



CLARK PREMIER IMAGE | PARTICIPATION REQUIREMENTS

CHECKLIST

Required Participation & Promotion:

- Save Every Mile Loyalty Program
- Clark Crown Gift Card Program

Additional Required Promotion:

- Endless Rewards MasterCard®
- Clark Crown WEX Fleet Card

Store Requirements:

- ACM canopy fascia
- Illuminated logos on canopy
- Archer lighting on canopy
- Flush-mount LED canopy decking
- Flag signs on all canopy poles
- Blue or black waste bins

Operational Requirements:

- Employees must wear official Clark-branded apparel



The On The Go C-store identity is also available for use.



The scope of work must conform to the current Clark Premier Image Manual and is subject to review and confirmation by Clark. A location assessment will be conducted to ensure the store meets the criteria for Clark Premier branding. Once branded, the store must continue to comply with all Clark Premier image standards.

ACCELERATE > PERFORMANCE > DRIVE > POWER

CLARKBRANDS.COM | 877-GO-CLARK