CLARK PREMIER
IMAGE VALIDATION GUIDE

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Main Phone
(877) 462-5275

Text
(833) 751-4646

Client Services
clientservices@clarkbrands.com

For more information, contact Clark Brands or your Regional Sales Manager.

TABLE OF CONTENTS

☑ OBJECTIVE

As a nationally recognized brand, one of our responsibilities is to help our customers implement and maintain the Clark Brands imaging system. Image validation ensures that all visual elements are applied correctly and consistently, in accordance with our established guidelines. This protects the integrity of the Clark image and reinforces our brand reputation.

Once your imaging project is complete, submit the required photos to your Regional Sales Manager (RSM), who will conduct a final review and sign off on the work.

All materials required to brand your store must be ordered through one of the approved vendors listed below. If any issues are identified during the image validation process, contact the appropriate vendor for replacements or corrections. Clark is available to assist as needed. All orders must receive prior approval from Clark before they can be processed.

LSI INDUSTRIES
Adriana Campuzano | (713) 329-4073 | adriana.campuzano@lsicorp.com
Canopy and building ACM and fascia film, dispenser skirt and valance graphics, and fuel island regulatory and warning decals.

EVERBRITE
Kristy Edmonds | (414) 529-7218 | kedmonds@everbrite.com
Price signs (conventional and LED), sign structures, logo faces, and other signage-related services.

SHERWIN-WILLIAMS
Clark-approved paints for correcting scuffed, chipped, or improperly painted surfaces. Use the Store Locator at sherwin-williams.com to find a nearby retailer (Account No. 5539-5850-5).

If you need additional POP materials, decals, or apparel, visit shopclarkcrown.com.

BRAND COLORS

Clark Blue
Pantone 280 C

Clark Red
Pantone 1795 C

Clark Light Blue
Pantone 3005 C

Clark Dark Gray
Pantone 877 C

Sherwin-Williams
SW7068
Grizzle Gray

Clark Light Gray
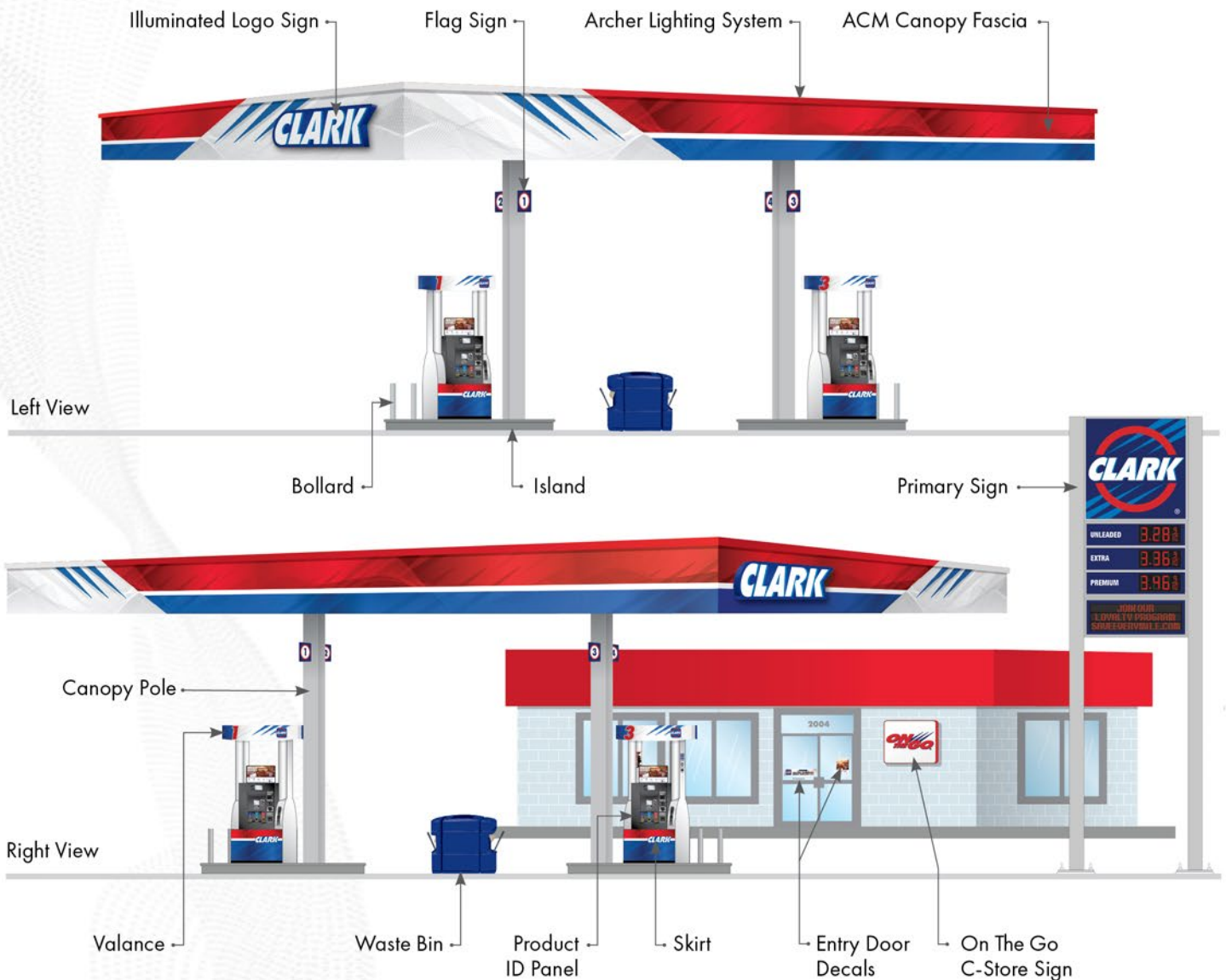Pantone 420 C

Sherwin-Williams
SW7065
Argos

For paint specifications and application instructions, scan the QR code

Capture clear, straight-on photos of each completed branding element shown in this overview. Every required item must be visible, in focus, and taken from an angle that clearly shows proper installation. Once all photos are taken, submit them to your Clark Brands RSM for review. The RSM will verify that all branding meets Clark standards and confirm that the image project is complete.

All remnants of previous branding, including stickers, decals, and signage from other gasoline brands, must be completely removed from all areas of the store. Failure to remove these items may result in delays to final approval.

Illuminated Logo Sign   Flag Sign   Archer Lighting System   ACM Canopy Fascia

Left View

Bollard   Island   Primary Sign

Canopy Pole

Right View

Valance   Waste Bin   Product ID Panel   Skirt   Entry Door Decals   On The Go C-Store Sign

See photography note on each page
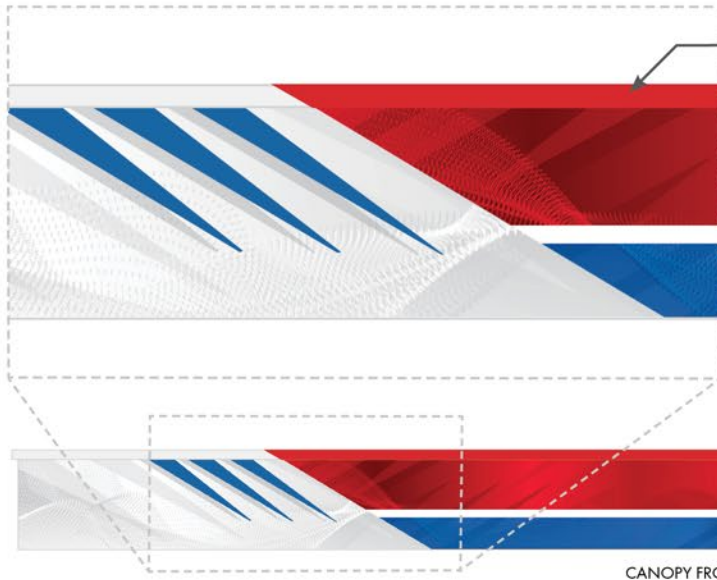
Archer Lighting System

Verify that the Archer lighting system is installed according to the manufacturer's specifications. The color overlay on the light bar must follow the same angled design as the ACM panels, ensuring visual alignment with the red over red and white over white, as shown in the image.

CANOPY FRONT

LED Module
Canopy
ACM
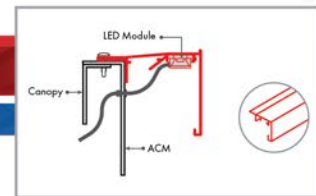
CANOPY LEFT

CANOPY RIGHT

Canopy Decking

The canopy must be well-lit using flush-mounted LED lighting that is evenly installed and free of gaps or misalignment.

Illuminated Logo Signs

Two illuminated Clark logo signs must be installed on the canopy, one on each side. Any deviations from this standard must have received prior approval from Clark.

Photograph all canopy sides, signs, and decking

Waste Bins

All waste bins
at the store must be
either blue or black.

Flag Sign

Double-sided flag signs must
be installed on every canopy
pole, facing outward for
maximum visibility.

Pantone
1795 C
280 C
White

Numbers are
displayed in
Futura Bold font

**Photograph all flag
signs and waste bins**

Code	Item	Color Name	Pantone	Sherwin-Williams
A	Canopy Poles	Clark Light Gray	420 C	SW7065 Argos
B	Islands	Clark Dark Gray	877 C	SW7068 Grizzle Gray
C	Bollards	Clark Light Gray	420 C	SW7065 Argos

Exterior Painting

Stainless steel islands and bollards must not be painted. Any island that is currently unpainted must remain unpainted. Only islands with existing paint may be repainted. Canopy poles must be painted Clark Light Gray. For detailed exterior painting guidelines, refer to the Clark Premier Image Manual or scan the QR code on page 3.

☑ **Photograph all poles, islands, & bollards**

7

Valance Graphic

Verify that the valance is installed correctly and that the pump number graphics and design elements have not been cut or altered.

Product ID Panel

Confirm that the product names, colors, and octane decals match the Clark branding standards shown in the adjacent diagram.
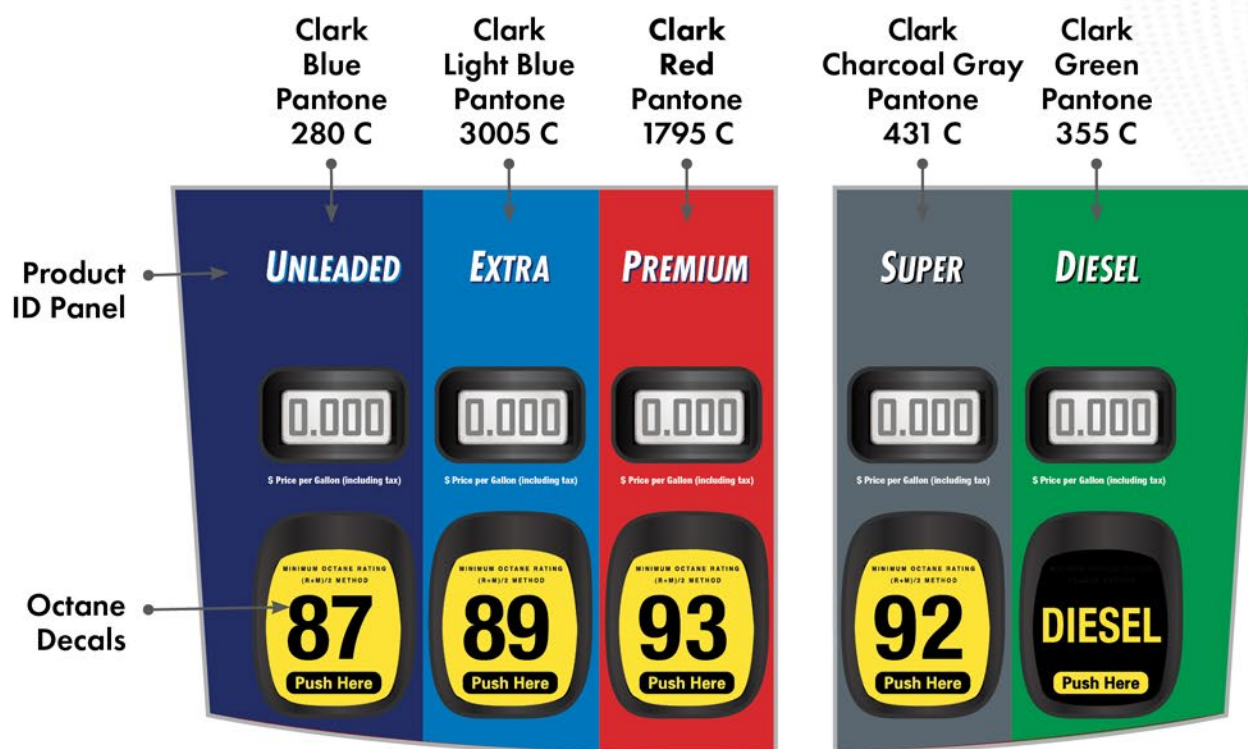
Skirt

Ensure the skirt is fully wrapped in the correct Clark Premier design and is free from damage, misalignment, or visible imperfections.

Photograph both sides of each dispenser

All previous brand elements, including stickers, decals, and signage from other gasoline brands, must be completely removed.

IMAGE VALIDATION | PRODUCT ID PANELS

Clark Blue Pantone 280 C — Clark Light Blue Pantone 3005 C — Clark Red Pantone 1795 C — Clark Charcoal Gray Pantone 431 C — Clark Green Pantone 355 C

Product ID Panel → UNLEADED · EXTRA · PREMIUM · SUPER · DIESEL

Octane Decals → 87 · 89 · 93 · 92 · DIESEL (Push Here)

Product ID Panels (PIDs)

Dispenser setups may vary by store, but all configurations must follow these labeling standards:

Use Unleaded for the lowest octane product (87), Extra for midgrade (89), and Premium for the highest octane (93). If four grades are offered, the next highest octane (90, 91, or 92) must be labeled Super. If diesel is offered, it must be labeled Diesel.

All product names, colors, and octane numbers must match the Clark standards shown above. Any incorrect or mismatched panels must be corrected.

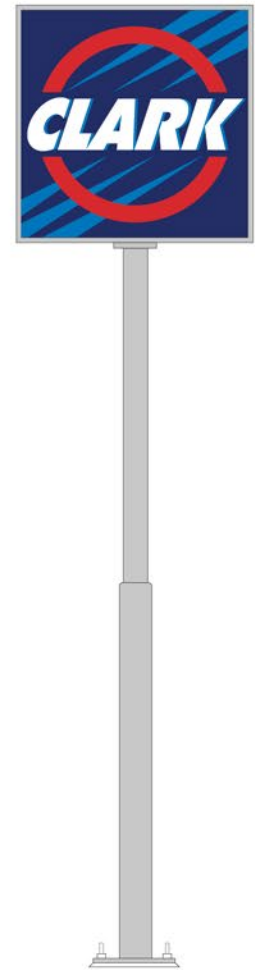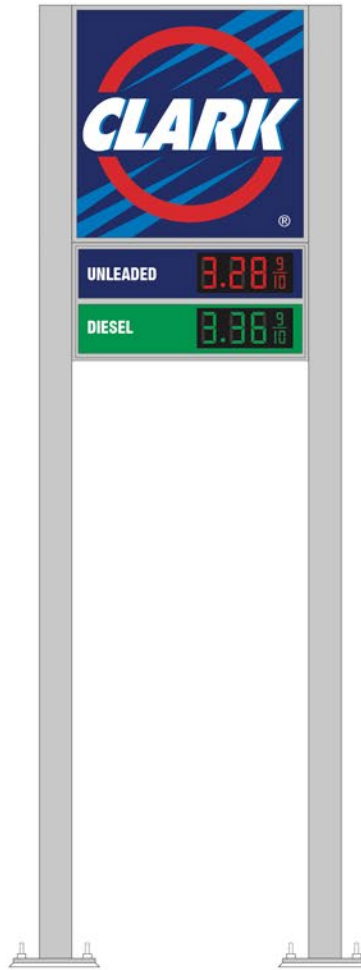| Name	Pantone	Octane	Nozzle Color
Unleaded	280 C	87	Black
Extra	3005 C	89	Black
Premium	1795 C	93	Black
Super	431 C	90, 91, or 92	Black
Diesel	355 C	Diesel	Green

Photograph the PID of each dispenser

9

Photograph both sides of the primary sign ✓
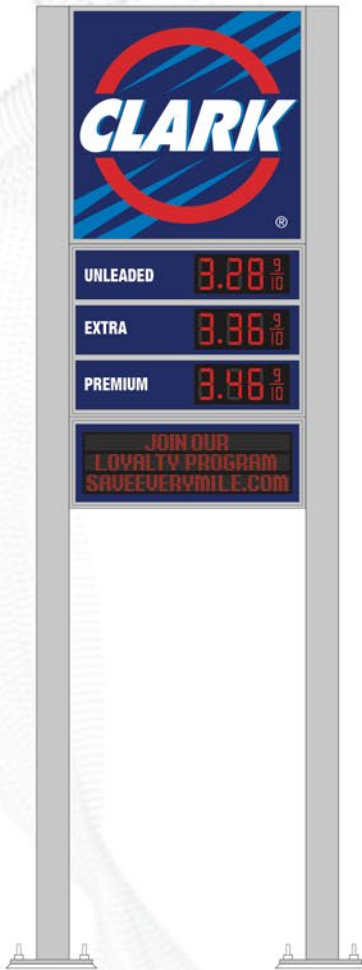
Item	Color Name	Pantone	Sherwin-Williams
Poles	**Clark Light Gray**	420 C	**SW7065 Argos**

Primary Sign

If product panels are present on the primary sign, an Unleaded panel in Clark Blue (Pantone 280) must be placed directly below the Clark logo. All additional gasoline product panels must also use Clark Blue and be positioned beneath the Unleaded panel, following the product naming standards outlined on page 9. If diesel is offered, the Diesel panel must use Clark Green (Pantone 355) and be placed below the gasoline panels.

All primary sign support poles must be painted Clark Light Gray and be free of any remnants from previous branding, including labels, paint, or hardware.

On The Go Sign

If an On The Go sign is installed on the c-store, it must be positioned either above or directly next to the main entry door in a clearly visible location.

Monument Sign

If product panels are present on the monument sign, the Unleaded panel in Clark Blue (Pantone 280) must appear at the top.

Photograph all On The Go signs

WELCOME

We accept the following payment cards.

Front Door (Exterior View)

THANK YOU!

Please watch your step.

Front Door (Interior View)

**Endless Rewards Mastercard®
Window Decal**

Entry door decals must be installed in the designated location on the main entrance and remain clear, unobstructed, and easily visible.

ENDLESS REWARDS

Start your journey toward savings today!

APPLY NOW AT
ClarkRewards.com

Photograph store entry ways with decals ✓

Dispenser decals detail view

Pump Topper

Credit Cards Accepted Decal

Hose Squawker

POP Dispenser Decal

Shut Off Decal

For your security, card brands limit transactions at the pump. If your fuel purchase will exceed these limits, use an alternate card or pay inside.
Regrets for any inconvenience.
Thank you for your business.

AVS Decal

NOTICE: ALL CREDIT CARD CUSTOMERS

We're dedicated to helping protect your security and limiting credit card fraud. Therefore, when inserting your card into the card reader, you may be prompted to "SEE ATTENDANT" or "ENTER ZIP CODE" to complete your transaction.

If "ENTER ZIP CODE" is displayed:
• Enter your 5-digit BILLING zip code for that credit card.
• Press ENTER.
• For credit cards from outside the U.S., please see attendant.

We apologize for any inconvenience. Keeping your card secure is a high priority. Thank you for your business.

Dispenser Decals & POP

Each dispenser at the store must have the decals applied as shown above. All point-of-purchase (POP) materials should be fully assembled and installed in the designated locations. Any existing decals, including those from other brands, must be removed to ensure alignment with Clark branding standards.

Please note: Actual decal placement may vary slightly depending on the dispenser model at your store.

If additional POP materials or decals are needed, please visit shopclarkcrown.com.

Photographs must capture all POP materials and decals

Location Address: _____

Use the checklist below to confirm that each branding element has been photographed and to indicate whether it was installed correctly or requires correction. The completed checklist will help identify and resolve any imperfections. Contact Clark for assistance with addressing defects or if you have questions about the image validation process.

KEY

📷
Photographed

✅
Installed Correctly

❌
Requires Correction

🚫
Not Applicable

Main Phone
(877) 462-5275

Text
(833) 751-4646

Client Services
clientservices@clarkbrands.com

	📷	✅	❌	🚫
Canopy - Page 5				
Left, Right, Front, and Rear Elevations	☐	☐	☐	☐
Illuminated Logo Signs	☐	☐	☐	☐
Archer Lighting (White-over-White, Red-over-Red)	☐	☐	☐	☐
Canopy Decking	☐	☐	☐	☐
Flag Signs - Page 6	☐	☐	☐	☐
Waste Bins - Page 6	☐	☐	☐	☐
Poles - Page 7	☐	☐	☐	☐
Islands - Page 7	☐	☐	☐	☐
Bollards - Page 7	☐	☐	☐	☐
Dispensers - Page 8	☐	☐	☐	☐
Valance Graphic	☐	☐	☐	☐
PID (Product ID Panel)	☐	☐	☐	☐
Octane Decals	☐	☐	☐	☐
POP & Decals	☐	☐	☐	☐
Skirt	☐	☐	☐	☐
Product ID Panels - Page 9				
Unleaded + Pantone 280 C + 87	☐	☐	☐	☐
Extra + Pantone 3005 C + 89	☐	☐	☐	☐
Premium + Pantone 1795 C + 93	☐	☐	☐	☐
Super + Pantone 431 C + 90, 91, or 92	☐	☐	☐	☐
Diesel + Pantone 355 C + Diesel	☐	☐	☐	☐
Primary Sign - Page 10				
Sign Faces	☐	☐	☐	☐
Product Panels	☐	☐	☐	☐
Poles	☐	☐	☐	☐
On The Go Sign* - Page 11	☐	☐	☐	☐
Entry Door Decals - Page 12				
Front - Welcome	☐	☐	☐	☐
Back - Thank You	☐	☐	☐	☐
Endless Rewards Mastercard® Window Decal	☐	☐	☐	☐

*If applicable

ACCELERATE > PERFORMANCE > DRIVE > POWER

**Scan to access additional
checklists and notes pages**