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MINIMUM IMAGE STANDARDS

A TYPICAL SPIRIT® STATION

APPROVED VENDORS

Per the Spirit® brand license agreement, licensees are required to use the approved vendors listed below.

PAINT
Jones-Blair Paint Company

Order placement, shipping, field application, instruction guides, credit applications and technical data sheets

Jones-Blair Customer Service (Attn: Elida)
(800) 492-9400

Kristal Bluemer
National Sales Manager - Imaging
(800) 492-9400
Office: (214) 353-1645
Mobile: (214) 676-8542
kbluemer@jones-blair.com

HIGHWAY SIGNS
Lyle Signs
Rhonda Ferguson - Acct Mgr.
(701) 252-9494, ext. 2
rhondaferguson@lylesigns.com

SIGNS
Federal Heath Sign Company
Mike St. Onge
(813) 855-4415, ext. 14
mstonge@federalheath.com

CANOPY & PUMP GRAPHICS
Mountain Commercial Graphics
Stacy Hart
(713) 996-6618
stacyh@mountain-cg.com
PAINT STANDARDS

BUILDINGS: Buildings on Spirit® Brand sites shall be painted Spirit® Brand White. Exceptions may be made for proprietary-brand convenience stores. All building trim and fascia shall be painted Spirit® Brand Blue.

SIGN POLES: Sign poles shall be painted Spirit® Brand Blue or Spirit® Brand White.

Spirit® signs are available exclusively from Federal Heath Sign Company (p.1). Existing signs may be retrofitted with Spirit® sign faces made by Federal Heath, provided the Spirit® registered logo is not altered. PMOCO must approve retrofit signs.

CURBS & PUMP ISLAND: Shall be painted Black, Medium Gray, or Spirit® Brand Blue.

BUMPER (CRASH) POLES: Shall be painted Spirit® Brand White or Spirit® Brand Blue.

CANOPY POLES: Shall be painted Spirit® Brand White or Spirit® Brand Blue.

APPLICATION: The Spirit® Repainting Field Application Guide (available from Jones-Blair Paint Company) provides guidelines for applying Spirit® Brand-specified paint products as well as correct power washing procedures. Please note that paint must cure for seven days post-application before decals may be affixed to pumps, poles, canopies, or other painted surfaces.

NOTE: Driveways and parking areas should be smoothly paved and kept clean and free of debris.

EXCEPTIONS: Exceptions to any of the above image standards may be granted only by PMOCO. Please submit variance requests in writing to:

Spirit Petroleum, P.O. Box 1419, Soap Lake, WA 98851 or by e-mail to gramm@spiritpetroleum.com.

Paint Colors and Codes

JONES-BLAIR PAINT COMPANY

SPIRIT® BRAND BLUE - #4550-001/99951 ACRYLITHANE HS3 FADE/CHALK RESISTANT URETHANE

SPIRIT® BRAND WHITE - #45011-CA/99951 ACRYLITHANE HS3 FADE RESISTANT URETHANE

SPIRIT® BRAND RED - #45191/99951 ACRYLITHANE HS3 FADE RESISTANT URETHANE

BLACK - #45572/99951

MEDIUM GRAY - #45597/99951

Official Spirit® Brand paint colors (Spirit® Brand Blue, Red, and White) and other specified colors (Black and Medium Gray) are produced exclusively by Jones-Blair Paint Company. Paints are available ready-mixed and must be applied as specified for maximum color and gloss retention.

NOTE:
The Spirit® Minimum Image Standards Guide is intended as a comprehensive guide for any approved use, application, or installation of the Spirit® and SpiritMart® names, logos, and colors. Licensees are directed to contact PMOCO for approval for any use, application, or installation other than those specified in the manual.

Any use, reproduction, or manufacture of the Spirit® or SpiritMart® names, logos, or colors by unauthorized vendors is illegal and will be prosecuted to the fullest extent of the law.

It is the licensee’s responsibility to identify and comply with all state and local laws and mandates pertaining to signs and commercial graphics at Spirit® and SpiritMart® locations.
REPLACEMENT SIGNS

Existing cabinets may be retrofitted with sign faces made by Federal Heath.

Existing cabinets and poles should be painted Spirit® Brand White or Blue.

Existing sign faces are removed and replaced with new Spirit® sign faces.

Note: Spirit® ID sign and SpiritMart® logo sign must be separated by another sign when used together on a sign cluster.
**ID SIGN FACES**

Existing or new cabinets may be fitted with Spirit® logo ID sign faces made by Federal Heath. If the standard sign proportions do not fit an existing cabinet configuration, then Federal Heath will select an appropriate sign from the Spirit® sign progression shown on the right. The white space around the logo may vary to accommodate slight differences in proportion.

**Note:** The Spirit® Standard ID Sign Face should be used for all new sign construction and as the first option for retrofit signs.

**Note:** Two or more different ID sign configurations cannot be used at the same location without permission from PMOCO.
PRICE SIGN FACES

Existing or new cabinets may be fitted with Spirit® price sign faces made by Federal Heath.

Note: Certain states mandate the inclusion of the text “Self Serve Gasoline” on price sign faces. Individual states may have additional requirements. It is the licensee’s responsibility to be aware of and adhere to state requirements when placing sign orders.

The examples below show a few of the many price sign face configurations available to fit existing or new cabinets.

RETO-FITTING LED PRICE UNITS

Replacement faces, retainers, and LED units are typically shipped as a complete assembly. Existing cabinets are required to accept recessed retainers.

If the customer intends to reuse existing LED units, a detailed field survey is required to determine the size and position of the clear window opening for the price unit. Licensees are responsible for costs associated with remounting, moving, or adjusting existing LED units as necessary to fit replacement faces.

CANOPY-MOUNTED LED PRICE SIGNS

Canopy-mounted LED price signs are allowed. Canopy-mounted cabinets must match the color of the canopy fascia where mounted.
C-STORE SIGN FACES

Existing or new cabinets may be fitted with SpiritMart® logo sign faces made by Federal Heath. The logo style that best fits the existing cabinet proportions should be used.

Note: Spirit® ID sign and SpiritMart® logo sign must be separated by another sign when used together on a sign cluster (see p. 3).

SPIRIT® IMAGE STANDARDS WWW.SPIRITPETROLEUM.COM (509) 203-7357 Rev.12/16

SERVICE MESSAGE AND READERBOARD SIGN FACES

Existing or new cabinets may be retrofitted with Spirit® service message and readerboard sign faces made by Federal Heath.

Service message sign faces will be imaged with the Frutiger Bold font.

Readerboards can be made in single or multiple lines of copy depending on the size of the cabinet.
NEW SIGNS

TWIN POLE SIGNS

The standard configurations for new Spirit® twin pole signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with Federal Heath Sign Company if you require a setup different from the examples shown. All new signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below.
SINGLE POLE SIGNS

The standard configurations for new Spirit® single pole signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with Federal Heath Sign Company if you require a setup different from the examples shown. All new signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below.
MINIMUM IMAGE STANDARDS

SINGLE POLE ID SIGNS

The standard configurations for new Spirit® single pole ID signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with Federal Heath Sign Company if you require a setup different from the examples shown. All new signs that include a logo ID sign must use the standard Spirit® ID sign as shown below.
HIGH RISE ID SIGNS

The standard configurations for new Spirit® high rise ID signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with Federal Heath Sign Company if you require a setup different from the examples shown. All new signs that include a logo ID sign must use the standard Spirit® ID sign as shown below.
MONUMENT SIGNS

The standard configurations for new Spirit® monument signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with Federal Heath Sign Company if you require a setup different from the examples shown. All new signs that include a logo ID sign must use the standard Spirit® ID sign as shown below.
ILLUMINATED CHANNEL LETTER AND TRIM CAP SIGNS

Spirit® logo signs are available for canopies and other applications. SpiritMart® logo signs are available for fascia and other applications. Channel letter signs have LED backlighting; trim cap signs do not. See page 14 for Spirit® logo placement on canopies.

The sizes shown are approximate. Other sizes are available. Consult with Federal Heath Sign Company if you require a setup different from the examples shown.

Note: Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted sign.

Note: White channel letter and trim cap signs should not be used on canopies.

Signs also available with white letters for colored backgrounds as shown above.
**INTERSTATE HIGHWAY SIGN**

Highway signs are available from Lyle Signs (see p.1) and should be used for interstate highway signage.

**FLAG SIGNS**

Flag signs are available from Federal Heath Sign Company (p.1). Decals are available from Mountain Commercial Graphics (see p.1).
**CANOPIES**

Fuel island canopies are required for Spirit® licensed locations. Exceptions may be granted if there are zoning or permitting issues. Variance requests must be submitted to Spirit® in writing.

**Note:** Backlit LED channel letter signs are required on canopies for sites that do not have a backlit ID sign (see p.12).

**STANDARD CANOPY IMAGE SEGMENTS**

The standard image segments below can be configured to fit almost any size or type of canopy. Questions concerning canopy imaging should be addressed to Gerry Ramm at (509) 203-7357 or gramm@spiritpetroleum.com.

**CANOPY SPECIFICATIONS**

Canopy poles shall be blue or white. Canopy fascia shall be imaged with approved Spirit® graphic materials available from Mountain Commercial Graphics. Spirit® logo vinyl letters are available from Mountain Commercial Graphics; Spirit® logo channel letters are available from Federal Heath Sign Company.

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**Canopy Image Segments Diagram**

- **Red (R):** Fixed 10’ length. Appears on 50’ or longer canopies or smaller canopies when the side and end panels add up to 50’ or more. Two pieces (20’) are used on canopies ≥ 100’ long.
- **Eagle Logo (EL) over White Blockout (W):** Fixed 10’ length. Must be used over a White Blockout segment or over panels that are painted Spirit® White.
- **Intense Blue (B):** Variable length (Min 10’). May be used to cover additional length of canopy fascia.
- **Flag Transition (FT):** 10’ section. Must be used over a White Blockout segment or over panels that are painted Spirit® White.
- **Spirit® Logo (SL) over White Blockout (W):** Use 10’ of White Blockout (W) for canopies < 100’ long. Use 20’ for canopies ≥ 100’. Spirit® logo must be placed on White Blockout (W) as shown below.
MINIMUM IMAGE STANDARDS

CANOPY GRAPHIC IMAGE SEGMENT
APPLICATION BASICS

If the eagle logo (EL) and flag transition (FT) image segments are taller than the canopy fascia, center the segments vertically and trim the top and bottom. The Spirit® logo (SL), eagle logo (EL), and flag transition (FT) must be applied over White Blockout or Spirit White paint.

Center the eagle logo and flag transition

Placement of the Spirit® logo or LED channel letter sign and flag transition at canopy corner

Note: Secure all loose flashing or trim angles on the canopy before applying fascia vinyl. Canopy fascia vinyl must completely cover the canopy fascia.

Vinyl must completely cover canopy fascia

Secure all existing flashing / trim

Spirit® logo should not touch bottom or top edge of canopy.

VINYL APPLICATION TEMPERATURE
(AIR AND SUBSTRATE)

- Flat without rivets: 40°-100°F (4°-38°C)
- Curves or corrugations: 50°-100°F (10°-38°C)
- Compound curves: 60°-90°F (16°-32°C)
GRAPHIC INSTALLATION SPECIFICATIONS FOR CANOPIES 40’ OR LONGER

The layout below shows how to image a canopy 40’ long or longer using the standard canopy image segments shown on page 14. Note that the Spirit® eagle must be placed on the long sides of a rectangular canopy.* If the canopy is square, then the Spirit® eagle should face the major traffic area.

A panel of the canopy may be imaged plain white if it is too close to an adjacent structure to be visible.

*The Spirit® eagle image may not be placed on contiguous sides of any rectangular canopy.

Note: Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).
GRAPHIC INSTALLATION SPECIFICATIONS FOR CANOPIES UNDER 40’

The layouts below show how to image a canopy less than 40’ long using the standard canopy image segments shown on page 14.

If the length + width of the canopy is less than 40’, use the all-white procedure below.

If the length + width of the canopy is 40’ or greater, use the corner-wrap procedure as shown below.

The eagle logo (EL) segment should appear on the long sides of a rectangular canopy.

**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign. (See pages 5 and 12)
OPTIONAL GRAPHIC INSTALLATION FOR WIDE CANOPIES

The layout below shows an optional image treatment for canopies with wide ends. This treatment uses the standard canopy image segments shown on page 14.

Canopy ends must be a minimum of 30’ wide to use this option.

The eagle logo (EL) segment should appear on the long sides of a rectangular canopy.

Note: Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).
STANDARD T-CANOPY GRAPHIC (SHORT FRONT) INSTALLATION SPECIFICATIONS

The layouts below show how to image a Short Front (<50’) T-canopy using the standard canopy image segments shown on page 14.

Questions concerning T-canopy imaging can be addressed to Gerry Ramm at (509) 203-7357 or gramm@spiritpetroleum.com.

Note: Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).
STANDARD T-CANOPY GRAPHIC (LONG FRONT) INSTALLATION SPECIFICATIONS

The layouts below show how to image a Long Front (≥50’) T-canopy using the standard canopy image segments shown on page 14.

Questions concerning T-canopy imaging can be addressed to Gerry Ramm at (509) 203-7357 or gramm@spiritpetroleum.com.

Note: Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).
STANDARD CURVED-CORNER CANOPY
GRAPHIC INSTALLATION SPECIFICATIONS

Use the curved corner segment where the eagle logo transitions into a curved corner. The segment should be centered vertically on the center of the fascia and horizontally on the center of the curve.

Use the curved corner transition (CC) where the Eagle logo meets a curved corner.

Curved corner (CC) and eagle logo (EL) segments
PUMPS

Pumps shall be fully imaged (pump skirt and valance) with decals provided by Mountain Commercial Graphics.

Exception: Pumps may be pre-imaged by pump manufacturers who contact PMOCO for the appropriate electronic artwork. Currently, Wayne and Gilbarco Veeder-Root offer pre-imaged equipment.

PUMP SKIRT

The image below shows the minimum and maximum areas available for the eagle graphic. Use the pump skirt installation instructions on page 21 to install the graphics properly.
MINIMUM IMAGE STANDARDS

PUMP SKIRT GRAPHIC INSTALLATION SPECIFICATIONS

• Apply red pump skirt overlay.
• Align the left side of the eagle logo a distance equal to 10% of the total door width from the left edge of the door.
• If red pump skirt overlay is visible on the top or bottom of the eagle logo’s right edge, then align the eagle logo with the top of the door (examples A & B).
• If red pump skirt overlay is not visible on the top or bottom of the eagle logo’s right edge, then align the eagle logo vertically in the door (example C).
• When red pump skirt overlay is applied on nozzle area, follow above instructions for eagle logo, and field-cut the nozzle panel and nozzle openings (example D).
• If state law requires an ID logo on a dispenser without a valance, a 3” white Spirit logo can be applied exactly as shown (example E).
VALANCES

Valances are required on all dispensers. Layouts shown are the approved standard image. Any deviation must be approved by Spirit®.

VALANCE PRODUCTS

Field-fit valance filmover and logo according to the valance graphic installation specifications on the following page.

10.625” x 78”, 82” or 94” Valance Filmover

5” Spirit Valance Logo
VALANCE GRAPHIC INSTALLATION SPECIFICATIONS
Field-fit valance filmover and logo according to the dimensions below. Use same layout for opposite side.

**Note:** Valances taller than 10.625” must be painted Spirit® Brand White or a custom filmover must be ordered from Mountain Commercial Graphics.
MARKETING

LOGOS

Spirit® and SpiritMart® logos are used for signage and marketing. The following logos are the established standards. They are not to be changed or modified in any way. Contact PMOCO with any questions.

Spirit® and SpiritMart® logos are available for marketing use. Contact PMOCO to obtain the proper digital files. Contact PMOCO for information about specific marketing materials.

STANDARD

This logo should be used for all marketing and printing purposes.

SPIRITMART® STANDARD

This logo should be used as the first option for SpiritMart® advertising.

SPIRITMART® VERTICAL

This logo should be used as the second option for SpiritMart® advertising.

COLORS

The specified Pantone® ink mixtures should be used only on printed materials for marketing purposes.

- 3M180C-13 Tomato Red
  PANTONE RED 032 or
  PANTONE RED 032 Process
- 3M180C-47 Intense Blue
  PANTONE 2935 or
  PANTONE 2935 process
- 3M180C-10 White