### NOTES:
- 4' x 4' New Gulf Logo cabinet
- LED Kelvins to be reduced to 5000K
*Need match plate survey

#### NEW MID
- New MID is 3' shorter and 2' more narrow than existing MID.

### Project Details

<table>
<thead>
<tr>
<th>Project Name</th>
<th>Facility #</th>
<th>Customer</th>
<th>Created by</th>
</tr>
</thead>
<tbody>
<tr>
<td>GULF</td>
<td>91190057</td>
<td>GULF</td>
<td>A.AGAM</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Revision #</th>
<th>Date</th>
<th>Scale</th>
<th>Page #</th>
</tr>
</thead>
<tbody>
<tr>
<td>R12</td>
<td>08_04_2020</td>
<td>NA</td>
<td>8 OF 16</td>
</tr>
</tbody>
</table>
section 12
MID sign guidelines
RETRO-FIT SIGN POLICY

Main ID Signs
• For single pole signs, the fuel brand logo is placed into a top position, single, square face. Sign always flagged towards street.
• For dual and flag pole signs, the fuel brand logo is placed into top position as a single, square face.
• For dual, flag, single center support and monument signs, the fuel brand logo is placed into a single, rectangular face.
• Only the Gulf logo is illuminated in the top cabinet position. Cabinet is painted Gulf White.
• The Gulf logo always gets top position on the main ID system. Below the Gulf logo cabinet should be the store ID panel then the fuel pricing cabinets. Below the fuel pricing cabinets are the approved auxiliary offers and services offers.
• Unapproved signage, including signage for unbranded diesel, is not allowed on the Gulf main ID system.

Main ID / Price Sign Placement
Placement of the Main ID / Price Sign depends on a site’s overall layout as well as the primary and secondary traffic flow. Signs should be placed with the following factors in mind:
• Optimum readability
• Optimum visibility
• Limited interference from other signs or structures
• Adequate installation space
• Compliance with local sign regulations

For side-by-side ID and price displays, placement of ID sign should be closest to the street.

Site Layout: Placement
• Corner Lot: The preferred location is placing the sign at a 90 degree angle to the primary street in the corner nearest the intersection. Signs can be placed at a 45 degree angle if that provides optimum visibility to the primary and secondary streets.
• Lot with only one Primary Street: Signs should be placed at a 90 degree angle to the street. The sign pole should be toward the building while the flag sign points towards the street.

Main ID / Price Sign
New build 6’ Flag Sign is the recommended sign for the Main ID / Price Sign application.

A high-rise highway sign may be used in addition to a main ID sign, but not in place of the main ID sign.

The Gulf sign systems bring consistency and a fresh appearance. Sign design, graphics, rules, and hierarchy must conform to approved Gulf standards.

All sign systems must comply with federal, state and local regulations.

Important Note: Local codes may require different colors for LED’s other than those recommended above. If so, exceptions will be addressed on a site by site basis and must be approved in writing.

Main ID / Price Sign - Fuel Product Color Standards

<table>
<thead>
<tr>
<th>Products</th>
<th>Backgrounds / Product Names</th>
<th>LED Numerals*</th>
<th>Font Numerals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline</td>
<td>Background Panels = Orange</td>
<td>Red</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>Product Names = White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diesel</td>
<td>Background Panels / Product</td>
<td>Green</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>Names = White</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-85</td>
<td>Background Panels = White</td>
<td>Amber</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>Product Names = Blue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Important Note: Local codes may require different colors for LED’s other than those recommended above. If so, exceptions will be addressed on a site by site basis and must be approved in writing.

Auxiliary Sign Standards

Type | Requirements
--- | ---
Store Name | See standards for Gulf Express sign requirements and trade dress for stores. If the store is not and express it is not affected by the new program.

Store Services
Gulf orange panel with STORE SERVICES (e.g. ATM, Car Wash, Money Orders....) in White block letters (first letter in each word is capitalized with remaining letters in small capitals).

Co-Branded Food Services
Panels may be permitted that advertise nationally or locally recognized food service brands with professionally designed traditions.

Reader Boards
Reader board panels may be permitted, but must occupy the lowest position on the sign complex.

Main ID / Price Sign Placement
Placement of the main ID / Price Sign depends on a site’s overall layout as well as the primary and secondary traffic flow.

Site Layout:
Corner Lot
Corner lots should consider placement at a 45 degree angle to the intersection for increased visibility to the customer.

Lot with only one primary street
Reader board panels may be permitted, but must occupy the lowest position on the sign complex. Sign should be placed perpendicular to primary street for visibility.

Important Note: Under no circumstances is it acceptable to add signage to Main ID / Price Signs of either a temporary or permanent nature without prior, written authorization from Gulf. This includes elements installed directly to, underneath or adjacent to ID / Price Signs and their supporting structures.

The Gulf sign systems bring consistency and a fresh appearance. Sign design, graphics, rules, and hierarchy must conform to approved Gulf standards.

• MID logo face panels should be pan formed (unless panfaxes) and the Gulf disc logo embossed.
• A high-rise highway sign may be used in addition to a main ID sign, but not in place of the main ID sign.
• Components from one sign system may not be mixed with another.
• Signs must be produced by Gulf approved suppliers. No exceptions.
• All sign systems must comply with federal, state and local regulations.

Single Pole / Retro

Dual Pole / Retro

Single Pole / Retro

Monument / Retro

Main ID / Standard Sizes

<table>
<thead>
<tr>
<th>Sign Type - New Build Flag Sign</th>
<th>Overall Height</th>
<th>Sign Type - Retro Dual Pole Sign</th>
<th>Overall Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>RETRO 5’ Flag Sign</td>
<td>20’</td>
<td>Retro 5’ Dual Sign</td>
<td>20’</td>
</tr>
<tr>
<td>RETRO 6’ Flag Sign</td>
<td>20’</td>
<td>Retro 6’ Dual Sign</td>
<td>25’</td>
</tr>
<tr>
<td>RETRO 8’ Flag Sign</td>
<td>25’</td>
<td>Retro 8’ Dual Sign</td>
<td>25’</td>
</tr>
<tr>
<td>RETRO 5’ Monument Sign</td>
<td>Can vary</td>
<td>Retro 6’ Monument Sign</td>
<td>Can vary</td>
</tr>
<tr>
<td>Retro 6’ Monument Sign</td>
<td>Can vary</td>
<td>Retro 6’ Center Pole</td>
<td>Up to 18’</td>
</tr>
</tbody>
</table>

Important Note: Under no circumstances is it acceptable to add signage to Main ID / Price Signs of either a temporary or permanent nature without prior, written authorization from Gulf. This includes elements installed directly to, underneath or adjacent to ID / Price Signs and their supporting structures.

The Gulf sign systems bring consistency and a fresh appearance. Sign design, graphics, rules, and hierarchy must conform to approved Gulf standards.

• MID logo face panels should be pan formed (unless panfaxes) and the Gulf disc logo embossed.
• A high-rise highway sign may be used in addition to a main ID sign, but not in place of the main ID sign.
• Components from one sign system may not be mixed with another.
• Signs must be produced by Gulf approved suppliers. No exceptions.
• All sign systems must comply with federal, state and local regulations.
MID Hierarchy

NOTE:
Prohibited – Unauthorized permanent signs (credit card signs, phone signs, Fuelman signs, etc.)
Prohibited – Temporary signs (flags, banners, advertising, etc.)
Prohibited – Machines or fixtures (air/water, flag poles, cameras, area lights, etc.)
Field verify all existing dimensions on existing signs.

** All price faces in MA and NJ must include Reg & (1) Tax Included per side **

*** All CASH/CREDIT on product panels in NJ must equal 50% of numeral height ***

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

Scale 3/8" = 1'- 0"
Field verify all existing dimensions on existing signs

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

Sign fabricators to field measure all ancillary sign panels prior to fabrication. Size messages as needed to maximize allowable space. Follow all code and sign requirements.
All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

Field verify all existing dimensions on existing signs.
Field verify all existing dimensions on existing signs.

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

Front Elevation - Dual Pole - Existing Horizontal Cabinet Condition

Scale 3/8" = 1'-0"
Field verify all existing dimensions on existing signs

Front Elevation - 8' Flag Sign
Scale 3/8" = 1' - 0"

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf Reimage team.

All price faces in MA and NJ must include Reg & (1) Tax Included per side **
*** All CASH/CREDIT on product panels in NJ must equal 50% of numeral height ***

Field verify all existing dimensions on existing signs

Scale 3/8" = 1' - 0"
Field verify all existing dimensions on existing signs.

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf's authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

** All price faces in MA and NJ must include Reg & (1) Tax Included per side **
*** All CASH/CREDIT on product panels in NJ must equal 50% of numeral height ***

**All price faces in MA and NJ must include Reg & (1) Tax Included per side**
***All CASH/CREDIT on product panels in NJ must equal 50% of numeral height***

Sign fabricators to field measure all ancillary sign panels prior to fabrication. Size messages as needed to maximize allowable space. Follow all code and sign requirements.

# 6' Flag Sign

**Front Elevation - 6' Flag Sign**

Scale 3/8" = 1'-0”

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

**All price faces in MA and NJ must include Reg & (1) Tax Included per side**
***All CASH/CREDIT on product panels in NJ must equal 50% of numeral height***

Sign fabricators to field measure all ancillary sign panels prior to fabrication. Size messages as needed to maximize allowable space. Follow all code and sign requirements.

**Standard Changeable Price Signs**

- **Single Product**
- **Two Product**
- **Three Product**

**LED Price Signs**

- **Single Product** Shown with 22” numerals
- **Two Product** Shown with 15” numerals
- **Three Product** Shown with 12” numerals

**Ancillary Signs**

- **OPEN 24 HOURS**
- **SERVICE CENTER**
- **PAY AT PUMP**
- **LOTTERY**
- **E85**
- **ATM**
- **FOOD MART**
- **LAUNDROMAT**
- **CAR WASH**

**Gulf Light Blue**
**Gulf Orange**
**Gulf Yellow**
**Translucent White**
**Opaque White**
**Gulf Dark Blue**

6'-0” overall
6'-0” cabinet
3'-0”
2'-0” cabinet
1'-0”
1'-0” cabinet
7'-0” overall
7'-0” cabinet
10'-0”
4'-0” cabinet

Paint poles
04 - Gulf White
04 - Gulf White
Paint support poles
01 - Gulf Orange
1 1/2" retainer
White
1/4" overall
1 1/2" overall
6'-0” cabinet
5'-0” cabinet
5'-0” cabinet
2'-0” cabinet
6'-11 1/16”
2'-0” cabinet
2'-0” cabinet
3/4”
2" - 0” overall
2'-0” cabinet

Yellow Stripes applied to logo cabinet and on poles
Field verify all existing dimensions on existing signs

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.
Fabrication and installation companies are responsible for following approved image guidelines and detailed standards in these retail visual standards. Suppliers/ installation companies are responsible to field measure and verify all site conditions prior to fabrication and installation. Prior to fabrication, shop and construction documents are to be checked for accuracy, tolerances, registration and construction methods that meet approved design intent and quality standards. These visual standard drawings are design intent only, and are not for construction. Approved suppliers are responsible for shop drawings, construction documentation, structural engineering documents to build these image components. Upon completion of these drawings, suppliers are to have them approved by Gulf retail visual brand team to verify that the approved design intent is met prior to fabrication and installation. All image components must meet government, state and local requirements, all required permits and necessary state and city approvals are needed prior to fabrication and installation.

Front Elevation - 5' Single Pole

1. **Paint poles**
   - **Color**: Gulf White

2. **Formed Gulf sign face replacement**
   - **Color**: Gulf Orange

3. **Verify size of existing price panels**

4. **Wrap color around cabinet as shown**

5. **Field verify all MID conditions prior to fabrication of new sign face**

6. **Emboss logo see details in this section**

7. **Paint poles and reface product ID**
   - **Color**: Gulf Orange

8. **New ID face panel**

9. **Verify size of existing price panels**

10. **Wrap color around cabinet as shown**

11. **Paint poles**
    - **Color**: Gulf White

**Front Elevation - 5' Dual Pole**

Scale: 3/8" = 1'-0"
Retail visual standards

Fabrication and installation companies are responsible for following approved image guidelines and standards expressed in these retail visual standards. Suppliers/installation companies are responsible to field measure and verify all site conditions prior to fabrication and installation. Prior to fabrication/delivery and construction documents are to be checked for accuracy, tolerances, registration and construction methods that meet approved design intent and quality standards. These visual standard drawings are design intent only, and are not for construction. Approved suppliers are responsible for shop drawings, construction documentation, structural engineering documents to build these image components. Upon completion of these drawings suppliers are to have them approved by Gulf retail visual brand team to verify that the approved design intent is met prior to fabrication and installation. All image components must meet government, state and local requirements, all required permits and insurance are to be obtained and approved prior to fabrication and installation.

Front Elevation - 5' Single Pole

Side Elevation

Illumination

5' Single Pole

Gulf - MID
5' Flag Sign

Sheet: GUMI.0161
Date: Jan 28, 2019
Revision: May 31, 2019
Field verify all existing dimensions on existing signs

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

Front Elevation - 5’ x 10’ Center Pole

Illumination

Paint sign returns
01 - Gulf Orange

Paint poles
04 - Gulf White

standard Changeable Price Signs

** All price faces in MA and NJ must include Reg & (1) Tax Included per side **
*** All CASH/CREDIT on product panels in NJ must equal 50% of numeral height ***

Ancillary Signs

5’ x 10’ Center Pole

Gulf - MID

5’ x 10’ Center Pole

Date: Jan 28, 2019
Revision: 0162

GUMI.0162
All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.
Front Elevation - 6' x 8' Monument

Scale 3/8” = 1’-0”

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.

Paint all retainers

**01 - Gulf Orange**

Paint base white. If brick or stone in natural finish leave, do not paint

**04 - Gulf White**

**illumination**

Illuminate logo only in brand panel

**Lorem ipsum**

Sign fabricators to field measure all ancillary sign panels prior to fabrication. Size messages as needed to maximize allowable space. Follow all code and sign requirements.

**Standard Changeable Price Signs**

**Single Product**

**LED Price Signs**

**Three Product**

**Ancillary Signs**

**6’ x 8’ Monument**

**GULF**

- Gulf - MID

**GUMI.0170**

Jan 28, 2019 - Oct 11, 2019

See drawing
Field verify all existing dimensions on existing signs

**All price faces in MA and NJ must include Reg & (1) Tax Included per side **

***All CASH/CREDIT on product panels in NJ must equal 50% of numeral height ***

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved in writing, by Gulf reimage team.

Sign fabricators to field measure all ancillary sign panels prior to fabrication. Size messages as needed to maximize allowable space. Follow all code and sign requirements.
Note: Retro-fit cabinets incorporate yellow band into pan formed face on typical square formats such as 4', 5.6, and 8'. The white vertical dimension top and bottom of logo will increase on new build signs, space will still be equal top and bottom on both retro-fit and new build signs.

Front Elevation - Typical Retro-fit Square Type Cabinet

Scale 1" = 1'-0"

Place logo in space to maximize width of logo

3/4" min from edge of pan to edge of logo

3/4" min from edge of pan to edge of logo

Center logo in width

Equal

Equal

Maximize width of sign, maintain min dimension from edge of pan face to logo left and right

Front Elevation - Vertical Type Cabinet

Scale 1" = 1'-0"

Center logo in width

Vertically tall cabinet

3/4" min from edge of pan to edge of logo

3/4" min from edge of pan to edge of logo

3/4" min from edge of pan to edge of logo

3/4" min from edge of pan to edge of logo

Equal

Equal

Maximize width of sign, maintain min dimension from edge of pan face to logo left and right

Vertically tall cabinet
Price panel

Maximize height of sign, maintain min dimension from edge of pan face to logo top and bottom

Center logo in width

Establish size of logo by vertical height, keep min of 3/4" top and bottom in horizontal cabinets only

Paint retainer Gulf white

3'/0" may vary

3'/0" may vary

Front Elevation - Retro-fit Horizontal Type Cabinet

Scale 1" = 1'-0"

Front Elevation - Extreme Retro-fit Horizontal Type Cabinet

Scale 1" = 1'-0"

Note: Retro-fit horizontal head cabinets should not incorporate the 3" tall yellow band in them. The yellow band should be incorporated below head cabinet in the price service sign area if possible. If existing sign cabinet below head cabinet cannot accommodate the yellow band, the yellow band should be removed.

Note: Retro-fit horizontal head cabinets should not incorporate the 3" tall yellow band in them. The yellow band should be incorporated below head cabinet in the price service sign area if possible. If existing sign cabinet below head cabinet cannot accommodate the yellow band, the yellow band should be removed.
**Embossment**

Radius corners

1 1/2" beveled formed face

1/2" bevel Embossment

1/4" embossment

1/4" embossment

1/4" embossment

**Face Specifications**

Clear polycarbonate, 2nd surface screened decoration
Field verify all existing dimensions on existing signs

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf's authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.
High Rise Sign - Treatments

- All high rise signs are made of flex-face material. Existing high-rise signs need to be field measured prior to fabrication of sign elements.
- Single poles are recommended when mounting the fuel brand alone, dual poles recommended when mounting QSR, price or service panels below brand sign.
- Dual poles recommended when mounting QSR, price or service panels below brand sign.
- High rise signs are used in addition to, not in place of MID of, a MID (pole or monument sign).
- The Marketer, C-Store name, or QSR is permitted on the high rise.
- Service signs are allowed if approved by Gulf reimage team -- they must have white fonts on Gulf orange background.
- Pole supports paint Gulf white.

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf's authorized suppliers unless otherwise approved, in writing, by Gulf.

Unauthorized Signage on ID / Price Signs.

- Adding signage of a temporary or permanent nature to hi rise signs is strictly prohibited without prior, written authorization from Gulf reimage team. This includes elements installed directly to, underneath, or adjacent ID / Price Signs and their supporting structures.
Single poles are recommended when mounting the fuel brand alone, dual poles recommended when mounting QSR, price or service panels below brand sign. Dual poles recommended when mounting QSR, price or service panels below brand sign. High rise signs are used in addition to, not in place of MID of, a MID (pole or monument sign). The Marketer, C-Store name, or QSR is permitted on the high rise. Service signs are allowed if approved by Gulf reimage team – they must have white fonts on Gulf orange background.

Pole supports paint Gulf white. The Marketer, C-Store name, or QSR is permitted on the high rise. Service signs are allowed if approved by Gulf reimage team – they must have white fonts on Gulf orange background.

All high rise signs are made of flex-face material. Existing high-rise signs need to be field measured prior to fabrication of sign elements.

Unauthorized Signage on ID / Price Signs.

Adding signage of a temporary or permanent nature to high rise signs is strictly prohibited without prior, written authorization from Gulf reimage team. This includes elements installed directly to, underneath, or adjacent to ID / Price Signs and their supporting structures.

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf's authorized suppliers unless otherwise approved, in writing, by Gulf.
Front Elevation - Gulf Express MID Sign insert

Scale 1 1/2" = 1'-0"

Front Elevation - Fuel and Exit sign

Scale 1" = 1'-0"
Sign fabricators to field measure all ancillary sign panels prior to fabrication. Size messages as needed to maximize allowable space. Follow all code and sign requirements.

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.
**NEW BUILD SIGN POLICY**

**Main ID / Price Sign Policy**

Placement of the Main ID / Price Sign depends on a site's overall layout as well as the primary and secondary traffic flow. Signs should be placed with the following factors in mind:

- **Optimum readability**
- **Optimum visibility**
- **Limited interference from other signs or structures**
- **Adequate installation space**
- **Compliance with local sign regulations**

For side-by-side ID and price displays, placement of ID sign should be closest to the street.

**Site Layout: Placement**

- **Corner Lot**: The preferred location, placing the sign at a 90 degree angle to the primary street in the corner nearest the intersection.
- **Lot with only one Primary Street**: Signs should be placed at a 90 degree angle to the street. The sign pole should be toward the building while the sign facing street. Flag sign pole should be white.

**Main ID / Price Sign Placement**

**Main ID Signs**

- For single pole signs, the fuel brand logo is placed into a top position, single, square face.
- Sign always flagged towards street
- For dual and flag pole signs, the fuel brand logo is placed into a single, square face.
- For dual, flag, single center support and monument signs, the fuel brand logo is placed into a single, rectangular face.
- Only the Gulf logo is illuminated in the top cabinet position. Cabinet is painted Gulf White.
- The Gulf fuel brand always gets top position on the main ID system. Below the Gulf logo cabinet should be the store ID panel then the fuel pricing cabinets. Below the fuel pricing cabinets is the approved auxiliary offers and services offers.
- Unapproved signage, including signage for unbranded diesel, is not allowed on the Gulf main ID system.

**Main ID / Price Sign Placement**

- **Placement of the Main ID / Price Sign depends on a site’s overall layout as well as the primary and secondary traffic flow. Signs should be placed with the following factors in mind:**
  - **Optimum readability**
  - **Optimum visibility**
  - **Limited interference from other signs or structures**
  - **Adequate installation space**
  - **Compliance with local sign regulations**

- **For side-by-side ID and price displays, placement of ID sign should be closest to the street.**

**Site Layout: Placement**

- **Corner Lot**: The preferred location, placing the sign at a 90 degree angle to the primary street in the corner nearest the intersection. Signs can be placed at a 45 degree angle if that provides optimum visibility to the primary and secondary streets.
- **Lot with only one Primary Street**: Signs should be placed at a 90 degree angle to the street. The sign pole should be toward the building while the sign facing street. Flag sign pole should be white.

**Main ID / Price Sign Placement**

**Main ID / New Build Standard Sizes**

**Sign Type - New Build Flag Sign**

<table>
<thead>
<tr>
<th>Type</th>
<th>Overall Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>New 5’ Flag Sign</td>
<td>20’ may vary</td>
</tr>
<tr>
<td>New 6’ Flag Sign</td>
<td>20’ may vary</td>
</tr>
<tr>
<td>New 8’ Flag Sign</td>
<td>25’ may vary</td>
</tr>
</tbody>
</table>

**Main ID / New Build MID Standard Sizes**

<table>
<thead>
<tr>
<th>Type</th>
<th>Overall Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>New 5’ Monument Sign</td>
<td>Can vary</td>
</tr>
<tr>
<td>New 6’ Monument Sign</td>
<td>Can vary</td>
</tr>
</tbody>
</table>

**Important Note**: Under no circumstances is it acceptable to add signage to Main ID / Price Signs of either a temporary or permanent nature without prior, written authorization from Gulf reissue team. This includes elements installed directly to, underneath or adjacent to ID / Price Signs and their supporting structures.

The Gulf sign systems bring consistency and a fresh appearance. Sign design, graphics, rules, and hierarchy must conform to approved Gulf standards.

**Auxiliary Sign Standards**

**Type**: Requirements

- **Store Name**: Standards for Gulf Express sign requirements and trade dress for store. If the store is not and express it is not affected by the new program.
- **Store Services**: Gulf orange panel with STORE SERVICES (e.g. ATM, Car Wash, Money Orders......) in White block letters (first letter in each word is capitalized with remaining letters in small capital).
- **Co-Brand Food Services**: Panels may be permitted that advertise nationally or locally recognized food service brands with professionally designed trademarks.
- **Reader Boards**: Reader board panels may be permitted, but must occupy the lowest position on the sign complex.

**Important Note**: Local codes may require different colors for LED’s other than those recommended above. If so, exceptions will be addressed on a site by site basis and must be approved in writing.

**Main ID / Price Sign**

- **New build 6’ Flag Mount** is the recommended sign for the “Main ID / Price sign application.
- **Flag Mount ID / Price Sign arrays start with the Gulf ID / Price sign at the bottom of array. Wrap orange around side of sign facing street. Flag sign pole should be white.**

**Products**

| Products        | Backgrounds / Product Names | LED Numbers*
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline</td>
<td>Background Panels – Orange Product Names – White</td>
<td>Red</td>
</tr>
<tr>
<td>Diesel</td>
<td>Background Panels – Diesel Green Diesel Type – White</td>
<td>Green</td>
</tr>
<tr>
<td>E-85</td>
<td>Background Panels – White Product Names – Blue</td>
<td>Amber</td>
</tr>
</tbody>
</table>

**Important Note**: Local code may require different colors for LED’s other than those recommended above. If so, exceptions will be addressed on a site by site basis and must be approved in writing.

**Auxiliary Sign Standards**

**Type**: Requirements

- **Store Name**: See standards for Gulf Express sign requirements and trade dress for store. If the store is not and express it is not affected by the new program.
- **Store Services**: Gulf orange panel with STORE SERVICES (e.g. ATM, Car Wash, Money Orders......) in White block letters (first letter in each word is capitalized with remaining letters in small capital).
- **Co-Brand Food Services**: Panels may be permitted that advertise nationally or locally recognized food service brands with professionally designed trademarks.
- **Reader Boards**: Reader board panels may be permitted, but must occupy the lowest position on the sign complex.

**Important Note**: Under no circumstances is it acceptable to add signage to Main ID / Price Signs of either a temporary or permanent nature without prior, written authorization from Gulf reissue team. This includes elements installed directly to, underneath or adjacent to ID / Price Signs and their supporting structures.

The Gulf sign systems bring consistency and a fresh appearance. Sign design, graphics, rules, and hierarchy must conform to approved Gulf standards.

**Auxiliary Sign Standards**

**Type**: Requirements

- **Store Name**: Standards for Gulf Express sign requirements and trade dress for store. If the store is not and express it is not affected by the new program.
- **Store Services**: Gulf orange panel with STORE SERVICES (e.g. ATM, Car Wash, Money Orders......) in White block letters (first letter in each word is capitalized with remaining letters in small capital).
- **Co-Brand Food Services**: Panels may be permitted that advertise nationally or locally recognized food service brands with professionally designed trademarks.
- **Reader Boards**: Reader board panels may be permitted, but must occupy the lowest position on the sign complex.

**Important Note**: Local codes may require different colors for LED’s other than those recommended above. If so, exceptions will be addressed on a site by site basis and must be approved in writing.

**Main ID / Price Sign Placement**

- **Location of the Main ID / Price Sign depends on a site’s overall layout as well as the primary and secondary traffic flow.**

**Site Layout**: Placement

- **Corner Lot**: The preferred location, placing the sign at a 90 degree angle to the primary street in the corner nearest the intersection. Signs can be placed at a 45 degree angle if that provides optimum visibility to the primary and secondary streets.
- **Lot with only one Primary Street**: Signs should be placed at a 90 degree angle to the street. The sign pole should be toward the building while the sign facing street. Flag sign pole should be white.

**Main ID / Price Sign Placement**

- **New build 6’ Flag Mount** is the recommended sign for the “Main ID / Price sign application. Flag Mount ID / Price Sign arrays start with the Gulf ID / Price sign at the top, followed by store ID panel and then gasoline, diesel fuel grades and prices, then E-85 or other alternative fuels. If applicable. Service signs such as ATM, car wash at the bottom of array.**

**Auxiliary Signs advertising store names and / or store services will always be displayed below the fuel products. Options for this sign are illustrated in this MID section. Sign retainer and cabinet to be orange. Wrap orange around side of sign facing street. Flag sign pole should be white.**

- **Local codes may restrict the size and placement of Main ID / Price Signs. Other options are provided for as depicted in this MID section. Depending on the condition and size of the existing sign, or local permit requirements, replacement faces may be a consideration over a new sign. Under no circumstances are LED reader boards to be used as LED price displays.**

- **Gulf branded locations must sell a minimum of three grades of gasoline. However, the minimum requirement is that at least one grade of gasoline is posted and priced. Unleaded as the priority gas product. Some sites may also sell diesel, E-85 or other alternative fuels. Numerous options exist for displaying these fuel products (along with Auxiliary Signs) as illustrated in this MID section.**

- **Unleaded gasoline will always come below the store / QSR offer, followed by diesel, E-85 or other alternative fuels. If applicable. Auxiliary Signs will always be displayed below the fuel products.**

- **The standard product names are: Regular, Plus, Super, Premium and Diesel.**

- **The following are prohibited on Gulf sign systems: Temporary signs, flags, banners, cameras, area lights.**

- **Colors for background panels and product names are the same for all ID / Price Signs. However, for colors for price numerals will differ depending on if they are LED or Font-Based variety. Below are recommended colors for LED price numerals in addition to the standard treatments for Font-Based price numerals.**

**Auxiliary Sign Standards**

**Type**: Requirements

- **Store Name**: Standards for Gulf Express sign requirements and trade dress for store. If the store is not and express it is not affected by the new program.
- **Store Services**: Gulf orange panel with STORE SERVICES (e.g. ATM, Car Wash, Money Orders......) in White block letters (first letter in each word is capitalized with remaining letters in small capital).
- **Co-Brand Food Services**: Panels may be permitted that advertise nationally or locally recognized food service brands with professionally designed trademarks.
- **Reader Boards**: Reader board panels may be permitted, but must occupy the lowest position on the sign complex.

**Important Note**: Local codes may require different colors for LED’s other than those recommended above. If so, exceptions will be addressed on a site by site basis and must be approved in writing.

**New Build MID Standards**

- **Components from one sign system may not be mixed with another.**
- **Signs must be produced by Gulf approved suppliers. No exceptions.**
- **All systems must comply with federal, state and local regulations.**
MID Hierarchy

NOTE:
Prohibited – Unauthorized permanent signs (credit card signs, phone signs, Fuelman signs, etc.)
Prohibited – Temporary signs (flags, banners, advertising, etc.)
Prohibited – Machines or fixtures (air/water, flag poles, cameras, area lights, etc.)
Front Elevation - 8' Single Pole

Scale 3/8" = 1'-0"

Support structure

2 1/2" Retainer White

1 1/2" reveal edge

Horizontal band

O1 - Gulf Orange

Cabinets

O1 - Gulf Orange

Support structure

04 - Gulf White

Plan Detail

A

Reveal Detail

B

Illumination

45°

2'-9"

1'-4"

may vary

Gulf express

Regular Unleaded

Regular Unleaded

Premium Unleaded

Premium Unleaded

Gulf

Regular

Premium

Unleaded

Unleaded

REGULAR

PREMIUM

UNLEADED

UNLEADED

May 31, 2019

Jan 28, 2019

See drawing

2'-5"

1 1/2" bead edge

Front Elevation - 8' Single Pole

All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf's authorized suppliers unless otherwise approved in writing, by Gulf’s remage team.

Gulf

REGULAR

PREMIUM

UNLEADED

UNLEADED

Support structure

04 - Gulf White

Cabinets

01 - Gulf Orange

Horizontal band

O5 - Gulf Yellow

1' - 0"

25' - 0"

Overall height

8' - 0"

Cabinet

8' - 0"

Cabinet

8' - 0"

Overall

25' - 0"

8' - 0"

Cabinet

8' - 0"

Cabinet

8' - 6"

Cabinet

3"

2' - 9"

1 1/2"

4"

2' - 0"

8"
All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.
All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf’s reimage team.
All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimage team.
All materials and signage necessary to meet the guidelines and specifications set forth in these Retail Visual Standards must be obtained through one of Gulf’s authorized suppliers unless otherwise approved, in writing, by Gulf reimaging team.
Front Elevation - Typical New Build Square Cabinet Head

Scale 1" = 1'-0"

Note: New build cabinets do not incorporate yellow band into pan formed face on all square formats such as 4', 5', 6' and 8'. The white vertical dimension top and bottom of logo will be equal from logo to edge of flat face of pan form.

Cabinet Head

Price / service cabinet

New build head cabinets do not incorporate yellow band; center logo vertically.

Place logo in space to maximize width of logo.

3/4" min from edge of pan to edge of logo.

3/4" min from edge of pan to edge of logo.

3/4" min from edge of pan to edge of logo.

Equal

Equal

Center logo in width
Embossment

Radius corners
1 1/2" beveled formed face

1/2" bevel Embossment
1/4" embossment
1/4" embossment
1/4" embossment

Face Specifications
Clear polycarbonate, 2nd surface screened decoration

retail visual standards
Gulf - MID
MID Face Embossment Details
See drawing