent principles.



## 02. Tomoil Logo Concept

### 1. Logo Concept & Meaning

The TOMOIL logo is designed to represent strength, reliability, and modernity in the automotive lubricant industry. The bold typography, dynamic shape, and striking color contrast convey the brand's commitment to performance, innovation, and quality.

- Strong & Bold Lettering – The custom sans-serif typeface reflects durability, professionalism, and performance.
- Dynamic Shape – The red background with softened yet angular edges gives a sense of movement and speed, symbolizing efficiency and progress.

- Red & White Color Contrast – Red signifies energy, power, and passion, while white represents purity, precision, and trust.
- Italicized & Slightly Condensed Font – The subtle forward slant enhances the dynamic and forward-thinking nature of the brand.



Click for Download Logo

# Logo Usage & Guidelines

To ensure consistency and maintain the integrity of the TOMOIL brand identity, the following guidelines outline the correct usage and restrictions regarding the TOMOIL logo. Proper adherence to these rules will enhance brand recognition and maintain a professional appearance across all applications.

## 1. Primary Logo Variations

The TOMOIL logo exists in two main variations:

**Primary Logo (with red background)** – This version is preferred for most brand applications, including packaging, digital media, and advertising.

**Wordmark Logo (without background)** – This variation is suitable for specific use cases, such as minimalistic designs, embossing, and where a background shape is unnecessary.

## 2. Logo Usage Guidelines

Always maintain the logo's original proportions. Do not stretch, distort, or modify the shape in any way.

Ensure adequate clear space around the logo. No other elements should encroach within this clear space to maintain visual clarity.

The primary red color should always be used unless a monochrome version is required.

The logo should always be placed on a contrasting background to ensure readability.

When using the wordmark logo, ensure it stands out clearly against the background, preferably using brand colors for consistency.

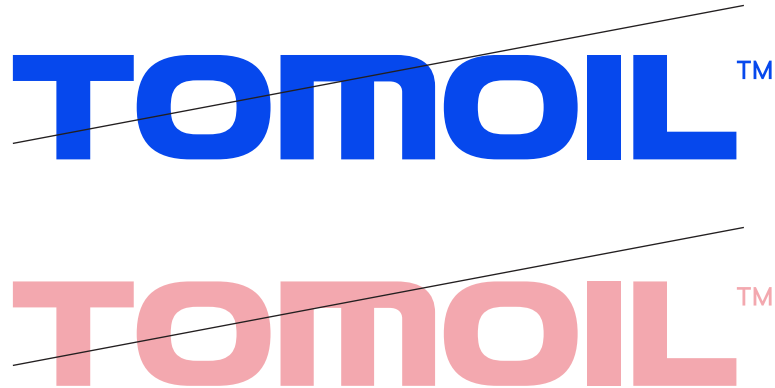
The primary logo consists of the word "TOMOIL" in a bold, white, sans-serif font, centered within a solid red rectangular background. A small "TM" trademark symbol is positioned to the upper right of the wordmark.

[Click for Download Logo](#)

# Prohibited Logo Uses

**To maintain brand consistency, avoid the following improper uses of the TOMOIL logo:**

- ✗ Do not alter colors – Always use the approved TOMOIL brand colors.
- ✗ Do not stretch or distort – Maintain the original proportions and aspect ratio.
- ✗ Do not add effects – Avoid shadows, gradients, or any 3D effects that alter the original design.
- ✗ Do not modify the logo shape – The rounded background and wordmark structure must remain intact.
- ✗ Do not use low-resolution versions – Always use high-quality vector or approved image files.
- ✗ Do not place the logo on busy backgrounds – Ensure a clean and readable placement for maximum impact.
- ✗ Do not rotate or tilt the logo – The orientation must always remain horizontal.
- ✗ Do not remove or alter any symbol



## Approved Background Colors

The logo should primarily be placed on white or TOMOIL navy blue backgrounds.

The wordmark version can be used on light or dark backgrounds, ensuring contrast for readability.

Avoid using the logo on backgrounds with complex patterns or low contrast.

## File Formats & Applications

For print materials, use vector formats such as AI, EPS, or PDF to maintain quality.

For digital use, high-resolution PNG or SVG formats should be used.

Never use screenshots or low-resolution images for branding purposes.

By following these guidelines, we ensure that the TOMOIL logo maintains its strength, consistency, and recognizability across all brand touchpoints.



# Primary Color Palette

The TOMOIL logo follows a strong, high-contrast color scheme that aligns with the brand’s bold and professional identity.

These colors should be consistently applied in all branding, marketing, and digital assets.

**Branding Application:**

The red can be used for key branding elements like the logo, call-to-action buttons, and promotional materials.

The navy blue should be used for backgrounds, corporate assets, and digital platforms, print materials to establish a strong brand presence.

The white should be used for typography, ensuring high

contrast and readability in all applications.

By maintaining strict adherence to this color guide, we ensure a consistent, recognizable, and impactful brand image across all touchpoints.

Main background color for logo

Pantone 1795 C

Cmyk 5 99 89 0  
RGB 226 33 49  
HEX #e22131

Official brand background color

Pantone 2768 C

Cmyk 98 89 34 25  
RGB 34 49 96  
HEX #223160

Typography color for contrast

Cmyk 0 0 0 0  
RGB 255 255 255  
HEX #ffffff

# Secondary Color Palette

The TOMOIL logo follows a strong, high-contrast color scheme that aligns with the brand's bold and professional identity.

These colors should be consistently applied in all branding, marketing, and digital assets.

**Branding Application:**

The red can be used for key branding elements like the logo, call-to-action buttons, and promotional materials.

The navy blue should be used for backgrounds, corporate assets, and digital platforms, print materials to establish a strong brand presence.

The white should be used for typography, ensuring high

contrast and readability in all applications.

By maintaining strict adherence to this color guide, we ensure a consistent, recognizable, and impactful brand image across all touchpoints.



# Typography | Primary Typeface

[Click for Download Font Family](#)

ATYP Text

0123456789

## Font Family: ATYP

Style: Geometric, Sans-Serif

Usage: Headlines, Subheadings, Body Text, and Call-to-Action elements, in branding materials, including advertising, packaging, and banners

## Characteristics:

Clean and modern letterforms

Strong geometric structure

High readability in both large and small sizes

Works well across all digital and print applications

Ideal for product labels, website headers, and promotional materials

## Headlines & Titles

Font Weight: Bold / Semi-bold / Medium

## Subheadings

Font Weight: Semi-bold / Medium

## Body Text & Informational Content

Font Weight: Regular / Light

## Call-to-Action (CTA) & Buttons

Font Weight: Bold

Letter Spacing: Tight

Light  
Regular  
Medium  
Bold



# Typography | Secondary Typeface

[Click for Download Font Family](#)

ACUMIN VARIABLE

CONCEPT

0123456789

Light  
Regular  
Medium  
Bold

Typography is a fundamental element of TOMOIL's brand identity, ensuring consistency, readability, and a modern aesthetic across all print and digital platforms. To achieve maximum flexibility and adaptability, TOMOIL utilizes Acumin Variable, a highly versatile sans-serif typeface that offers a wide range of weights and styles.

Type: Sans-Serif, Modern, Geometric  
Clean, neutral design with excellent legibility  
Highly adaptable with a wide range of weights and widths  
Works effectively across both digital and print media  
Balances professionalism and industrial strength

# Design and Advertising

## To maintain brand consistency, avoid the following improper uses of the TOMOIL logo:

TOMOIL's color palette plays a crucial role in maintaining a distinctive and professional brand presence. These colors should be used strategically across all marketing and product designs:

### Our Primary Colors:

Used as the dominant color in branding, advertising, and packaging to create an energetic and bold presence.

Ideal for call-to-action elements, product labels, and key messaging.

### TOMOIL Navy Blue

Used for balance, depth, and contrast in corporate materials, digital designs, and promotional content.

### Neutral Color – White

Used for typography, backgrounds, and contrast to enhance readability and create a clean, modern aesthetic.

### Geometric Shapes & Brand Elements

TOMOIL integrates dynamic geometric shapes to add structure and recognition to its visual identity. These elements should be used thoughtfully to enhance branding without overpowering the content:

### Rounded Edge Shapes

Inspired by the TOMOIL logo structure, these shapes create a smooth, dynamic feel in advertisements and packaging.

Ideal for banners, labels, and social media graphics to reinforce the brand's identity.

### Angular & Speed-Inspired Shapes

Used to symbolize motion, performance, and innovation, especially in automotive and lubricant product visuals.

Can be applied to product packaging, advertising layouts, and digital assets to create a sense of energy and movement.

### Minimalist Line Patterns

Used as subtle graphic elements in print and web design to maintain brand sophistication.



# TOMOIL™

Bring Tomoil's proven excellence to your country. Join our growing network of distributors and experience the benefits of partnering with a brand that combines cutting-edge technology, superior quality, and unmatched reliability. Together, we can deliver solutions that meet the needs of customers in your region and beyond.

To become one of our next successful partners and learn more about our full range of products, visit [www.tomoil.de](http://www.tomoil.de) or contact us directly. Let's work together to make Tomoil products a success in your market.



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# TOMOIL™

THE RELIABLE SOLUTION  
FOR PROFESSIONALS

**AUTOMOTIVE PRODUCTS**



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