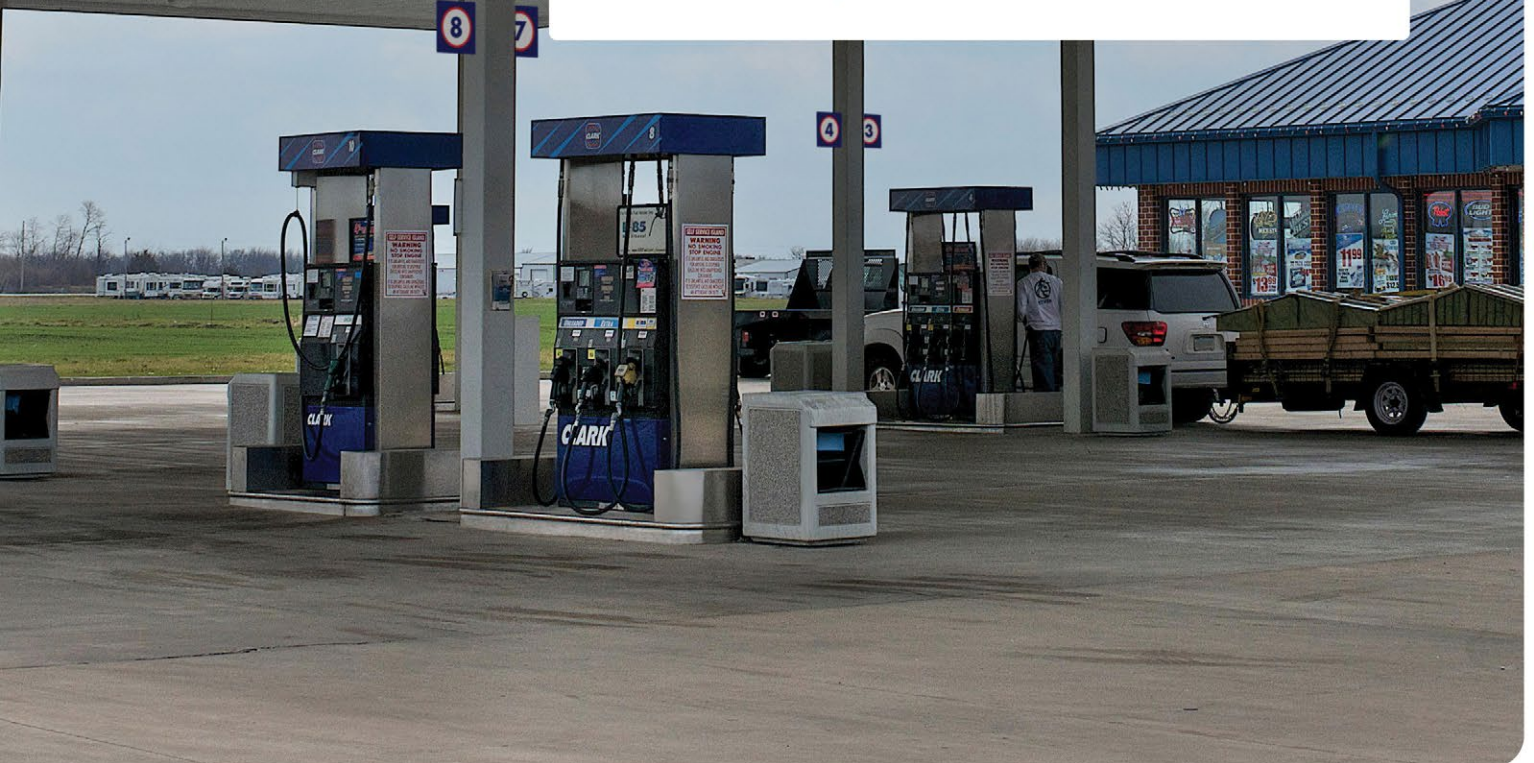




# CLARK CLASSIC

## IMAGE VALIDATION GUIDE







**Main Phone**  
(877) 462-5275

**Text**  
(833) 751-4646

**Email**  
branding@clarkbrands.com

If you need additional POP materials, decals, or apparel, visit [shopclarkcrown.com](http://shopclarkcrown.com).

Access the latest Clark Classic Image Manual at [go.clarkbrands.com/imagemanuals](http://go.clarkbrands.com/imagemanuals)

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

# CLARK CLASSIC

## IMAGE VALIDATION GUIDE

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### OBJECTIVE

As a nationally recognized brand, one of our responsibilities is to help our customers implement and maintain the Clark Brands image. 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.

## IMAGE VALIDATION | IMAGE VENDORS

All materials required to brand your store must be ordered through one of the approved vendors listed below. Each page includes a vendor callout indicating who to contact for that section. If any issues are identified during the image validation process, contact the vendor shown 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](mailto:adriana.campuzano@lsicorp.com)  
Canopy and building ACM and fascia film, dispenser skirt and valance graphics, product ID panels, and fuel island regulatory and warning decals.



**Everbrite**

### EVERBRITE

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



### PETROLEUM PARTS INC.

**Connor Burgess** | (260) 749-9200 | [cburgess@petroleumpartsinc.com](mailto:cburgess@petroleumpartsinc.com)  
Dispenser graphic overlays, product ID panels, and exterior sheet metal for branded dispensers.



**SHERWIN-WILLIAMS**

### SHERWIN-WILLIAMS

Clark-approved paints for new stores and for correcting scuffed, chipped, or improperly painted surfaces. Use the Store Locator at [sherwin-williams.com](http://sherwin-williams.com) to find a nearby retailer (Account No. 5539-5850-5).

## BRAND COLORS



**Clark Blue**  
Pantone 280 C

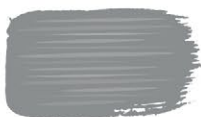


**Clark Red**  
Pantone 1795 C



**Clark Light Blue**  
Pantone 3005 C

## PAINT COLORS



**Clark Dark Gray**  
Pantone 877 C  
SW7068 Grizzle Gray



**Clark Light Gray**  
Pantone 420 C  
SW7065 Argos



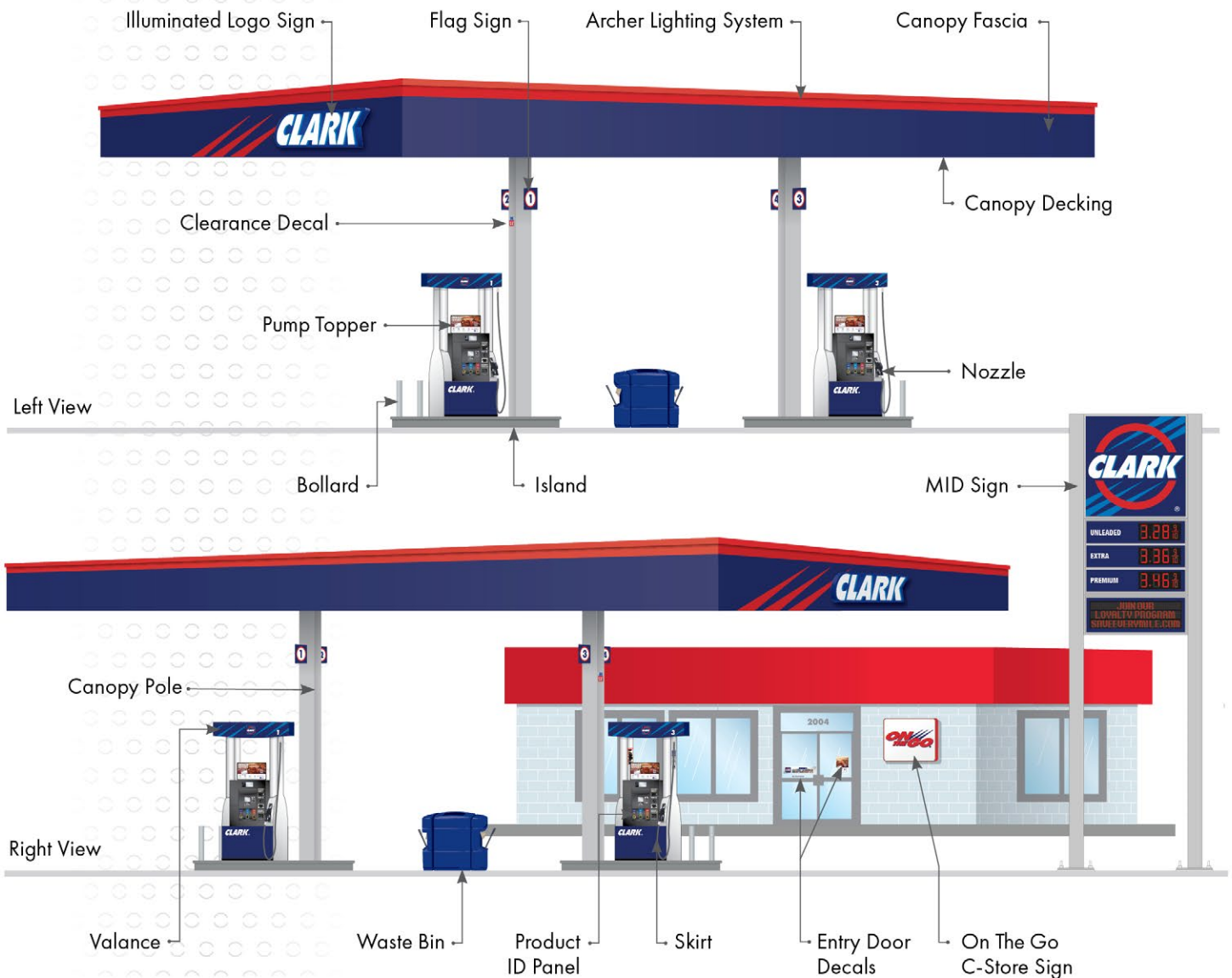
For paint specifications and application instructions, scan the QR code



## IMAGE VALIDATION | OVERVIEW

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.



See photography note  
on each page



VENDOR



VENDOR



VENDOR



VENDOR

If needed, contact the vendor shown on each page for that area of the store to request replacements or corrections.

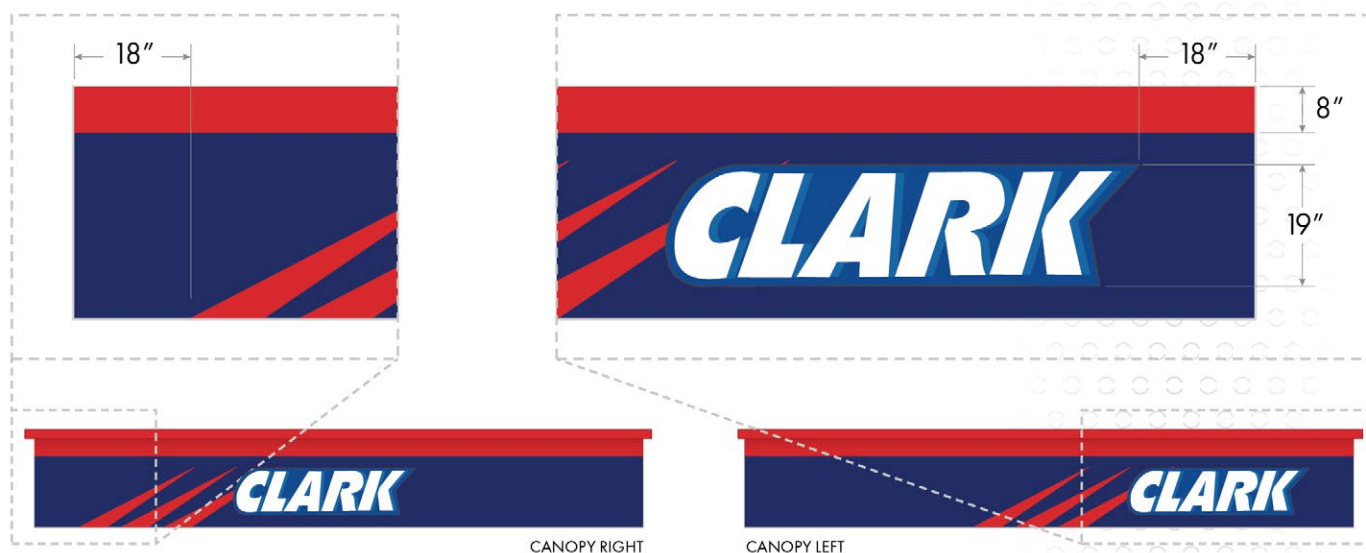


## IMAGE VALIDATION | CANOPY

### Canopy Fascia and Logo Signs

Verify that the canopy fascia is wrapped in sapphire blue film with an 8" red stripe along the top edge.

Two illuminated Clark logo signs with speed lines must be installed on the canopy. Each sign must be positioned directly over the speed lines, as shown in the diagram. Use the provided measurements to confirm accurate placement on both canopy sides. Any variations from this standard must have received prior approval from Clark.



### Canopy Decking

Verify that the canopy decking is clean, free of material defects, and well-lit. Panels must be evenly installed with no gaps or misalignment.

### Archer Lighting System

If applicable, verify that the Archer lighting system is installed according to the manufacturer's specifications. The color of the downlighter must be red as show in the diagram.



**Photograph all canopy sides, signs, and decking**

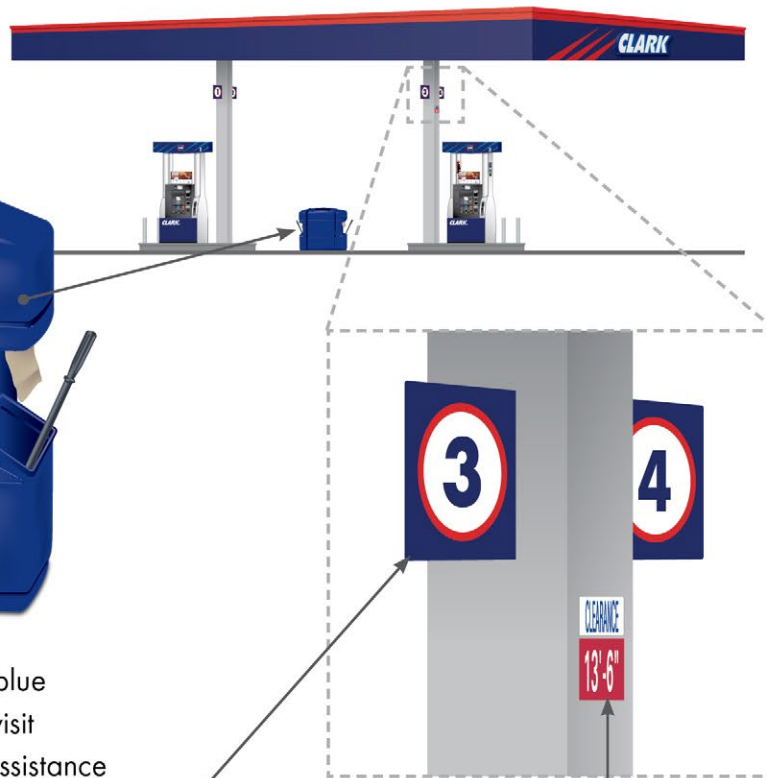


## IMAGE VALIDATION | CANOPY POLES & WASTE BINS



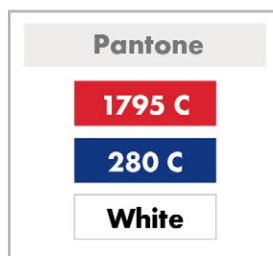
### Waste Bins

Outdoor waste bins must be blue or black. To order new bins, visit [shopclarkcrown.com](https://shopclarkcrown.com). For assistance with ordering, contact Clark.



### Flag Signs

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



Numbers are displayed in Futura Bold font



### Clearance Decals

Clearance decals must be centered on each canopy pole. If your canopy height exceeds 13'-6", use the 13'-6" clearance decal.

Additional decals are available for order through LSI.

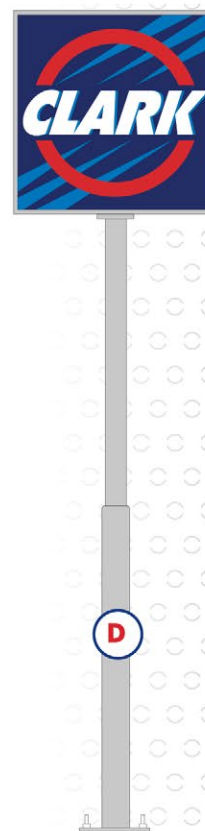
**Photograph all flag signs, waste bins, and clearance**



Available at  
[shopclarkcrown.com](https://shopclarkcrown.com)



## IMAGE VALIDATION | POLES, ISLANDS, & BOLLARDS



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
D	MID Sign Poles	Clark Light Gray	420 C	SW7065 Argos

### Exterior Painting

Stainless steel island forms must remain unpainted. Only island forms with existing paint are required to be repainted in Clark Dark Gray. Bollards must be painted Clark Light Gray. Stainless steel bollards do not require painting. Canopy poles and MID sign support poles must be painted Clark Light Gray.

For complete exterior painting guidelines, refer to the Clark Classic Image Manual or scan the QR code on page 3.



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





## IMAGE VALIDATION | DISPENSERS



### Valance

Ensure the valance is fully wrapped with the correct decals, with no cuts, stretching, or misalignment. Use the diagram for placement reference.

- A** Speed line tips must align with the valance's top and bottom edges.
- B** The Clark logo must be centered horizontally
- C** Dispenser number placement may vary. For most dispensers, follow the placement shown in the diagram.

### Product ID Panel

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

### Nozzle Cover

The nozzle color for all gasoline products should be black. Diesel products should use green nozzles to clearly differentiate them from gasoline.

### Skirt

Verify that the skirt is fully wrapped in the correct Clark Classic design and that it shows no signs of damage, wrinkles, or misalignment. Confirm the Clark logo is positioned 2" from the top edge and 2" from the left edge as shown.

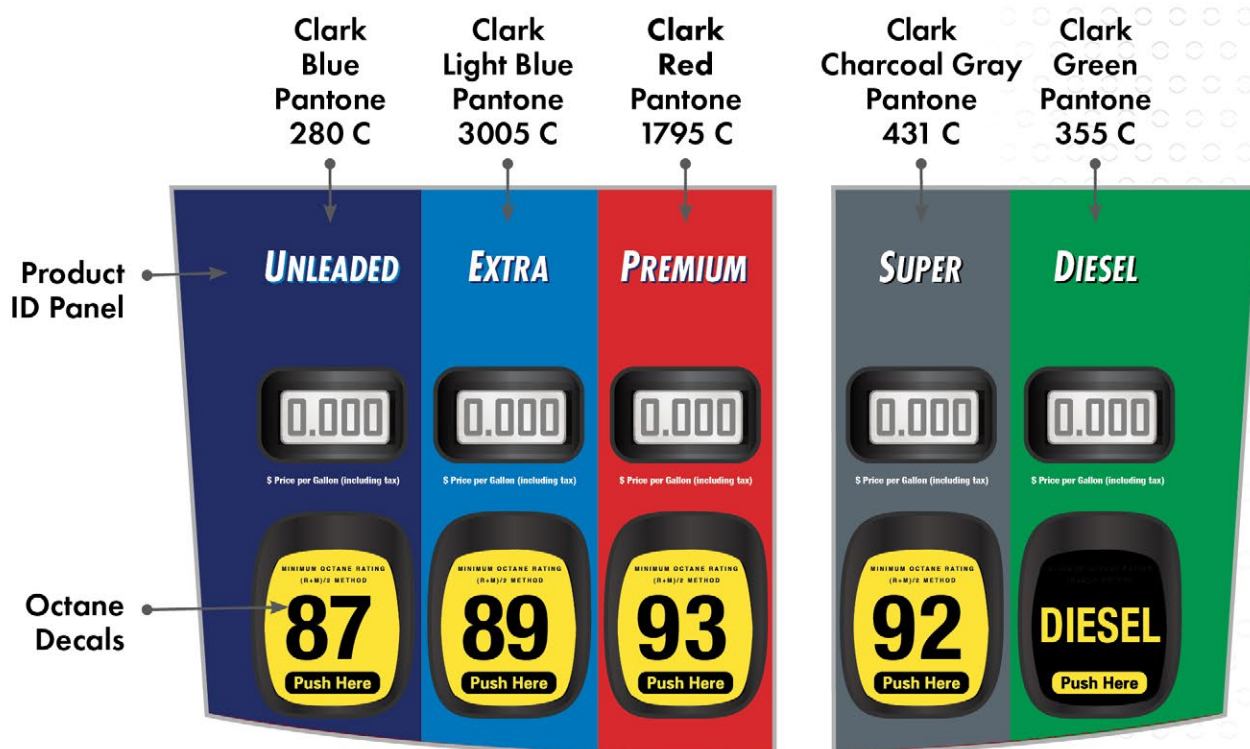
All previous brand elements, including stickers, decals, and signage from other gasoline brands, must be completely removed.

**Photograph both sides of each dispenser**





## IMAGE VALIDATION | PRODUCT ID PANELS



### Product ID Panels (PIDs)

Dispenser products 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**



## MID Sign

If product panels are present on the MID 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 MID sign support poles must be painted Clark Light Gray and be free of any remnants from previous branding, including labels, paint, or hardware.

**Photograph both sides of the MID sign**





## IMAGE VALIDATION | ON THE GO SIGN



### 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.

### Building Treatment

Unpainted building curbs must remain unpainted. Curbs with existing paint must be repainted in Clark Dark Gray.



### 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**



## IMAGE VALIDATION

## ENTRY DOOR DECALS

### Welcome Door Decal



Front Door (Exterior View)



Front Door (Interior View)



### Welcome Door Decal

The Welcome Door Decal must be installed in the designated location on the main entrance door. If there are multiple doors, use the right-hand door.

### Endless Rewards Mastercard Decal

The Endless Rewards Mastercard decal must be placed on a window adjacent to the main entrance, if available. If no window is available, place it on the main entrance door instead, ensuring it is clearly visible to approaching customers.



**Photograph store entry ways with decals**

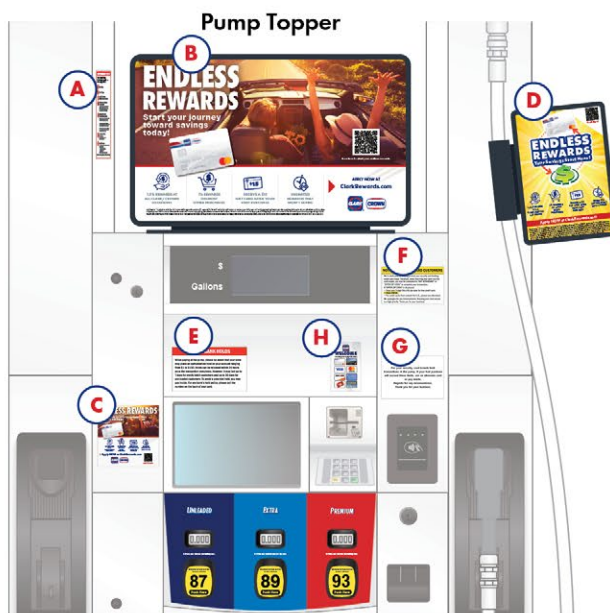


WEBSITE

Available at  
[shopclarkcrown.com](http://shopclarkcrown.com)



# IMAGE VALIDATION | POP & DECAL PLACEMENT



**A** Safety/Health Warning Decal



**B** Pump Topper



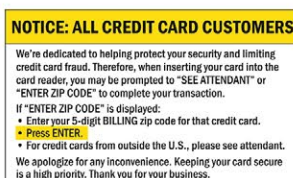
**C** POP Dispenser Decal



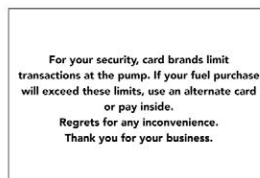
**D** Hose Squawker



**E** Bank Hold



**F** AVS Decal



**G** Shut Off Decal



**H** Credit Cards Accepted Decal

## Dispenser Decals & POP

Dispenser decals can be applied as shown in the reference diagram.

Additional regulatory decals may be required based on local, state, or municipal regulations. For help identifying the necessary decals for your store, contact Clark. All point-of-purchase (POP) materials should be fully assembled and installed in the designated locations. Any existing decals from other brands must be removed to conform 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](http://shopclarkcrown.com).



Available at  
[shopclarkcrown.com](http://shopclarkcrown.com)



**Photographs must capture all POP materials and decals**



## IMAGE VALIDATION | CHECKLIST

### Store 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

#### Email

branding@clarkbrands.com

If you need additional POP materials, decals, or apparel, visit [shopclarkcrown.com](https://shopclarkcrown.com).

Access the latest Clark Classic Image Manual at [go.clarkbrands.com/imagemanuals](https://go.clarkbrands.com/imagemanuals)

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

### Canopy - Page 5



Left, Right, Front, and Rear Elevations  
Illuminated Logo Signs  
Archer Lighting  
Canopy Decking

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Flag Signs - Page 6

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

### Waste Bins - Page 6

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

### Clearance Decals - Page 6

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

### Exterior Painting - Page 7

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

Poles  
Islands  
Bollards  
MID Sign Poles

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Islands - Page 7

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

### Bollards - Page 7

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

### Dispensers - Page 8

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

Valance Graphic  
Product ID Panel (PID)  
Octane Numbers  
Nozzle Covers  
POP & Decals  
Skirt

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### 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

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### MID Sign - Page 10

Sign Faces  
Product Panels  
Support Poles

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### On The Go Sign - Page 11

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------

### Entry Door Decals - Page 12

Welcome Door Decal  
Endless Rewards Mastercard® Window Decal

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>







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





ACCELERATE > PERFORMANCE > DRIVE > POWER

CLARK

CLARKBRANDS.COM | 877-GO-CLARK

All information within this guide is current as of AUGUST 2025 and is subject to change at any time.