



## VP Racing Retail Brand Standards

Version 6 – 102024

# Image Overview

The VP Racing brand image has been developed to provide fuel distributors with an exciting new alternative that looks professional, yet edgy and arresting. The standards outlined in this manual have been developed for our distributors to project a consistent image of the VP brand across all markets. They provide a new benchmark and minimum standard expectation for the visual criteria of our retail brand program.

The standards have been organized into four key sections: Primary ID Signs; Canopies; Under Canopy Area and Dispensers; and Backcourt (C-Store, Car Wash and Lube Center Fascia Graphics). An important item to note in these standards is the introduction of the new VP Racing logo treatment, which includes the traditional blue

“VP” on a red oval paired in a “lock-up” with the word “FUELS.”

These standards have been developed to address the most common applications in our network. Because each station 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, canopies, dispensers, 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. These requirements apply to both new fuel stations as well as stations undergoing major or minor conversions (e.g. installation of

new fuel dispensers, painting, refurbishment of building and / or canopy fascias, etc.). Please contact your VP representative for guidance on any special circumstances that need to be addressed beyond these standards.

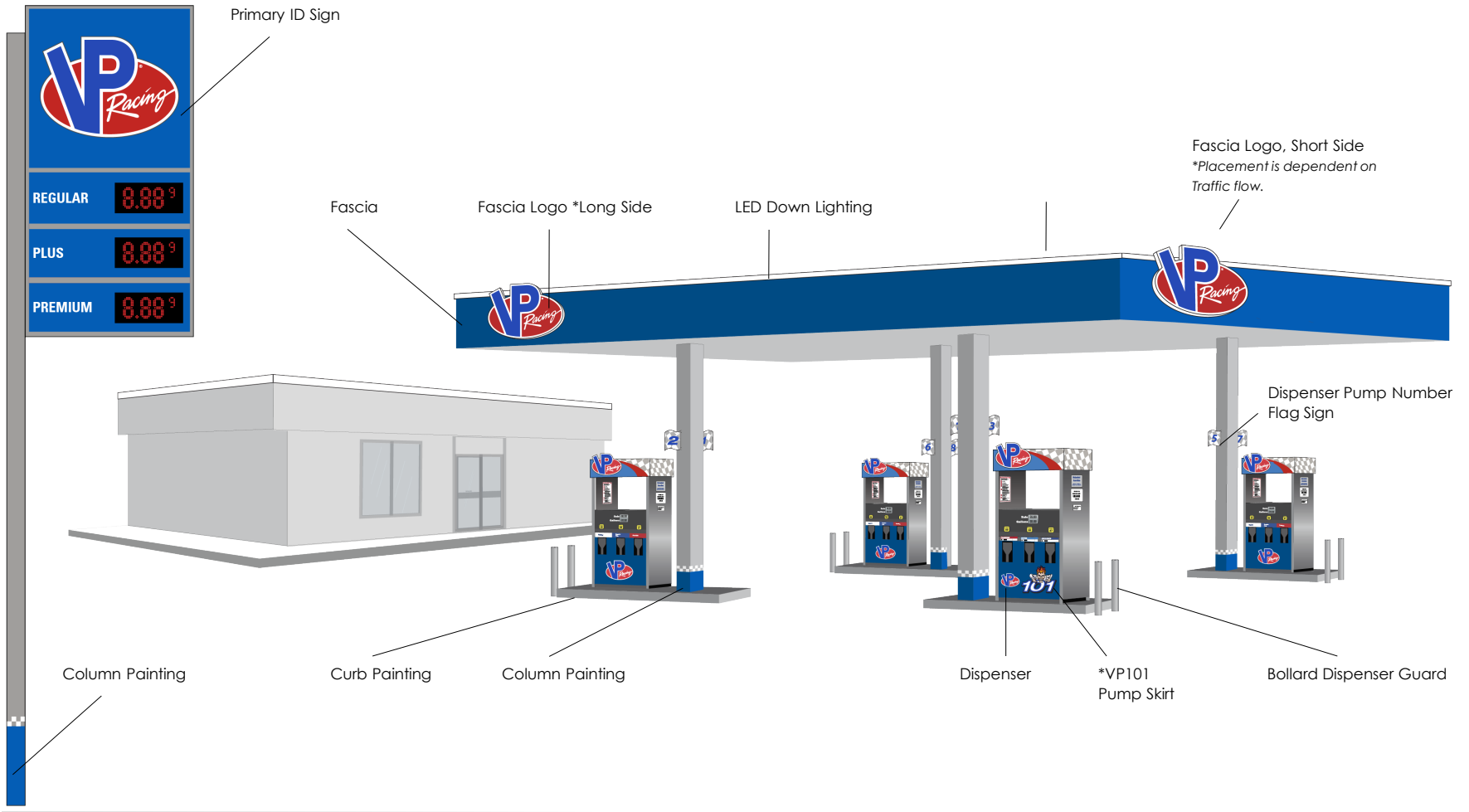
**Important Note** – The VP Racing Image Standards provide the requirements covering the proper use and display of the VP Racing brand at each station. These Image Standards are an important part of your relationship with VP Racing. You are required to be in full and explicit compliance at all times, unless otherwise authorized in writing by VP Racing. Your station(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 station. VP Racing Fuels reserves the right to amend, change, or otherwise modify the Image Standards at any time.

**Go to pages 1.1 ad 5.1 to view our new, 'Image At-A-Glance'**



# Image 'At-A-Glance' – Fore Court

To view the VP Racing BACK COURT elements 'At-A-Glance', go to page 5.1



\*EXAMPLE ONLY

## Logo Suite

# Convenience Store-Only Logos

### Winner's Circle Logo (for c-store fascia only)

The Winner's Circle logo is to be used on illuminated signage applications whenever possible. When local code doesn't allow for an illuminated sign, the logo may be used as non-illuminated. Please contact your VP Racing representative in situations where an illuminated sign is not allowed by local codes.

### Clear Space

In all cases, a fraction (15%) of the overall height of the Winner's Circle logo is what defines the minimum amount of clear space around the logo. Sign cabinets, or other outside elements should never intrude into this minimum clear space area.

View Winner's Circle and c-store Logo use

guidelines and examples on:

- 1.2.1 Signage-only Logos
- Primary ID Signs 5.4.1

Winner's Circle logo for use only in c-store applications

Horizontal Logo for applications on front of c-store



Logo CLEAR SPACE – The minimum clear space is defined by 'X', which is the height of the red counter within the 'P' of the VP Racing oval.



# Station Image Criteria

## Minimum Site Requirements

The following specifications are deemed minimum material and / or product specifications to be applied at all VP Racing stations ( $\geq 50,000$  gallons / month).

Please Note – The defined minimum requirements list provided here is subject to change. Please review and confirm that you have met all contractual obligations before proceeding.

- Alcoa ACM - Reynobond 3MM  
PE Core Standard Matte Blue,  
or  
Mitsubishi ACM - Alpolic 3MM  
PE Core Standard DYB Blue
- Eyebrow + LED down lighting
- Lighted channel letters and  
lighted logo can signs
- A lighted Mad Scientist Sign is  
required on the canopy except  
where code restrictions apply

Please review your dealer's program agreement regarding all contractual obligations before proceeding with any site-specific modifications or enhancements. You may also contact your VP Racing representative at any time to confirm minimum requirement details.

Any deviations from these minimum requirements for any reason, e.g. hours of operation, canopy size, etc., must be discussed with your VP Racing representative and approved in advance."

Examples – (Top) Site using Preferred Logo for Primary Side with Mad Scientist\*; (Bottom) Site using Restricted Logo for Primary Side (see page 1.4)



\* Need approval for Mad Scientist usage.

# New Standard Signs Pylon Signs

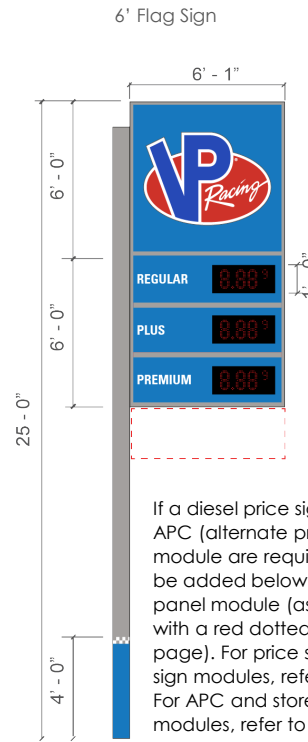
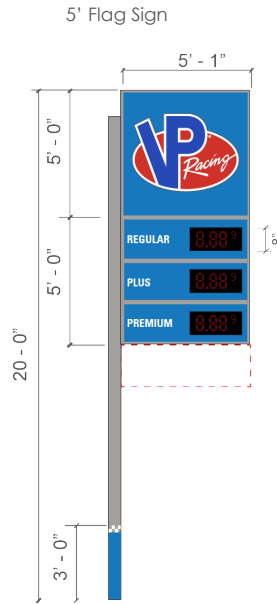
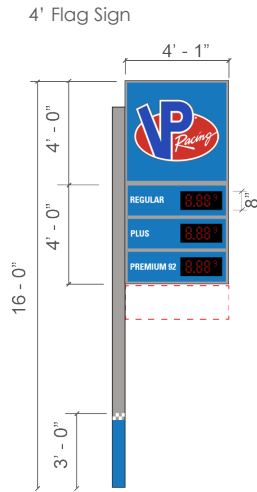
## Pylon Signs – 4' to 8'

The new sign standard for VP Racing 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.

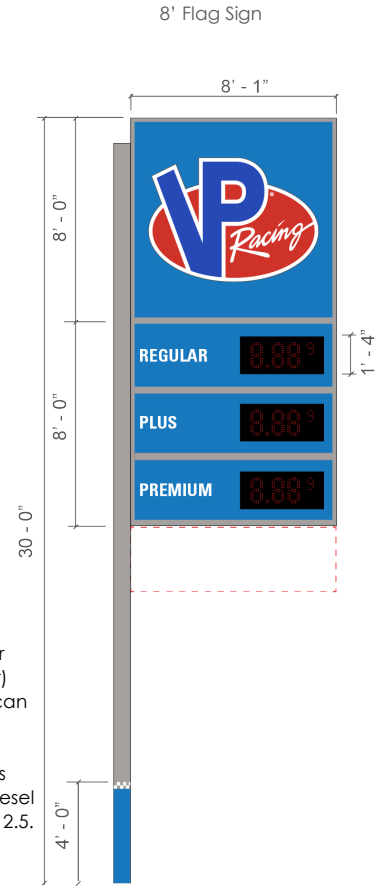
In all cases, the VP Racing sign face is translucent and internally illuminated, as are the sign faces on the pricing panels. This helps to highlight the logo and prices at night.

When replacing the sign face on an existing pylon sign, refer to the sign retrofit section on page 2.7.

In all cases, the VP Racing blue sign pole base and checkered band is to be used on pylon sign poles. See checkered band sizing below.



If a diesel price sign and / or APC (alternate profit center) module are required, they can be added below the price panel module (as indicated with a red dotted line on this page). For price sign and diesel sign modules, refer to page 2.5. For APC and store sign modules, refer to page 2.6.



# New Standard Signs Car Wash, ATM and APC Modules

In addition to price sign modules, there are ATM (automated teller machine) and APC (alternate profit center) modules, such as Winner's Circle or car wash. These modules are available in the same widths as the price 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.

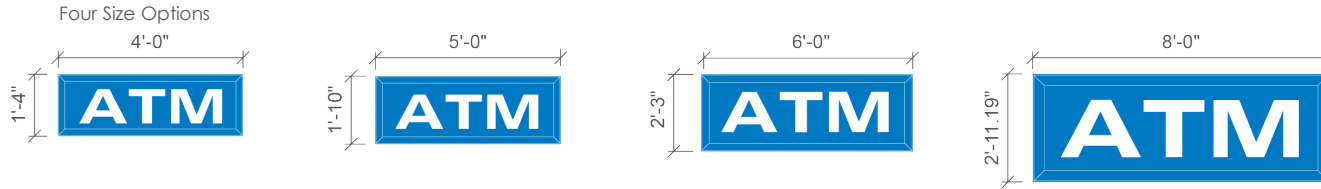
### ATM Modules

The sign is internally illuminated for maximum nighttime visibility. Do not substitute any other background colors for "ATM" as they detract from the overall sign presence. ATM modules are to be placed below the price sign module on pylon signs and / or below the VP Racing brand on the monument signs. Please note that if the face replacement option is chosen, then the sign cabinets must be painted gray and the cabinets must be refurbished and re-lamped.

### APC Modules

The APC modules are constructed of white acrylic with translucent blue vinyl with the letters cut out (such as "Car Wash") when the APC is a VP Racing branded offering. The sign is internally illuminated for maximum nighttime visibility. If the APC is not a VP Racing branded offering, then the sign face is constructed per the graphic specifications of the APC (such as Church's® Chicken). Also, the module height may vary depending upon local sign restrictions and/or the requirements

of the other branded offering. Please note that the APC module is never to be placed at the top of the sign, or between the VP Racing brand and price sign module; it is only to be placed at the bottom of the sign. APC modules are to be placed below the VP Racing brand on the monument signs or below the price sign modules of a pylon sign. 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 (including ATM)

