



# VP Racing POWERWASH Brand Standards

Version 1 – Release November 2019

# Image Overview

The VP Racing Fuels POWERWASH™ brand has been developed to provide car wash owners with an exciting new alternative that leverages VP Racing Fuels' reputation for performance using a professional, yet edgy and modern look. The Brand Standards outlined in this manual have been developed for our operators to project a consistent image of the VP POWERWASH brand across all markets. The Brand 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 Fuels

POWERWASH logo treatment, which includes the traditional blue "VP" on a red oval paired in a "lock-up" with the name "POWERWASH."

These standards have been developed to address the most common car wash applications. Because each POWERWASH location is different, it's impossible to depict exactly what your site will look like. However, the following pages outline requirements related to Brand 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 VP Racing Fuels POWERWASH supplier unless otherwise agreed upon, in writing, by VP Racing Fuels.

These requirements apply to both new POWERWASH facilities as well as those undergoing major or minor conversions (e.g. signage replacement, painting, refurbishment of building, etc.).

Please contact your VP Racing Fuels POWERWASH representative for guidance on any special circumstances that need to be addressed beyond these Brand Standards.

**NOTE:** The VP Racing Fuels POWERWASH Brand Standards provide the requirements covering the proper use and display of the VP Racing Fuels POWERWASH brand at each facility. These Brand 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 Racing Fuels. Your facility(s) may be inspected from time to time to ensure compliance with the Brand Standards. Failure to comply may result in the debranding of a facility. VP Racing Fuels reserves the right to amend, change, or otherwise modify the Brand Standards at any time.



## New Standard Signs

### Main / Primary ID Sign

The new sign standard for VP Racing Fuels POWERWASH facilities is a double pole, pylon or custom, stylized sign, similar to that depicted on page 2.3. The size and overall height of a new sign may be driven by local sign codes. When necessary a monument sign can be used in place of a pylon or stylized sign.

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

When replacing the sign face on an existing sign, refer to the sign retrofit section on page 2.3.



## Accepted Signage Treatment Exterior Wall

### Illuminated Logo

The VP Racing POWERWASH logo lock-up will be constructed of an internally illuminated sign cabinet. THE positioning of the VP Racing POWERWASH logo lock-up in relation to the buildings edge may be adjusted depending on the orientation and visibility from the street or main entrance. Consult with your VP representative to secure approval prior to making any adjustments.

The face of the VP Racing red oval is translucent with fabricated aluminum, opaque VP Racing blue sides. The POWERWASH letters are translucent gradient silver with opaque white returns.

In situations where local codes restrict illuminated signs, the sign should still be installed but not illuminated.





# Reception Area / Service Counter

The following are required in the reception area of all VP Racing Fuels POWERWASH facilities:

1. VP POWERWASH sign – consult with your VP Racing Fuels 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 Racing Fuels representative regarding space constraints.
4. VP Counter Mat – if space permits

Other discretionary posters are available. Consult with your VP Racing Fuels representative and/or see your VP Racing Fuels POWERWASH 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 Racing Fuels POWERWASH logo. Consult with your VP Racing Fuels representative regarding appropriate size and materials for the price menu sign. NOTE: Illustration for Design Intent Only.



VP Racing Madditives Poster



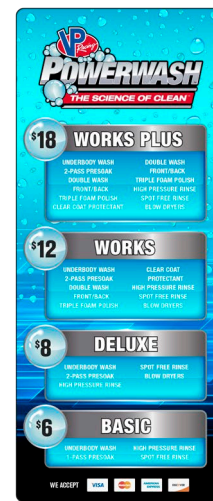
VP Racing Lubricants Poster



VP Power Center Rack



VP Racing Fuels Counter Mat



VP Racing POWERWASH Price Menu