

A FULL THROTTLE LEGACY

BRAND STANDARDS GUIDE

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BRAND STORY

OUR NAME



The VP Racing name was born out of our founder's desire for more power to go faster. As a racer himself, Steve Burns wanted to develop the most technologically advanced fuels designed, for one thing, more power. The "VP" in VP Racing was chosen to communicate the power, force, and speed that was generated by our racing fuels from the very first fuel blend.

Our racing fuels have very often been described as volatile products, aggressively erupting and releasing the power necessary to be the fastest on the track. Thus, in a quest for the best, most technologically advanced, and most powerful racing fuels, "volatile products" was translated to simply VP.

BRAND STORY

OUR STORY OUR PASSION



Rooted in a burning passion for better performance on the track, VP Racing' founder Steve Burns sought out the most advanced fuel technology available, finding his inspiration at the United States Library of Congress. There Burns studied recently declassified intelligence on fuel technology advancements developed by the U.S. government during World War II. Armed with that information, Burns returned to Texas and his parents' garage "lab." Burns began an odyssey that resulted in a true American success story.

From his humble garage lab beginnings to a storage unit, to the first VP plant in Adkins, TX, VP Racing grew exponentially to establish itself as the World Leader in Fuel Technology®, developing over 80 custom blends of fuel for every form of racing. But VP did not stop with racing fuels, taking its passion for performance to new product categories.

Building on a heritage of technological advancements and performance, VP ventured into new products beyond racing fuel, introducing over 100 new products in just eight years. From small engine fuels for outdoor equipment to automotive appearance products, from lubricants and Madditive® additives for street and track, from aviation and military to three retail channel platforms, VP Racing has become a dominant force in everything in automotive and engine performance.



BRAND STORY

OUR VISION & ASPIRATIONS

VISION

Tenaciously extend our leadership position in the production and sale of high-performance racing fuels and parlay our leadership position to build a highly valued consumer brand for fuels, additives, lubricants, and other automotive products while maintaining superior customer service.

ASPIRATIONS

We aspire to become the technology and quality leader in performance, on the street and on the track, and in the field or backyard. Our goal is to lead in several product categories, from our technological foundation in race fuels to small engine fuels for outdoor tools, from passenger car and race car motor oils to automotive appearance products, to performance additives for street and track, and retail automotive services. We aspire to be the best!

BRAND STORY

BRAND ARCHITECTURE



While VP Racing has expanded its product category portfolio, including retail, we have recently discontinued several old logo variations to make a significant strategic statement:

VP Racing is the parent brand of all products - no variations are allowed.

Instead, we will rely on the packaging to do the hard work of communicating our categories and products therein.



Logo White



Logo Black



STYLE GUIDE

LOGO

LOGO USAGE

Altering any approved logo is strictly prohibited. Here are examples of the one approved usage, and several prohibited alterations.



DO NOT COMPRESS OR STRETCH



DO NOT CHANGE OPACITY



DO NOT CHANGE COLORS



DO NOT ADD EFFECTS



DO NOT ADD DROP SHADOWS



DO NOT ALTER ANY ELEMENT



STYLE GUIDE
LOGO

TAG LINES

Our primary tagline, “Our Passion Is Your Performance,” captures the VP Racing brand purpose. When using this line, always include the ® trademark symbol.

ONLY this tagline is to be used in a Logo Lockup.

Our Passion is Your Performance®

**Our Passion is
Your Performance®**

Our secondary tagline, “Makin’ Power!” is ONLY for limited use in racing fuel and racing promotional applications.

MAKIN’ POWER!®

MAKIN’ POWER!

**MAKIN’
POWER!**

**MAKIN’
POWER!**

Our secondary tagline, “World Leader In Fuel Technology,” is ONLY allowed on product packaging designed by VP Racing.

**WORLD LEADER IN
FUEL TECHNOLOGY®**

WORLD LEADER IN FUEL TECHNOLOGY®

STYLE GUIDE

COLORS



VP's primary brand colors are an important component of the brand from which there can be no deviation. The brand colors should be used across all communications mediums.

VP's secondary brand colors can be used as accent colors in communications materials that are supplementary to the brand logo.

PRIMARY



Pantone 2728 C
CMYK: 96 78 0 0
RGB: 0 71 186
HEX: 0047BB

Pantone 185 C
CMYK: 0 100 89 0
RGB: 228 0 43
HEX: E4002B

White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: FFFFFFFF

Pantone Black 6C
CMYK: 100 61 32 96
RGB: 16 24 32
HEX: 101820

SECONDARY



Pantone 267 C
CMYK: 81 99 0 0
RGB: 95 36 159
HEX: 5F249F

Pantone 632 C
CMYK: 87 8 14 7
RGB: 0 147 178
HEX: 0093B2

Pantone 3272 C
CMYK: 100 0 51 0
RGB: 0 164 153
HEX: 00A499

Pantone 165 C
CMYK: 0 68 96 0
RGB: 255 103 32
HEX: FF6720

Pantone 109 C
CMYK: 0 5 100 0
RGB: 255 209 0
HEX: FFD100

STYLE GUIDE IMAGERY

LIFESTYLE PHOTOGRAPHY

VP Racing' lifestyle photography has two objectives. The primary objective is to visually support our commitment to producing superior products that help people perform to their best on the track, on the street, or in their yard or field. The visuals should say "Our Passion Is Your Performance®," without articulating the tagline.

Secondarily, VP's lifestyle photography should communicate the VP attitude best personified in our heritage in racing. This represents the power, fun, and cachet of the VP brand and of the Mad Scientist® and his fans.

In all cases, the photography treatment should be bold, vibrant, and energetic, yet images should look real, unstaged, rehearsed, down to earth and approachable.

Black-and-white imagery should never be used, as it feels too dull for the VP Racing brand.

The lifestyle photo library can be acquired in the VP Partner Portal or by emailing brandmarketing@vpracingfuels.com.



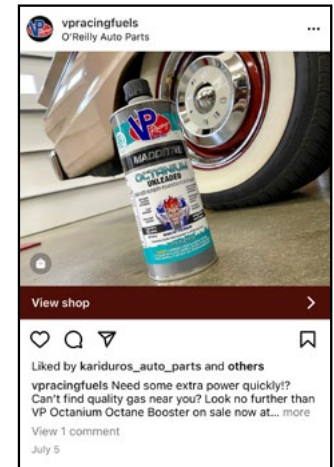
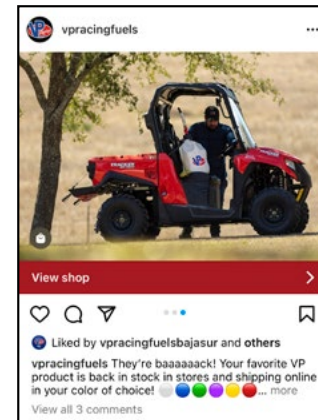
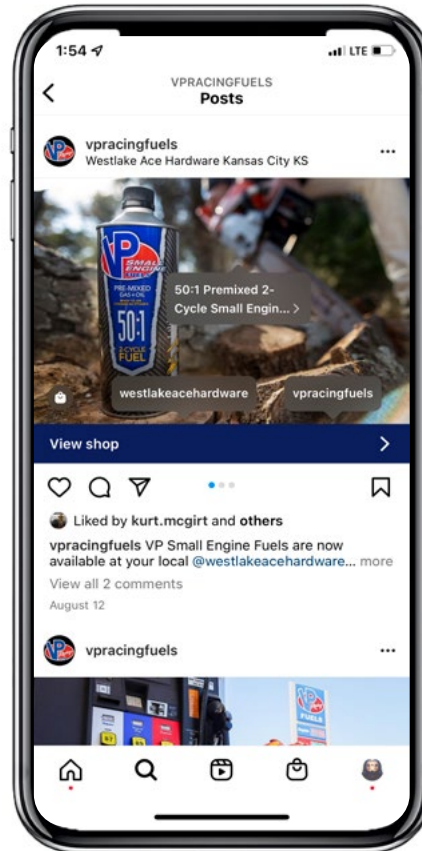
STYLE GUIDE

COLLATERAL EXAMPLES

SOCIAL MEDIA

Social media posts are to be engaging, informative, brand-building and have a call to action. As with all collateral, lean and uncluttered is the rule.

NOTE: for distributors and dealers creating their own social media pages, we suggest this same practice, but do not copy our pages or use the VP Racing name for your page naming. You are permitted to say "A VP Racing authorized distributor" or "A VP Racing authorized dealer" on your social media pages.



VP RacingFuel



VP RacingFuels



VP_Racing_Fuels



VP RacingFuel



STYLE GUIDE

LEGAL

The brand logos, icons, and slogans represented in the VP Racing Brand Standards Guide are trademarks of VP Racing Fuels, Inc., San Antonio, Texas. This Guide applies to licensees, developers, distributors, customers, and authorized resellers who wish to use the trademarks, service marks, certification marks, logos, or copyrighted material of VP in connection with advertising, marketing, promotional, informational and reference materials, on product packaging, on websites, or on printed publications. This Guide also applies to VP employees.

Any unauthorized or improper use of VP's trademarks or copyrighted material may constitute infringement and unfair competition in violation of federal, state and international laws.

Before using any VP Racing trademarks, a Trademark Usage Authority must be completed and executed by the individual or company wishing to use our marks. This form must be submitted to brandmarketing@vpracingfuels.com for execution by the President or other authorized officer, which consent may be granted or denied on a case-by-case basis in VP's sole discretion. Only after receiving the fully executed Trademark Usage Authority may the use of our marks commence, and only for the express purpose, quantity and time limit granted.

The following uses are NEVER permitted by VP:

1. You may not use or register, in whole or in part, VP, or any VP trademark, including VP-owned graphic symbols, logos, icons, or any version thereof, as a company name or trade name or as part of such a name.
2. You may not incorporate VP trademarks in any domain name or in any meta tag or other hidden text in a web page, or in connection with social media account names, profiles, monikers, avatars or handles.
3. You may not use VP's logos, company names, trademarks, product names, or images of VP products with respect to products not made, manufactured or licensed by VP, as such use may create the perception that VP endorses or sponsors the product, service or promotion. This section applies to use of marks that are the phonetic or foreign language equivalent of VP trademarks.