



CASTROL® ePODS™ BRAND GUIDELINES

Ensuring that the Castrol ePODS brand is consistently represented is critical for establishing equity and customer confidence. This document provides basic guidelines for proper communication of the brand.

THE NAME

The proper name of the product brand is **Castrol® ePODS™**.

The “ePODS” portion of the name is an acronym: **EFFICIENT PREMIUM OIL DISPENSING SYSTEM**

- 1 In text, “Castrol” should be written with initial cap only, “ePODS” should always be written with only a lower case “e.”
- 2 Use a ® after “Castrol” and a TM after “ePODS” the first time the product name is mentioned per page.
Note: “TM” will be replaced by a ® once the registration is approved.
- 3 Color: **Castrol® ePODS™** (red e, the rest green) or **Castrol® ePODS™** (one color)
- 4 The oil bottles should always be referred to as “Castrol ePODS bottles.”

THE LOGO

There are three versions of the Castrol ePODS logo.

- 1 The **primary logo** is full color (4C) with the 3D Castrol logo. The logo colors are PMS 348 green and PMS 485 red.
- 2 A **secondary logo** with a simpler Castrol logo is available for certain applications such as embroidery when gradients are difficult to achieve.
- 3 A **black and white logo** is available for specialty uses only.

Castrol ePODS logos and images are available on the Castrol Images site in high res EPS format (primarily for MAC) and high quality JPGs. Access via www.castrolcustomer.com



THE TAGLINE

The Castrol ePODS tagline is **THE OIL CHANGE JUST GOT AN OIL CHANGE.™**

It should be featured in all caps with a TM, Castrol green 348, preferably in Ad Buch/Ad Grotesk Condensed font.

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IT'S MORE THAN JUST OIL. IT'S LIQUID ENGINEERING.®



CASTROL® ePODS™ BRAND GUIDELINES

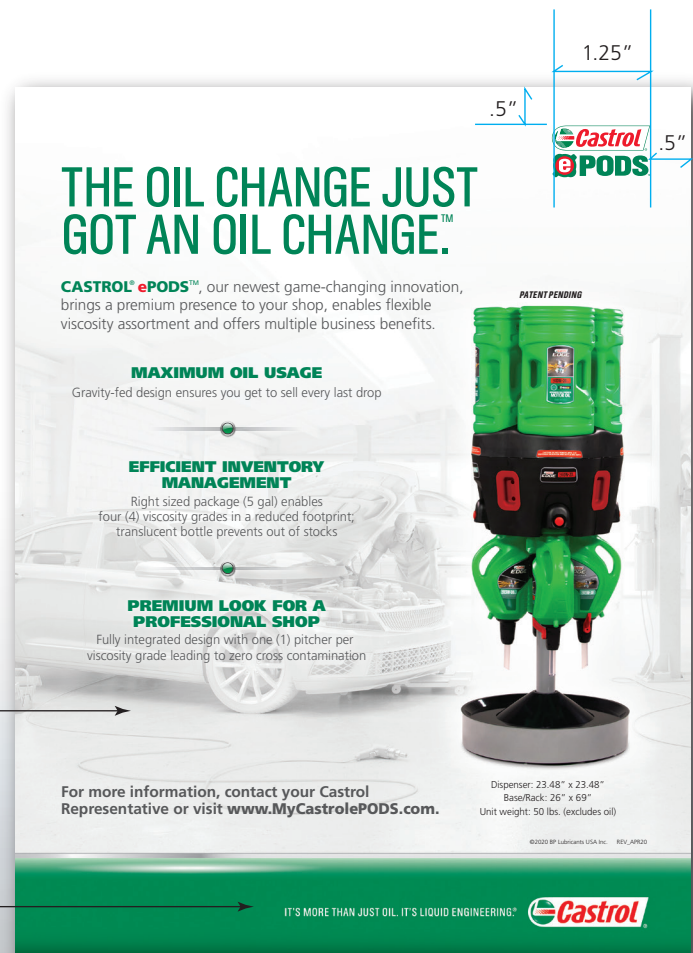
EXTERNAL COMMUNICATIONS/SELL SHEETS

For a professional and consistent look, the primary Castrol ePODS logo should appear one time per page in the upper right corner. The logo should be about 1.25" wide and positioned .5" from the top and right edge.

A professional workshop image in subtle grayscale tones has been developed for the background of Castrol ePODS communications. It allows text to be read easily and aligns with Castrol's overall masterbrand color palette.

The name of this file is **ePODS_Workshop_bkgd** and is accessed on the "Castrol Images and Graphics" section of castrolcustomer.com. The Castrol masterbrand logo and green band are always included across the bottom, as shown.

PROPER TERMINOLOGY

THE OIL CHANGE JUST GOT AN OIL CHANGE.™

CASTROL® ePODS™, our newest game-changing innovation, brings a premium presence to your shop, enables flexible viscosity assortment and offers multiple business benefits.

PATENT PENDING

MAXIMUM OIL USAGE
Gravity-fed design ensures you get to sell every last drop


EFFICIENT INVENTORY MANAGEMENT
Right sized package (5 gal) enables four (4) viscosity grades in a reduced footprint, translucent bottle prevents out of stocks

PREMIUM LOOK FOR A PROFESSIONAL SHOP
Fully integrated design with one (1) pitcher per viscosity grade leading to zero cross contamination

For more information, contact your Castrol Representative or visit www.MyCastrolePODS.com.

Dispenser: 23.48" x 23.48"
Base/Rack: 26" x 69"
Unit weight: 50 lbs. (excludes oil)

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Important: Only the terms and verbiage in this Brand Guidelines document can be used for Castrol ePODS communications. Any deviation(s) must be vetted and approved by GSC, GLT, marketing and legal.