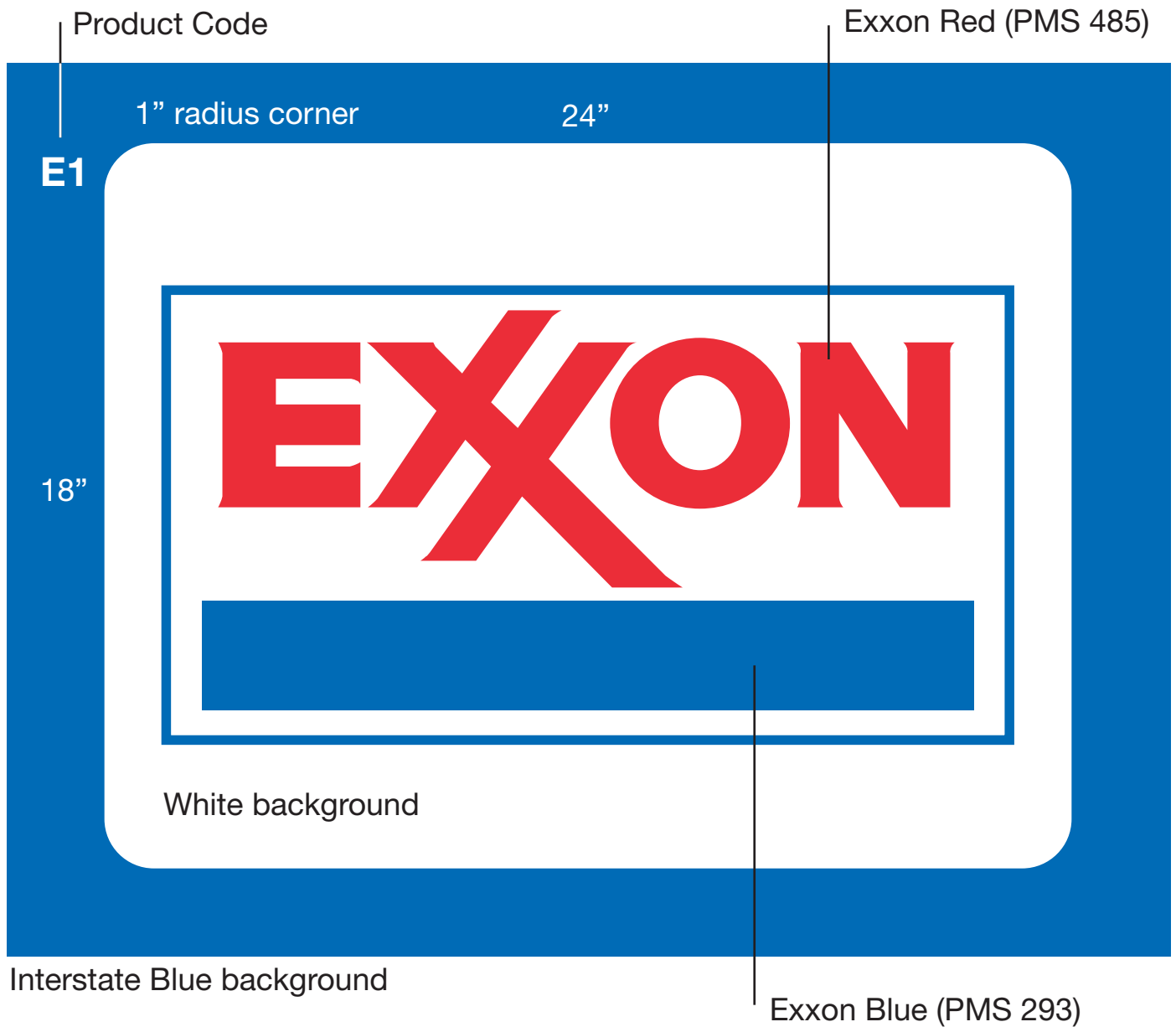


Exxon Highway Signs for Interstate/Ramps

Specific Guidelines for 24" X 18" highway sign



Exxon Highway Signs for Interstate/Ramps

Recommended highway signs with white background behind logo on blue Interstate sign.

E1



E6



E12



E2



E7



E3



E8



E4



E9



E13



E5



E10

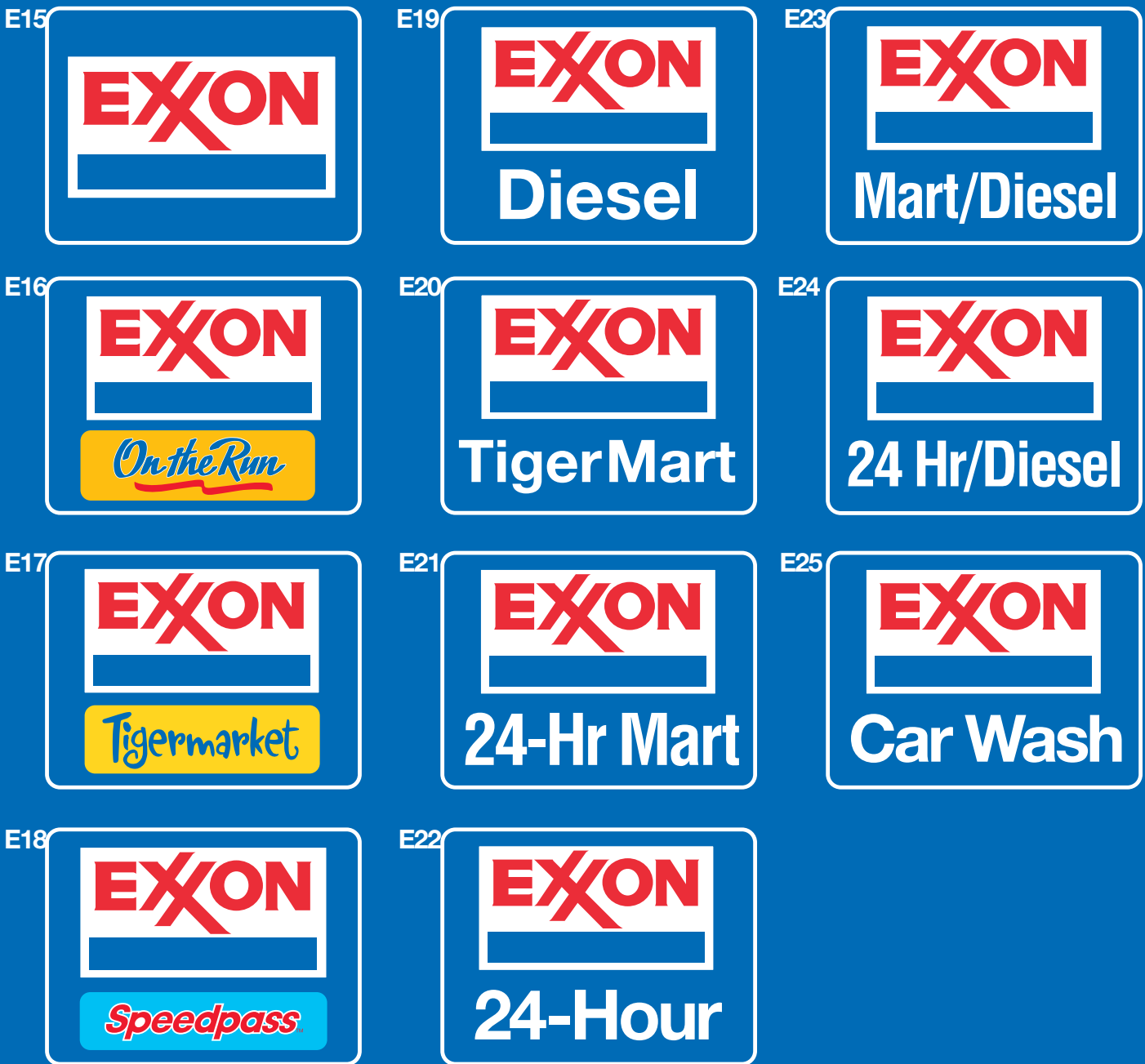


E14



Exxon Highway Signs for Interstate/Ramps

Highway signs with blue background behind logo.



- The Interstate highway signs are produced on an Interstate blue background.
- The sign dimensions are mostly 18" high X 24" wide, but could get as large as 36" X 48".
- The colors to print are Blue (PMS 293), Red (PMS 485), OTR Yellow (PMS 130), Tigermarket Yellow (PMS 116), *Speedpass* Light Blue (PMS 298) and if applicable solid white.
- The typeface used should be Helvetica Bold and Helvetica Bold Condensed.