



CROWN CLASSIC

IMAGE VALIDATION GUIDE





CROWN CLASSIC

IMAGE VALIDATION GUIDE

TABLE OF CONTENTS

- Image Vendors **3**
- Overview **4**
- Canopy **5**
- Canopy Poles **6**
- Paint Guidelines **7**
- Dispensers **8**
- Product ID Panels **9**
- MID Sign **10**
- Other Signs **11**
- Building Treatment **12**
- POP & Decal Placement **13**
- Checklist **Appendix**
- Notes **Appendix**

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.

Access the latest

Crown Classic Image Manual at

go.clarkbrands.com/imagemanuals

For more information, contact Crown or your Regional Sales Manager.



OBJECTIVE

As a nationally recognized brand, one of our responsibilities is to help our customers implement and maintain the Crown 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 Crown 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. Crown is available to assist as needed. All orders must receive prior approval from Crown 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, product ID panels, 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.



PETROLEUM PARTS INC.

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



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 to find a nearby retailer (Account No. 5539-5850-5).

BRAND COLORS



Crown Blue
Pantone 280 C



Crown Red
Pantone 185 C



For paint specifications and application instructions, scan the QR code

PAINT COLORS



Crown Blue
Pantone 280 C
SW Custom Color



Crown Dark Gray
Pantone 877 C
SW7068 Grizzle Gray



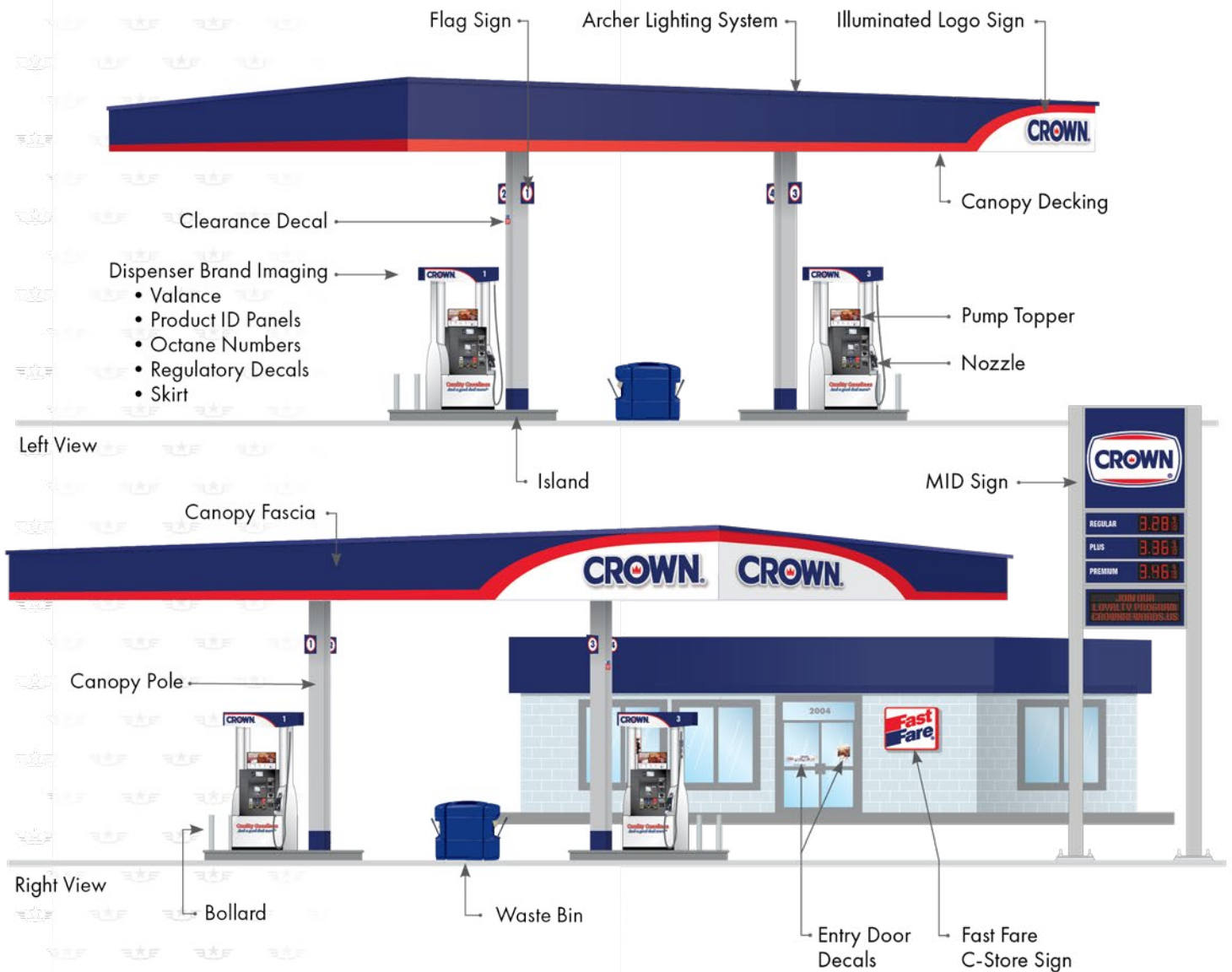
Crown Light Gray
Pantone 420 C
SW7065 Argos



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 Crown RSM for review. The RSM will verify that all branding meets Crown 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

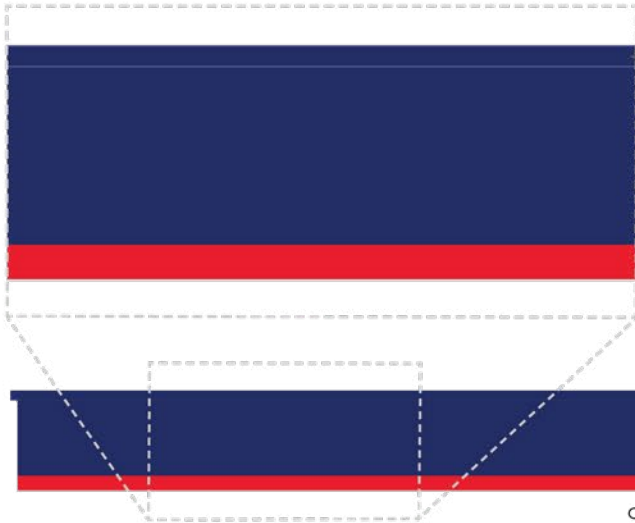


If needed, contact the vendor shown on each page for that area of the store to request replacements or corrections.



IMAGE VALIDATION | CANOPY

Verify that the canopy fascia is wrapped in the correct Crown Classic design as shown below. To reference the latest Crown Classic installation guide, visit bit.ly/crcl-install-guide.



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 blue as shown in the diagram.



CANOPY FRONT



CANOPY LEFT



CANOPY RIGHT



ILLUMINATED LOGO SIGN

Canopy Decking

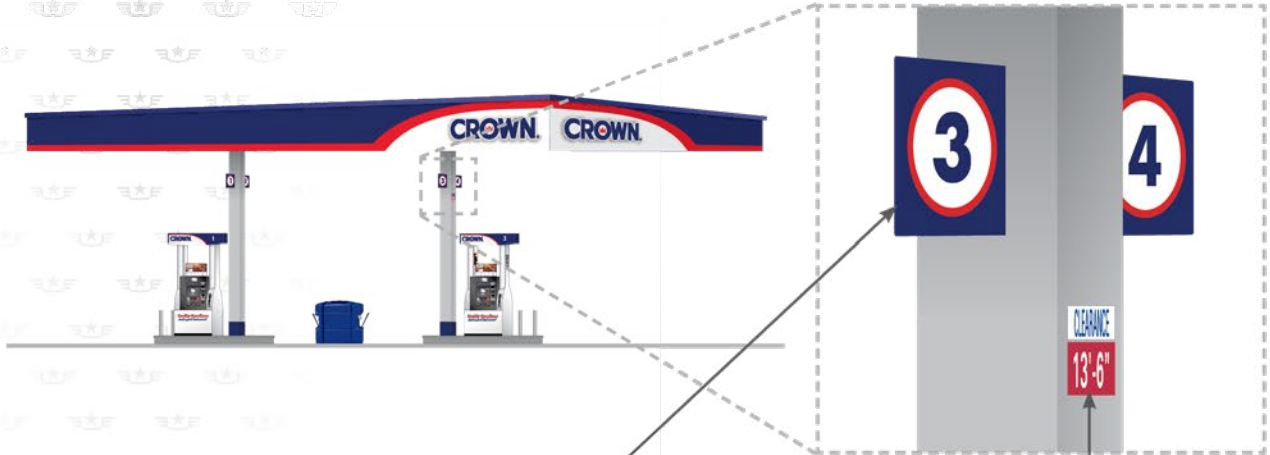
Verify that the canopy decking is clean, free of material defects, and well-lit. Panels must be evenly installed with no gaps or misalignment.

Illuminated Logo Signs

Two illuminated Crown logo signs must be installed on the canopy as shown in the image manual. Any deviations from the standard placement must be approved by Crown.



Photograph all canopy sides, signs, and decking



Pantone
1795 C
280 C
White

Numbers are displayed in Futura Bold font



Flag Sign

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

Clearance Decals

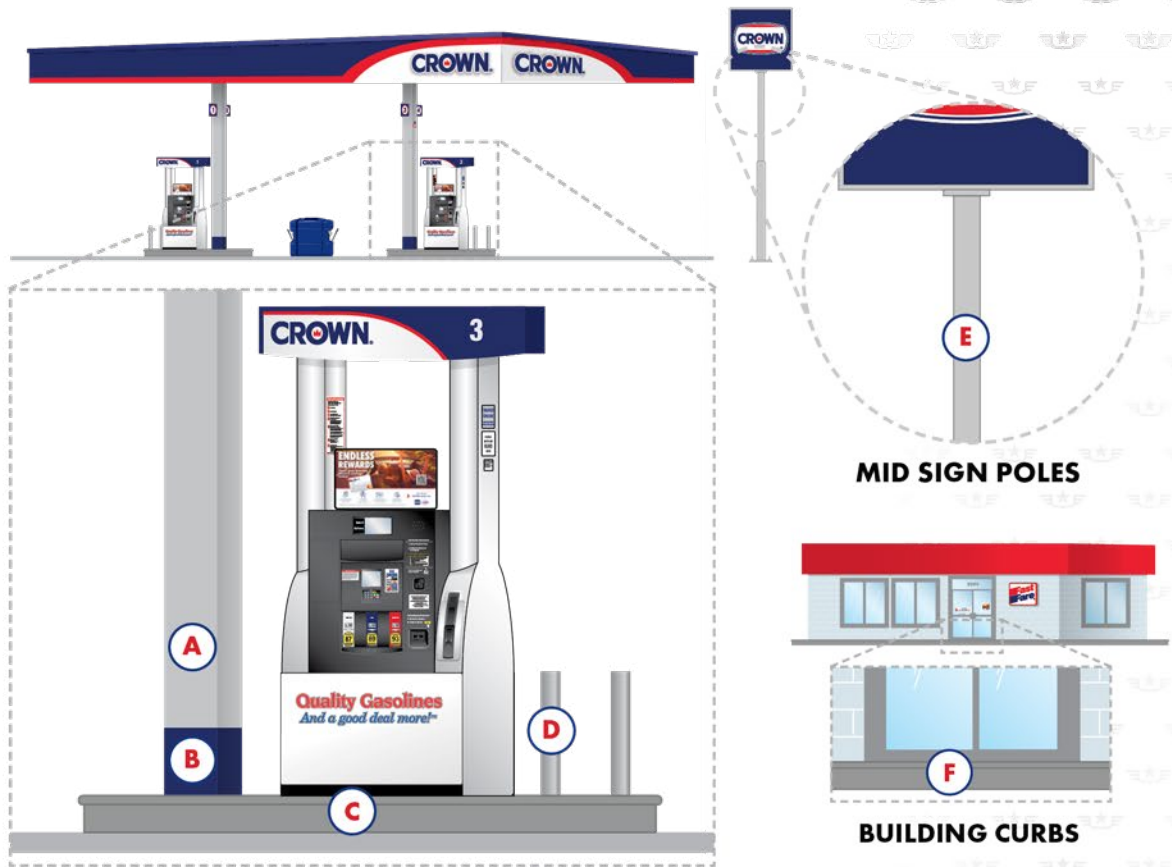
Clearance decals must be centered on each canopy pole. If your canopy height exceeds 13'-6", use the 13'-6" clearance decal.

Additional decals are available for order through LSI.

Photograph all flag signs and clearance decals



IMAGE VALIDATION | PAINT GUIDELINES



Code	Item	Color Name	Pantone	Sherwin-Williams
A	Canopy Poles	Crown Light Gray	420 C	SW7065 Argos
B	Canopy Pole Bases	Crown Blue	280 C	Custom
C	Islands	Crown Dark Gray	877 C	SW7068 Grizzle Gray
D	Bollards	Crown Light Gray	420 C	SW7065 Argos
E	MID Sign Poles	Crown Light Gray	420 C	SW7065 Argos
F	Building Curbs	Crown Dark Gray	877 C	SW7068 Grizzle Gray

Exterior Painting

Use the table above to reference the proper paint colors for each area shown in the diagram.

Stainless steel islands and bollards should remain unpainted. Islands and building curbs that are currently unpainted must remain unpainted, while any existing paint on them should be redone in Crown Dark Gray.

For complete exterior painting guidelines, see the Crown Classic Image Manual or scan the QR code on page 3.



Photograph all painted surfaces



Valance Graphic

Verify that the valance is installed correctly. All design elements should remain intact and must not be cut, altered, or misaligned.

Product ID Panel

Confirm that the product names, colors, and octane numbers match the Crown 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

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

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

Use Regular for the lowest octane product (87), Plus for midgrade (89), and Premium for the highest octane (92 or 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 Crown standards shown above. Any incorrect or mismatched panels must be corrected.

Name	Pantone	Octane	Nozzle Color
Regular	WHITE	87	Black
Plus	280 C	89	Black
Premium	185 C	92 or 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, a Regular panel in Crown Blue (Pantone 280) must be placed directly below the Crown logo. All additional gasoline product panels must also use Crown Blue and be positioned beneath the Regular panel, following the product naming standards outlined on page 9. If diesel is offered, the Diesel panel must use Crown Green (Pantone 355) and be placed below the gasoline panels.

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

Photograph both sides of the MID sign





Fast Fare Sign

If a Fast Fare 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 Regular panel in Crown Blue (Pantone 280) must appear at the top.



Photograph all additional signs



Front Door (Exterior 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.



Building Treatment

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

Waste Bins

Outdoor waste bins must be blue or black. You may order new bins through your preferred vendor or visit our online store at shopclarkcrown.com. For ordering assistance, contact Crown.



Blue or black waste bins

Photograph the store entryway, exterior, and waste bins



WEBSITE

Available at shopclarkcrown.com

IMAGE VALIDATION | POP & DECAL PLACEMENT



A Safety/Health Warning Decal



B Pump Topper



C Dispenser Decal



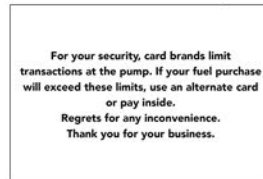
D Hose Squawker



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 Crown. 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 Crown 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



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 Crown 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.

Access the latest Crown Classic Image Manual at go.clarkbrands.com/imagemanuals

For more information, contact Crown or your Regional Sales Manager.

Canopy - Page 5



Left, Right, Front, and Rear Elevations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Illuminated Logo Signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Archer Lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Canopy Decking	<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"/>
--------------------------	--------------------------	--------------------------	--------------------------

Clearance Decals - Page 6

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

Exterior Painting - Page 7

Canopy Poles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bollards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MID Sign Poles	<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

Valance Graphic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product ID Panel (PID)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Octane Decals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nozzle Covers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POP & Decals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skirt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Product ID Panels - Page 9

Regular + White + 87	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plus + Pantone 280 C + 89	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premium + Pantone 185 C + 92 or 93	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Super + Pantone 431 C + 90, 91, or 92	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diesel + Pantone 355 C + Diesel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MID Sign - Page 10

Sign Faces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product Panels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Support Poles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other Signs - Page 11

Fast Fare Sign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monument Sign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Entry Door Decals - Page 12

Welcome Door Decal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Endless Rewards Mastercard® Window Decal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Waste Bins - Page 12

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



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



ACCELERATE > PERFORMANCE > DRIVE > POWER



CLARKBRANDS.COM | 877-GO-CLARK

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