

Unleaded88

BRAND GUIDELINES

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01. OUR BRAND

This document has been developed to provide retailers with guidelines around the naming, marketing, and promotion of E15. These recommendations are the result of over 18 months of consumer research, extensive in-market testing, and years of sales data. They are, however, best practices and not requirements - it is up to you to determine whether or not you implement them.

If you have questions regarding the document or would like advice on how to adapt these best practices to your retail environment, please contact:

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Unleaded88

Regular88

PRIMARY LOGO

Our primary logo is a mix of Helvetica Neue Regular and Helvetica Neue Bold, printed in our dark blue and bright green colors.



BACKGROUND

Our logo can be white and green on a color field or image. Make sure that the image is not too complex so the logo remains legible.

Unleaded88

Regular88

ALTERNATE LOGO

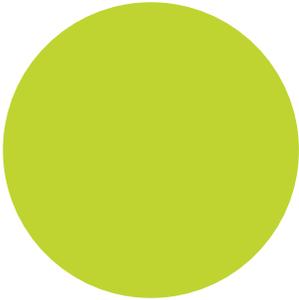
For applications with limited horizontal space, you may use the alternate logo - Helvetica Neue Condensed and Condensed Bold, printed in our dark blue and bright green colors.



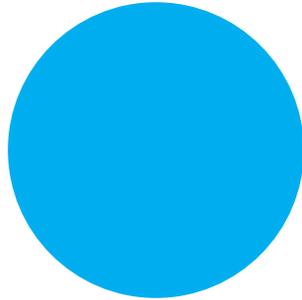
03. COLOR PALETTE, TYPOGRAPHY, & GRAPHIC ELEMENTS

COLORS

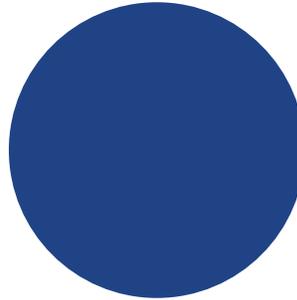
Our color palette is an important element in our visual identity. We use two confident blues and a bright 'energetic' green.



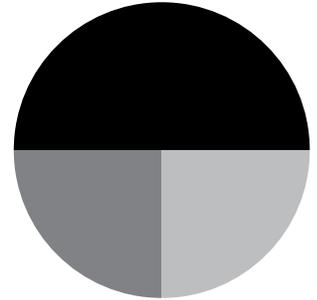
PMS 382 c
c29, m1, y100, k0
r208, g210, b100
#D0DC67



PMS Cyan
c100, m0, y0, k0
r0, g174, b239
#00AEFF



PMS 661 c
c100, m86, y14, k4
r0, g153, b148
#003594



BLACK + TINTS
c0, m0, y0, k100
r0, g0, b0
#000000

TYPOGRAPHY

Our typeface is Helvetica Neue, a versatile, bold and clearly legible font that balances a modern feel and classic timelessness.

Helvetica Neue Regular/**Bold**

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ1234567890

TYPOGRAPHY OPTION

For increased legibility in tight horizontal spaces you can use Helvetica Neue Condensed.

Helvetica Neue Condensed/**Condensed Bold**

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRST
UVWXYZ1234567890

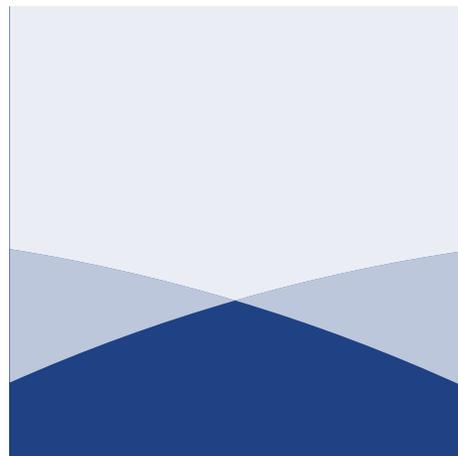
BLUE GRAPHIC BLEND

Our graphic blending shapes are dynamic and memorable and helps define our visual style. The blends are created using the multiply feature in Illustrator and setting each element at 70% PMS 661.



WHITE GRAPHIC BLEND

You can also use the shapes in white over imagery or a color. The blends are created using the multiply feature in Illustrator and setting each element at 70% white.



BLUE AND GREEN BLEND

A final blend used the light blue and green multiplied at 100%.



04. ICONS

Our simple, easy to understand icons add impact and meaning to all communications.



**Vehicles 2001
& newer**



Burns cleaner



Higher octane



Better for your engine



Kinder for the Earth



**Vehicles 2001
& newer**



Burns cleaner



Higher octane



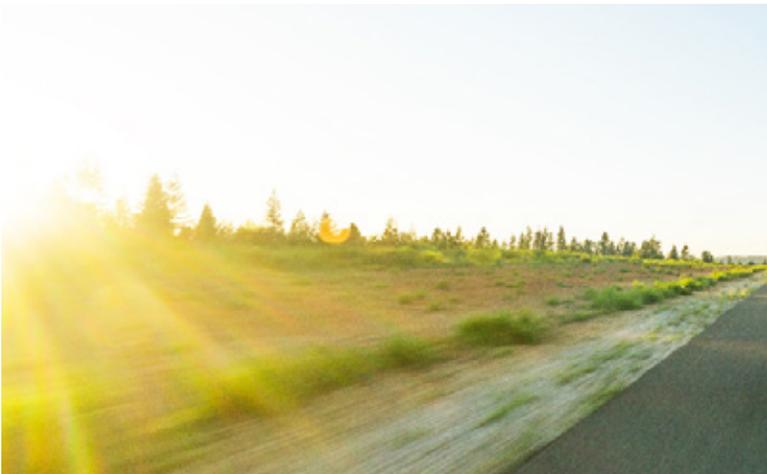
Better for your engine



Kinder for the Earth

05. IMAGERY STYLE

Our image style expresses driving with confidence and optimism and is warm, natural and bright. Our primary image style about people enjoying the experience and the possibilities of the open road. A secondary style is blurry action imagery and wide open roads.



06. DISPENSER GRAPHICS



ATTENTION
E15
 Up to 15% ethanol

Use only in
 • 2001 and newer passenger vehicles
 • Flex-Fuel vehicles

Don't use in other vehicles, boats, or gasoline-powered equipment. Wrong use can cause damage and is prohibited by federal law.

Unleaded88

- Burns cleaner
- Higher octane
- Better for your engine
- Kinder for the Earth



ATTENTION
E15
 Up to 15% ethanol

Use only in
 • 2001 and newer passenger vehicles
 • Flex-Fuel vehicles

Don't use in other vehicles, boats, or gasoline-powered equipment. Wrong use can cause damage and is prohibited by federal law.

Regular88

**Engine Smart.
 Earth Kind.**

07. STREET SIGN
GRAPHICS



UNL88

REG88

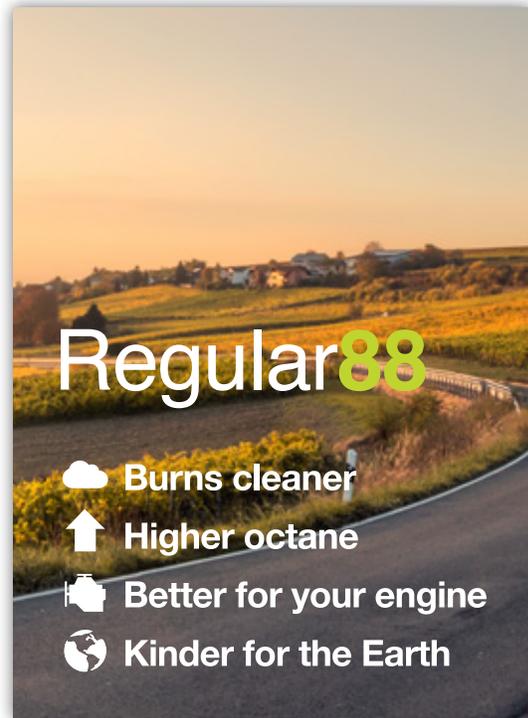
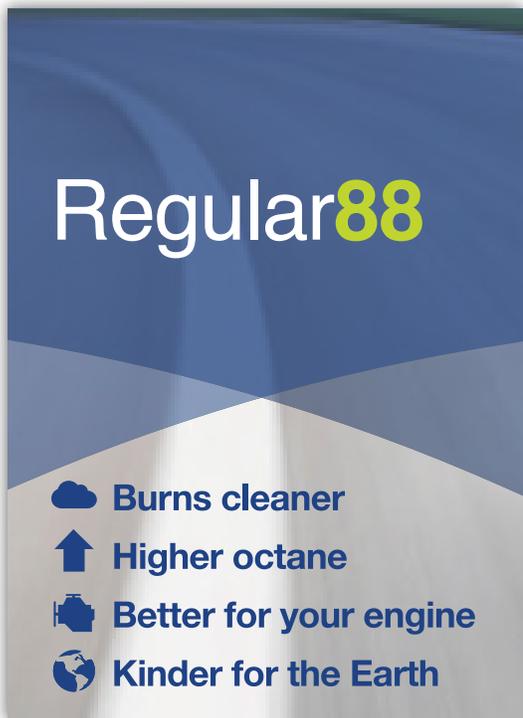
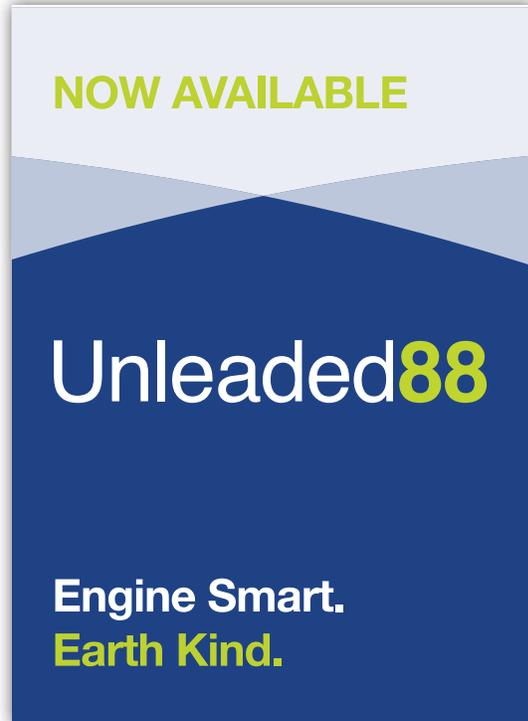
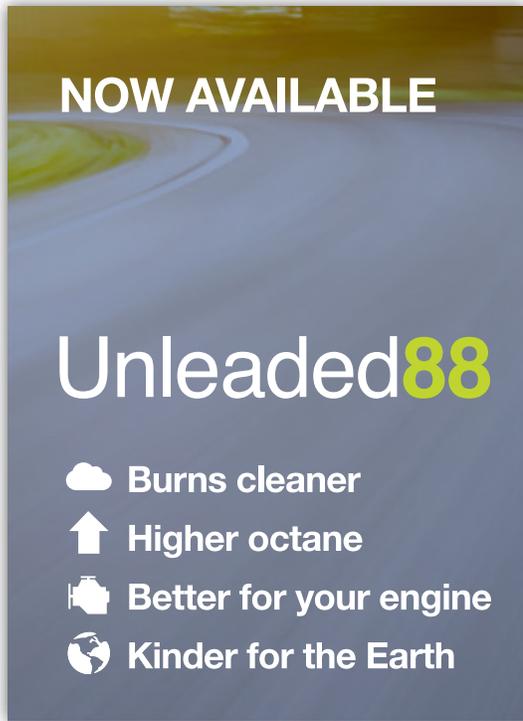
STREET SIGN

For increased legibility use Helvetica Neue Condensed and Condensed Bold for UNL88 and REG88.

08. VIDEO SIGN
GRAPHICS



09. POLE SIGN OPTIONS



09. POLE SIGNS IN SITUATION



10. NOZZLE TALKER
OPTIONS

SAVE WITH

Unleaded88

-  Burns cleaner
-  Higher octane
-  Better for your engine
-  Kinder for the Earth

SAVE WITH

Regular88

-  Burns cleaner
-  Higher octane
-  Better for your engine
-  Kinder for the Earth

Save With

Unleaded88

Engine Smart.
Earth Kind.

Save With

Regular88

Engine Smart.
Earth Kind.

10. NOZZLE TALKER
OPTIONS

Unleaded88

-  Burns cleaner
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Regular88

-  Burns cleaner
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-  Better for your engine
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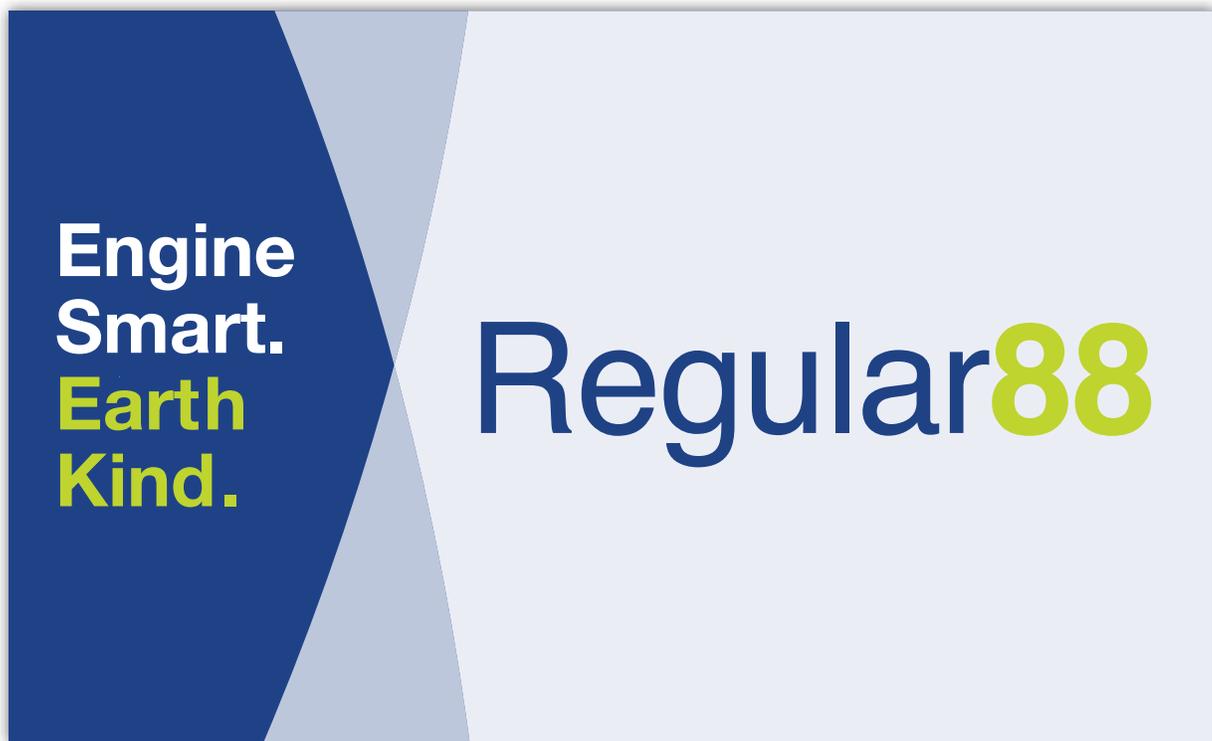
Unleaded88

Engine Smart.
Earth Kind

Regular88

Engine Smart.
Earth Kind

11. PUMP TOPPER SIGN
OPTIONS



12. EMPLOYEE CARD

WHY IS ETHANOL ADDED TO GASOLINE?

- Used in more than 97 percent of the gasoline sold, ethanol is added to boost octane.
- Vehicles need octane to operate efficiently, and with an octane rating of more than 113, ethanol increases engine efficiency at the lowest cost.
- Ethanol also burns cleaner, helping keep petroleum-based deposits from building up in your engine.

WHAT IS E15?

- Frequently sold as Unleaded88, or Regular88, E15 is gasoline with just a little more ethanol added to it.
- Vehicles using E15 run more efficiently and cleaner than other fuels, like 87 octane.
- Consumers have driven more than 4 billion miles on E15.

Engine Smart.
Earth Kind.

Find your station at GetBiofuel.com.

Unleaded88 / Regular88



Engine Smart.

- Unl88/Reg88 is a fuel that burns cleaner and slightly cooler than regular gasoline.
- Any vehicle 2001 and newer can benefit from using Unl88/Reg88.
- Unl88/Reg88 are approved by the Department of Energy (DOE) and the Environmental Protection Agency (EPA).



Earth Kind.

- Unl88/Reg88 burns cleaner and cooler than regular gasoline.
- E15 emits fewer toxins than other gasoline grades.



Good for your wallet.

- Unl88/Reg88 is a better value than 87 octane fuel.

Engine Smart.
Earth Kind.

Find your station at GetBiofuel.com.

13. CONSUMER CARD
OPTIONS

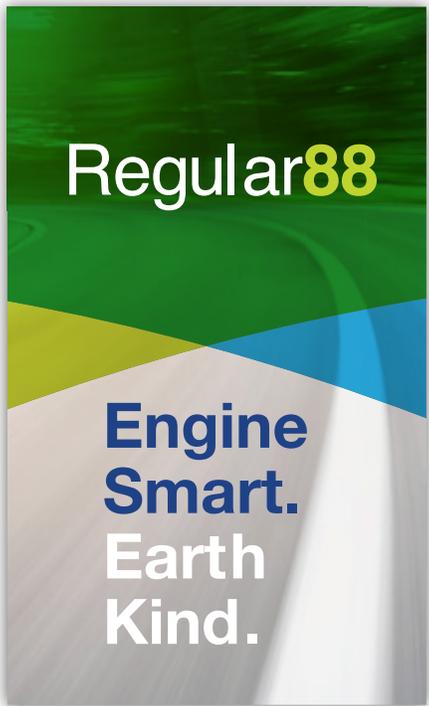


Unleaded**88**

-  Burns cleaner
-  Higher octane
-  Better for your engine
-  Kinder for the Earth

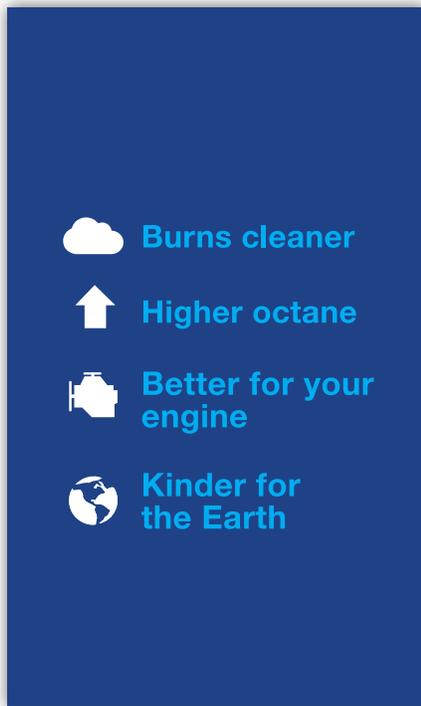


**Engine
Smart.
Earth
Kind.**



Regular**88**

**Engine
Smart.
Earth
Kind.**



-  Burns cleaner
-  Higher octane
-  Better for your engine
-  Kinder for the Earth