

# 7-Eleven® usage and logo standards

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When referring to 7-Eleven in copy, always spell out the word “Eleven”.  
It's never acceptable to use the following: 7-11.

**7-Eleven**



There is one version of the 7-Eleven logo. The registration mark [ ® ] must ALWAYS appear as part of the logo and should be positioned as represented below.



The square version is used for ALL applications.

The 7-Eleven logo should be reproduced as shown here. The color matches are:

**Green: PMS 341**

Process Tints - 100% cyan, 70% yellow, 30% black (100/0/70/30)

**Red: PMS 485**

Process Tints - 100% magenta, 100% yellow (0/100/100/0)

**Orange: PMS 165**

Process Tints - 60% magenta, 100% yellow (0/60/100/0)

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When three-color or process printing is not available, the logo may be reproduced in two colors (PMS 341 Green and PMS 485 Red) or in one color (PMS 341 Green).



Only acceptable two-color application.



Green is preferred one-color application.



Black is preferred one-color application for Newsprint.

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If logo appears on background other than white, use version with trapline to stop background color. Logo should never be reversed.



Logo with white trapline. Use only on colored background.



Proper logo usage on colored background.

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Never use a portion of the logo.  
7-Eleven must always appear in the square shape.



Logo should never be reversed



Unacceptable usage.