



memorandum

To Retailers and Marketers
From Americas Products
Date April 23, 2020
Re Chevron Logo Update

Dear Retailers and Marketers:

Chevron has decided to move from a gradient color scheme to a solid variation for the Chevron logo. This format is easier to use in many environments, particularly in digital media. Below is a side by side comparison of the current gradient logo (left) and the NEW solid logo without the gradation (right) for your reference. As you can see, it's a very subtle change.

Over the next 4 to 6 months, we will be transitioning to the new solid Chevron logo in elements that have not already been produced. Chevron's approved vendors for retail stations will begin offering the new solid logo design once the existing logo sign inventory is depleted.

Note: Since the change is subtle, retailers and marketers do not need to replace any of the permanent station signage before their lifespan and can have both the old and new logos onsite at the same time.

Current Logo



GRADIENT DECAL HALLMARK GRAPHICS

New Solid Logo



SOLID HALLMARK GRAPHICS