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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02. LOGO

**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.

**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

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

**Helvetica Neue Regular/Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ1234567890

**Helvetica Neue Condensed/Condensed Bold**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UVWXYZ1234567890

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

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

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%.
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
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

Unleaded88
- Burns cleaner
- Higher octane
- Better for your engine
- Kinder for the Earth

Regular88
- Engine Smart.
- Earth Kind.
07. STREET SIGN

GRAPHICS

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

GRAPHICS
09. POLE SIGN OPTIONS

NOW AVAILABLE

**Unleaded88**
- Burns cleaner
- Higher octane
- Better for your engine
- Kinder for the Earth

NOW AVAILABLE

**Unleaded88**

Engine Smart.
Earth Kind.

NOW AVAILABLE

**Regular88**
- Burns cleaner
- Higher octane
- Better for your engine
- Kinder for the Earth

NOW AVAILABLE

**Regular88**
- Burns cleaner
- Higher octane
- Better for your engine
- Kinder for the Earth
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
- Higher octane
- Better for your engine
- Kinder for the Earth

**Regular88**
- Burns cleaner
- Higher octane
- Better for your engine
- Kinder for the Earth

**Unleaded88**
**Engine Smart.**
**Earth Kind**

**Regular88**
**Engine Smart.**
**Earth Kind**
11. PUMP TOPPER SIGN OPTIONS

Engine Smart. Earth Kind.

Unleaded88

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

Engine Smart. Earth Kind.

Regular88
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.

Find your station at GetBiofuel.com.
13. CONSUMER CARD OPTIONS

Unleaded88

Engine Smart.
Earth Kind.

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

Regular88

Engine Smart.
Earth Kind.

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