



VP Racing FASTLUBE Image Standards

Version 1 – Release July 2017

Image Overview

The VP Racing FASTLUBE™ brand image has been developed to provide lube center owners with an exciting new alternative that leverages VP's reputation for performance using a professional, yet edgy and arresting look. The standards outlined in this manual have been developed for our partners to project a consistent image of the VP FASTLUBE brand across all markets. They provide a new benchmark and minimum standard expectation for the visual criteria of our FASTLUBE brand program. The standards have been organized into five key sections: Defining the Image; Primary ID Signs; Facility Exterior; Facility Interior; and Contacts.

An important item to note in these standards is the introduction of the new VP Racing FASTLUBE logo treatment, which includes the traditional blue "VP" on a red oval paired in a "lock-up" with the name "FASTLUBE."

These standards have been developed to address the most common applications in our network. Because each FASTLUBE location is different, it's impossible to show exactly what your site will look like, but the following pages outline requirements related to image standards including, but not limited to, signage and color specifications. All signage and materials necessary to meet VP's image standards must

be obtained through an approved supplier unless otherwise agreed upon, in writing, by VP Racing Fuels.

These requirements apply to both new FASTLUBE facilities as well as those undergoing major or minor conversions (e.g. signage replacement, painting, refurbishment of building, etc.) Please contact your VP representative for guidance on any special circumstances that need to be addressed beyond these standards.

NOTE: The VP Racing FASTLUBE Image Standards provide the requirements covering the proper use and display of the VP Racing FASTLUBE brand at each facility. These Image Standards are an important part of your relationship with VP. You are required to be in full and explicit compliance at all times, unless otherwise authorized in writing by VP. Your facility(s) may be inspected from time to time to ensure compliance with the Image Standards. Failure to comply may result in the de-branding of a facility. VP reserves the right to amend, change, or otherwise modify the Image Standards at any time.



Logo Suite 'At-a-Glance'

Signage-Only Logos

The stacked version and horizontal versions of the logo are each preferred logo options. They are to be used whenever possible in new and retrofit applications.

View signage logo use guidelines and examples on:

- 2.1-2.3 – Primary ID Signs
- 3.1-3.4 – Facility Exterior Signage

Stacked Logo for signage-only applications



Horizontal Logo for signage-only applications



CLEAR SPACE

In all cases, the red counter of the 'P' in the VP Racing logo is the determining element defining the amount of clear space around the logo. Sign cabinets, or other outside elements should never intrude into this space.

View signage logo use guidelines and examples on:

- 2.1-2.3 – Primary ID Signs
- 3.1-3.4 – Facility Exterior Signage

Logo CLEAR SPACE - The minimum clear space defined below applies to all VP FASTLUBE logos

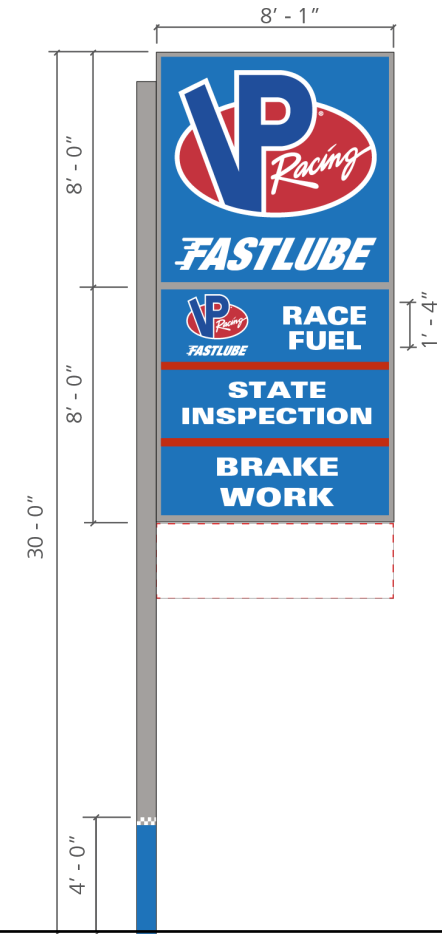
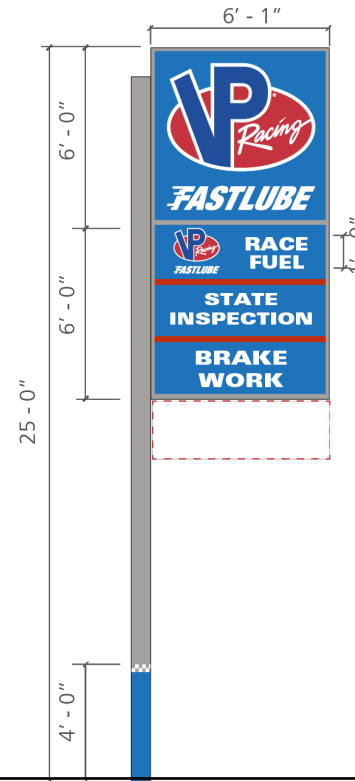
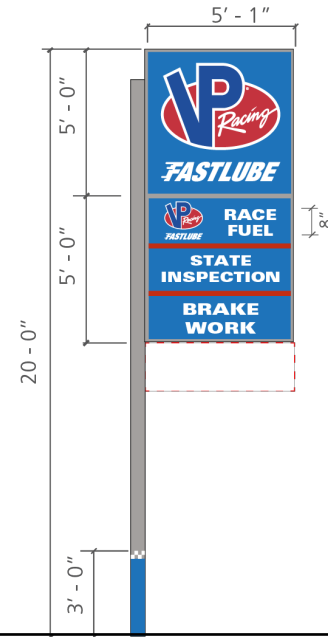
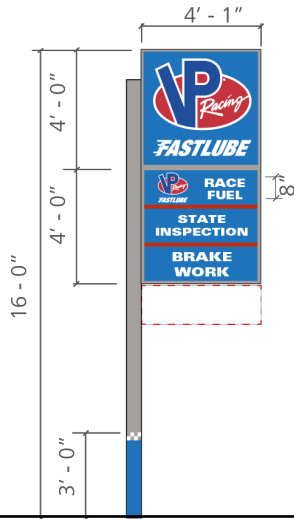


New Standard Signs

Flag Signs

Flag Signs – 4' to 8'

The new sign standard for VP Racing FASTLUBE facilities is a single pole pylon sign with sign cabinets mounted to one side of the sign pole. As illustrated here, four size options are available: 4' x 16', 5' x 20', 6' x 25', and 8' x 30'. The size and overall height of a new sign will be driven by local sign codes. When necessary a monument sign can be used in place of a pylon sign.



In all cases, the VP Racing FASTLUBE sign face is translucent and internally illuminated. This helps to highlight the logo at night.

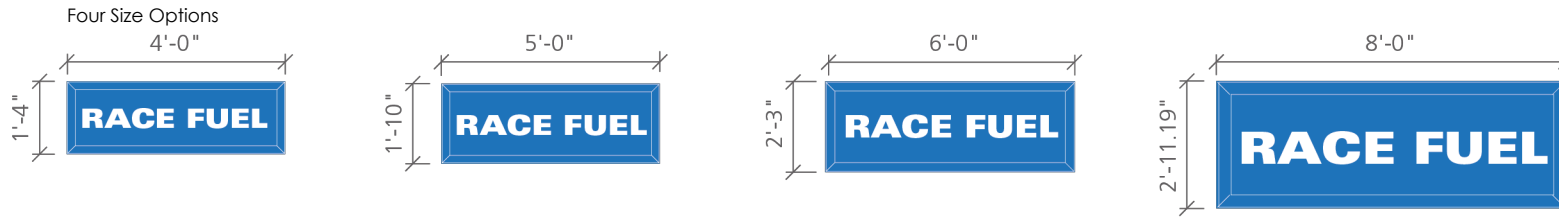
When replacing the sign face on an existing pylon sign, refer to the sign retrofit section on page 2.6.

New Standard Signs APC Modules

APC (alternate profit center) modules, such as RACE FUEL, STATE INSPECTION or BRAKE WORK, are available in the same widths as the Primary ID signs: 4'-0", 5'-0", 6'-0", and 8'-0". Each of these modules is available as a new cabinet or as a face replacement for existing signs.

APC Modules
The APC modules are constructed of white acrylic with translucent blue vinyl with the letters cut out (such as "RACE FUEL"). The sign is internally illuminated for maximum nighttime visibility. The module height may vary depending upon local sign restrictions. Please note that the

APC module is only to be placed at the bottom of the sign below the VP Racing Fuels brand. Please note the limited height available for monument signs. If the face replacement option is chosen, then the sign cabinets and poles must be painted gray, refurbished and re-lamped.



APC Naming Options

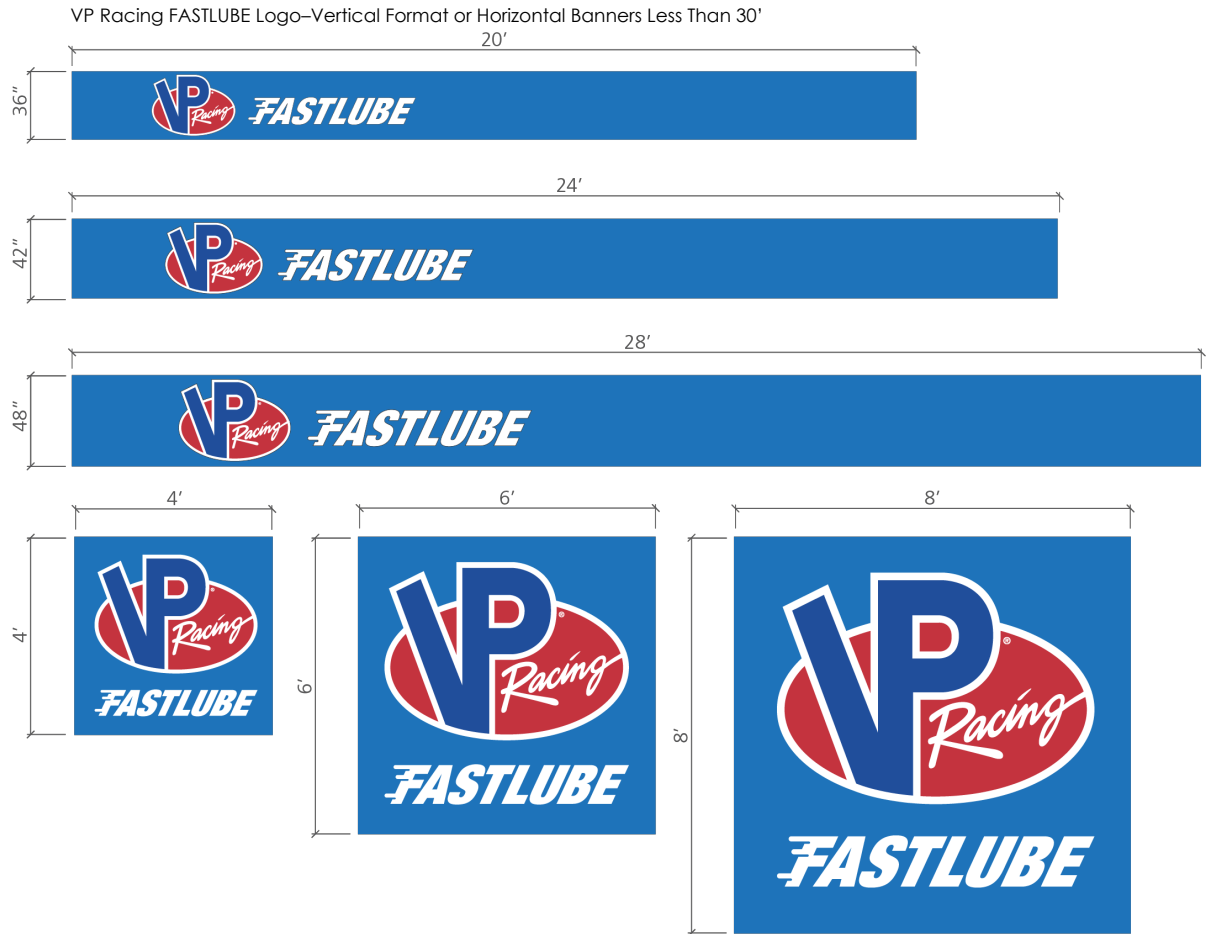


Alternative Signage Treatment Primary Exterior Wall

Illuminated Logo & Channel Letters

When space constraints prohibit use of the preferred signage treatment described in section 3.2, alternative vertical or truncated horizontal banner treatments can be used as described here. The treatment for the VP Racing FASTLUBE logo is internally illuminated, with dimensional channel letters mounted on a banner constructed of ACM. The VP Racing Fuels logo lock-up is placed on a blue background in the most prominent position possible on the facility exterior. Consult with your VP Racing Fuels representative to jointly determine the best options for placement. Final placement of the logo/banner requires prior approval by your VP representative.

The face of the VP Racing red oval is translucent with fabricated aluminum, opaque VP Racing blue sides. The FASTLUBE letters are translucent white with opaque white returns. Do not substitute any other form of the VP Racing Oval or dimensional letters. Do not alter the placement of the logo and letters under any circumstance.



Entry Door Decals

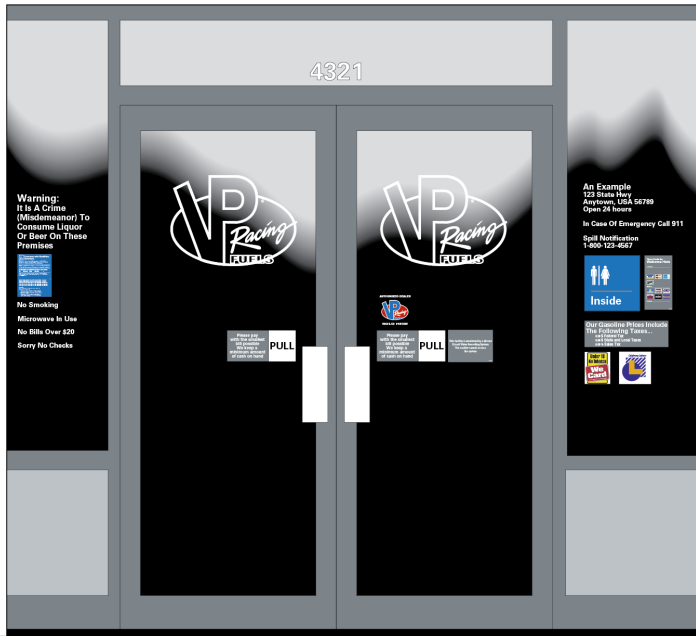
The entrance to a lube center facility can often become cluttered with vendor promotions, regulatory messaging, and miscellaneous decals. To minimize visual clutter and maximize consumer messaging, VP Racing Fuels requires that all non-essential decals, hand written or miscellaneous signs be removed from the

doors and adjacent sidelight windows. Provided here is an example of an approved placement scenario for regulatory and informational decals for single and double door entries. Please see page 5.1 for the approved decal supplier contact.

VP Fuel Cube Door Decal

For facilities that sell VP Racing Fuels in 5-gallon pails from a VP Fuel Cube, an optional entry door decal is available, as pictured here.

Option 1 – Double Door Entry



Option 2 – Single Door Entry



Reception Area / Service Counter

The following are required in the reception area of all VP FASTLUBE facilities:

1. VP FASTLUBE sign – consult with your VP representative regarding appropriate size and materials for reception areas of various sizes
2. Wall Posters:
 - A. VP Racing Lubricants
 - B. VP Madditives
3. VP Power Center display rack – fully stocked. Note if space constraints preclude use of a VP Power Center, a countertop display of VP products may be substituted. Consult with your VP representative regarding space constraints.
4. VP Counter mat – if space permits

Other discretionary posters are available. Consult with your VP representative and/or see your VP FASTLUBE Welcome Kit.

Price Menu

Although not required, it's recommended a menu reflecting prices for services be displayed in the reception area. If such a menu is displayed, it must include a prominent VP FASTLUBE logo. Consult with your VP representative regarding appropriate size and materials for the price menu sign.



VP Racing Madditives poster



VP Racing Lubricants poster



VP Power Center rack



VPRF counter mat



VP Lubricants counter mat

SERVICE	PRICE
Standard Lube & Filter	\$25.99
Extreme Service Upgrade	\$34.99
Synthetic Service	\$49.99
Coolant Flush	\$24.99
Engine Flush	\$24.99

Customer Logo: Bob's Fast Lube
123 Avenue St.
Big City, AZ 81111
(480) 555-8888

OUR PASSION IS YOUR PERFORMANCE®

Price Menu