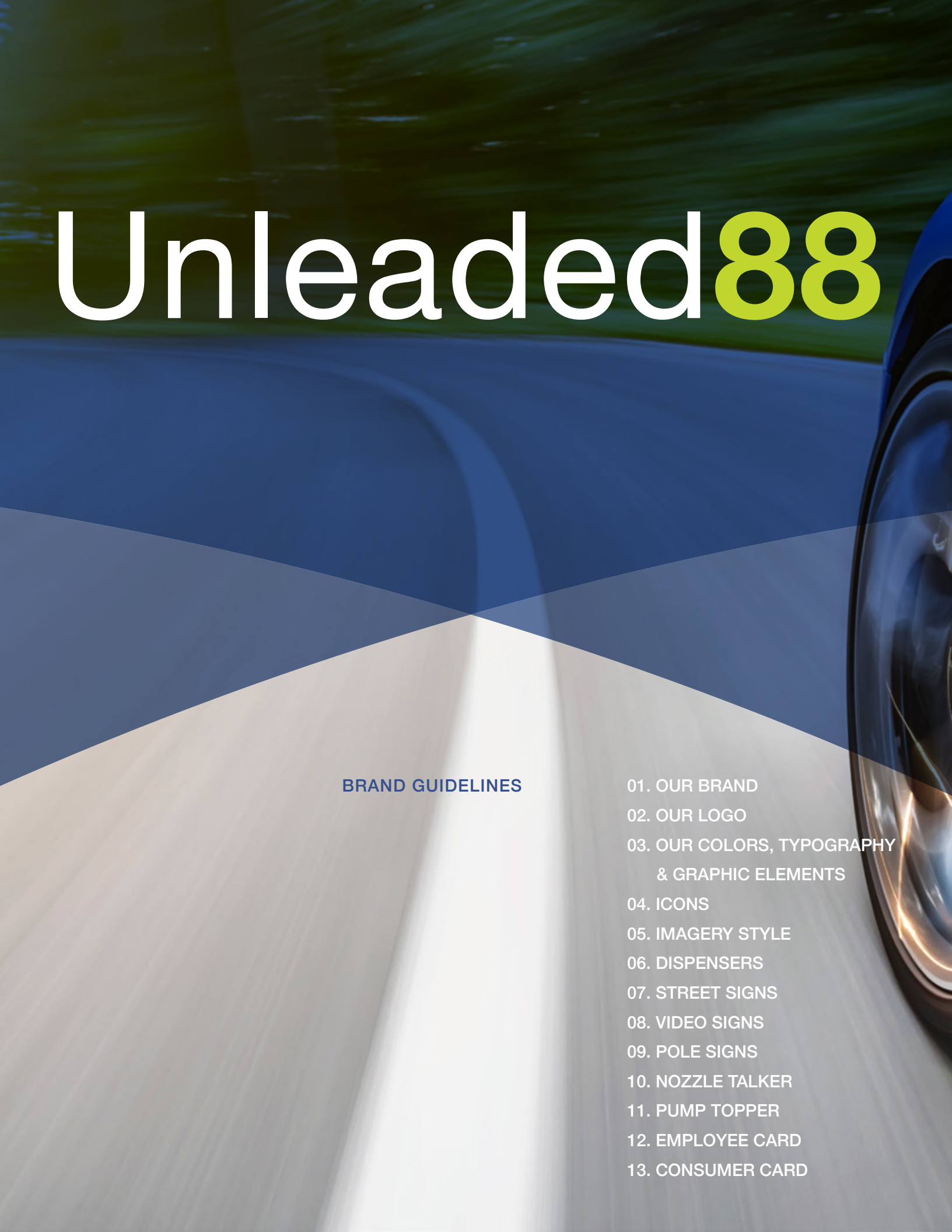


Unleaded88

BRAND GUIDELINES

01. OUR BRAND
02. OUR LOGO
03. OUR COLORS, TYPOGRAPHY & GRAPHIC ELEMENTS
04. ICONS
05. IMAGERY STYLE
06. DISPENSERS
07. STREET SIGNS
08. VIDEO SIGNS
09. POLE SIGNS
10. NOZZLE TALKER
11. PUMP TOPPER
12. EMPLOYEE CARD
13. CONSUMER CARD

This document has been developed to provide retailers with guidelines around the naming, marketing, and promotion of E15. These recommendations are the result of over 18 months of consumer research, extensive in-market testing, and years of sales data. They are, however, best practices and not requirements - it is up to you to determine whether or not you implement them.

If you have questions regarding the document or would like advice on how to adapt these best practices to your retail environment, please contact:

Mike O'Brien

VP Market Development
952.212.3380
mobrien@growthenergy.org

Sara Brenden

Manager Of Market Development & Events
Growth Energy
402.740.9898
sbrenden@growthenergy.org

Unleaded88
Regular88

PRIMARY LOGO

Our primary logo is a mix of Helvetica Neue Regular and Helvetica Neue Bold, printed in our dark blue and bright green colors.

Unleaded88
Regular88

BACKGROUND

Our logo can be white and green on a color field or image. Make sure that the image is not too complex so the logo remains legible.

Unleaded88
Regular88

ALTERNATE LOGO

For applications with limited horizontal space, you may use the alternate logo - Helvetica Neue Condensed and Condensed Bold, printed in our dark blue and bright green colors.

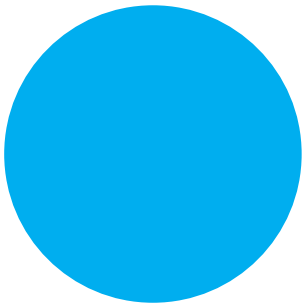
Unleaded88
Regular88

03. COLOR PALETTE, TYPOGRAPHY, & GRAPHIC ELEMENTS

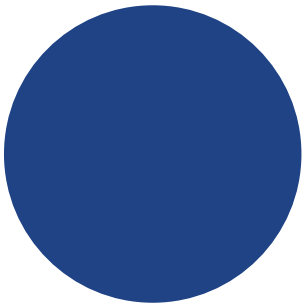
COLORS

Our color palette is an important element in our visual identity. We use two confident blues and a bright 'energetic' green.

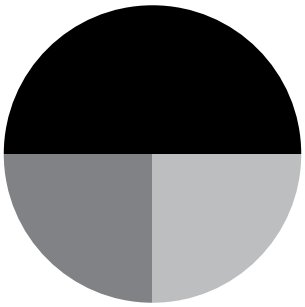
PMS 382 c
c29, m1, y100, k0
r208, g210, b100
#D0DC67



PMS Cyan
c100, m0, y0, k0
r0, g174, b239
#00AEFF



PMS 661 c
c100, m86, y14, k4
r0, g153, b148
#003594



BLACK + TINTS
c0, m0, y0, k100
r0, g0, b0
#000000

TYPOGRAPHY

Our typeface is Helvetica Neue, a versatile, bold and clearly legible font that balances a modern feel and classic timelessness.

Helvetica Neue Regular/**Bold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

TYPOGRAPHY OPTION

For increased legibility in tight horizontal spaces you can use Helvetica Neue Condensed.

Helvetica Neue Condensed/**Condensed Bold**

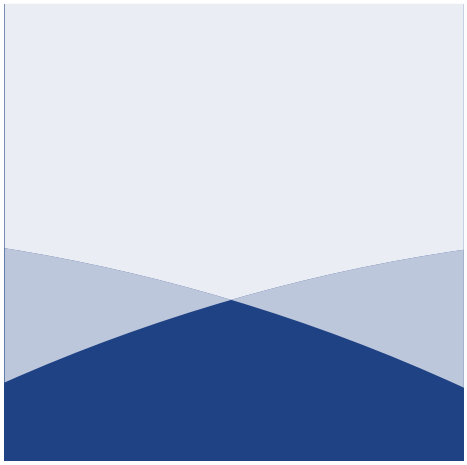
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ1234567890

BLUE GRAPHIC BLEND

Our graphic blending shapes are dynamic and memorable and helps define our visual style. The blends are created using the multiply feature in Illustrator and setting each element at 70% PMS 661.

WHITE GRAPHIC BLEND

You can also use the shapes in white over imagery or a color. The blends are created using the multiply feature in Illustrator and setting each element at 70% white.



BLUE AND GREEN BLEND

A final blend used the light blue and green multiplied at 100%.

04. ICONS

Our simple, easy to understand icons add impact and meaning to all communications.

05. IMAGERY STYLE

Our image style expresses driving with confidence and optimism and is warm, natural and bright. Our primary image style about people enjoying the experience and the possibilities of the open road. A secondary style is blurry action imagery and wide open roads.

06. DISPENSER GRAPHICS

07. STREET SIGN GRAPHICS

UNL88

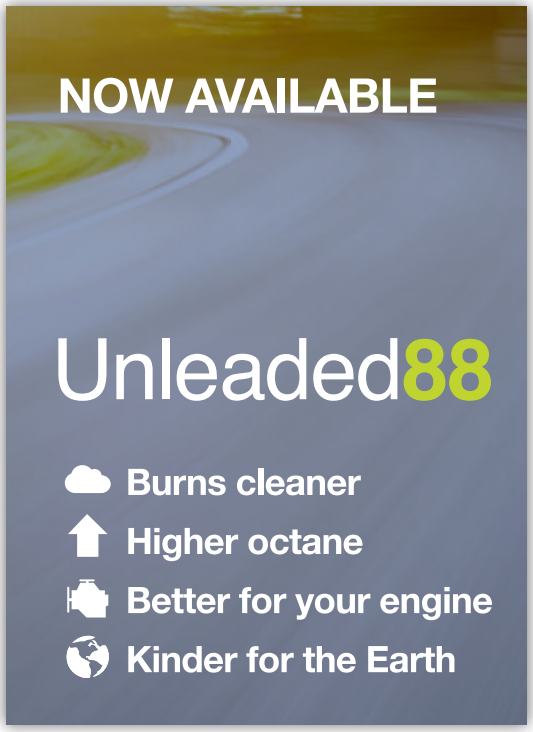
REG88

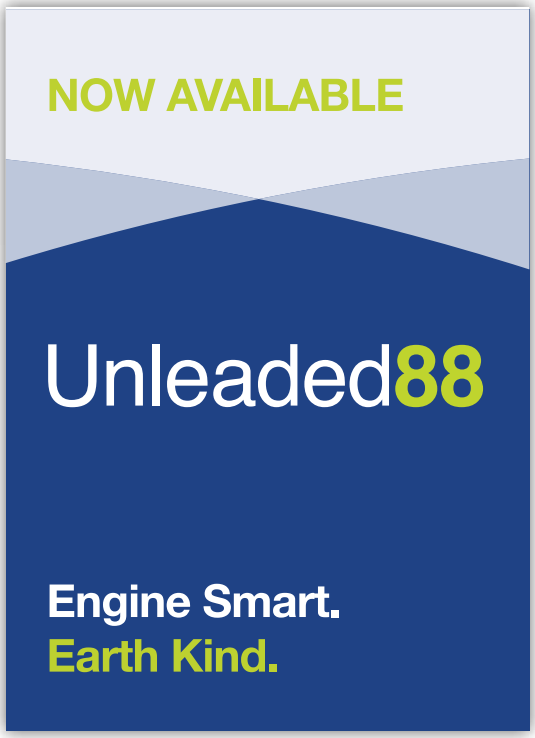
STREET SIGN

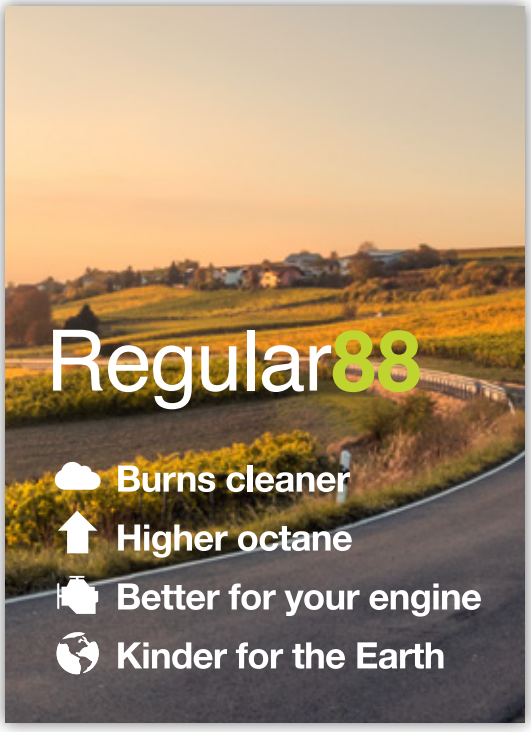
For increased legibility use Helvetica Neue Condensed and Condensed Bold for UNL88 and REG88.

08. VIDEO SIGN GRAPHICS

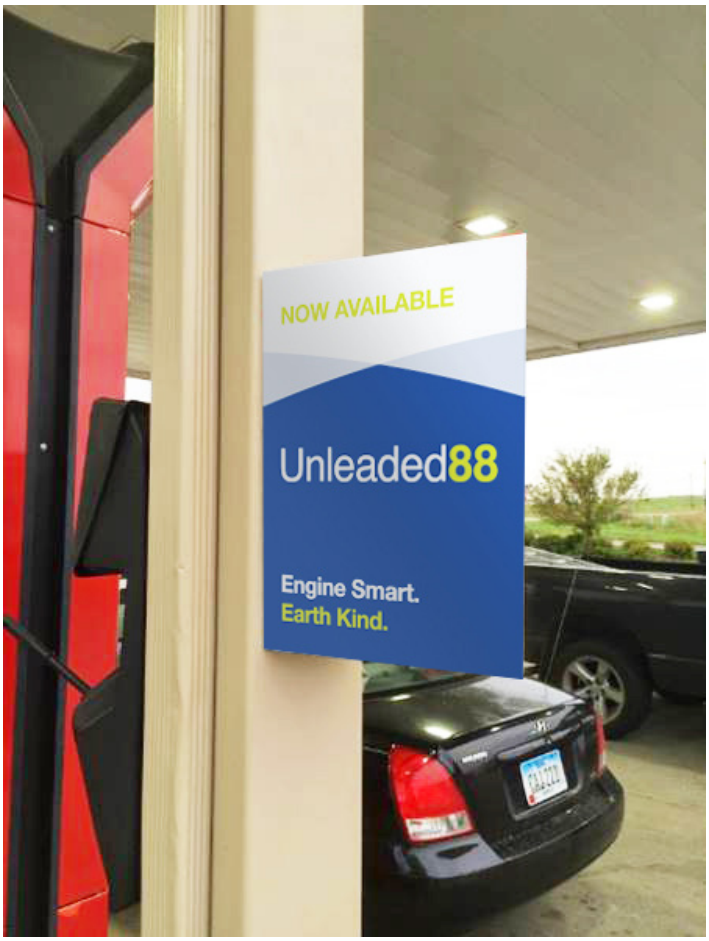
09. POLE SIGN OPTIONS







09. POLE SIGNS IN SITUATION

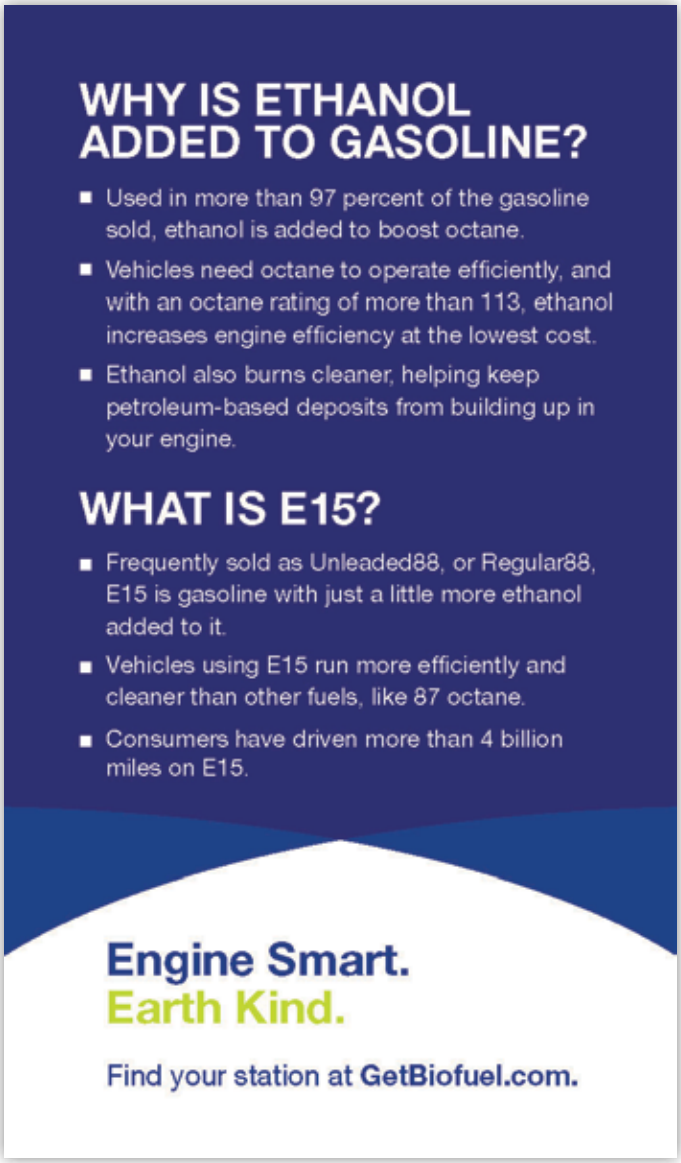
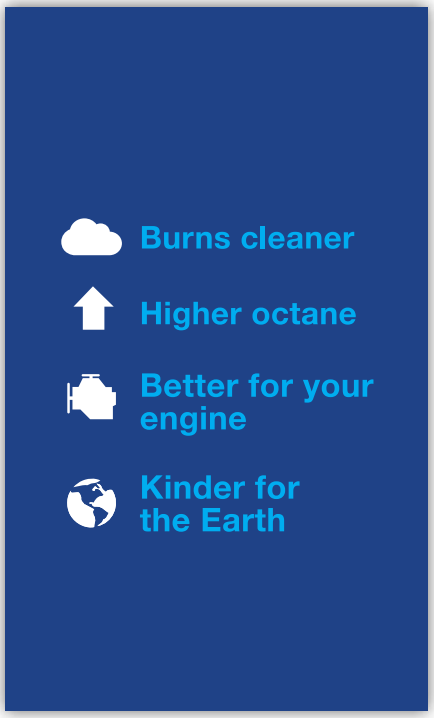


10. NOZZLE TALKER OPTIONS

10. NOZZLE TALKER OPTIONS

11. PUMP TOPPER SIGN OPTIONS

12. EMPLOYEE CARD



13. CONSUMER CARD OPTIONS