




CROWN CLASSIC
IMAGE MANUAL

— OCTOBER 2025 —



CROWN[®]

Quality Gasolines
And a good deal more![™]

CROWN CLASSIC IMAGE MANUAL



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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.



Scan for more imaging resources



**Can't find what
you're looking for?
Contact Crown or your
Regional Sales Manager.**

ACCELERATE > PERFORMANCE > DRIVE > POWER



The Crown Classic Image Manual provides clear guidance for properly implementing the Crown Classic image at your store. As a nationally recognized brand, Crown is committed to helping customers present a clean, consistent, and professional appearance across all branded locations.

Well established throughout the Mid-Atlantic region and the Deep South, the Crown Classic image is also easy to install, helping keep costs manageable, even for lower-volume locations.

This manual outlines the required standards and specifications for imaging Crown Classic-branded stores, offering clear instructions and visual references. It is designed for marketers, store operators, image installers, and approved vendors. Use this guide throughout the imaging process to ensure your store meets current Crown Classic image standards. If you have any questions or need assistance at any point, please contact Crown.



BRAND COLORS



Crown Blue

Pantone 280 C
SW Custom

Crown Red

Pantone 185 C

Crown Dark Gray

Pantone 877 C
SW 7068 Grizzle Gray

Crown Light Gray

Pantone 420 C
SW 7065 Argos

All materials required to brand your store must be ordered from one of the approved vendors listed below. Each page includes a vendor callout indicating whom to contact for that area of the store. For assistance, contact Crown at branding@clarkbrands.com. All orders require 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

Crown-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).



HEMPEL INC.

Hempel Inc. coatings are available in official Crown colors. These high-quality coatings offer superior color retention and long-lasting durability. Hempel typically ships orders the next business day from their Texas facility. Delivery can be scheduled to ensure the paint arrives when you need it.

IMAGE PROCESS SUMMARY



Evaluation

When you are ready to begin branding your store, contact your Regional Sales Manager. They will review your location to confirm it meets the requirements for the Crown Classic image and address any questions you may have. Before installation begins, you must submit photos of the store for review.

Survey

Once your store is approved, contact both LSI and Everbrite to begin the imaging process. Each vendor will request store details in order to prepare a quote. To provide this information, a store survey must be completed by you or your installer. Access the latest version of the survey at: bit.ly/crwn-stsy. Crown can assist with coordinating this step if needed.

Quotes & Install

After the completed survey is submitted to the vendors, they will prepare and send you quotes. Once you approve the quotes, Crown will complete a final review and authorize the orders for production.

All material orders must be reviewed and approved by Crown before they are placed.

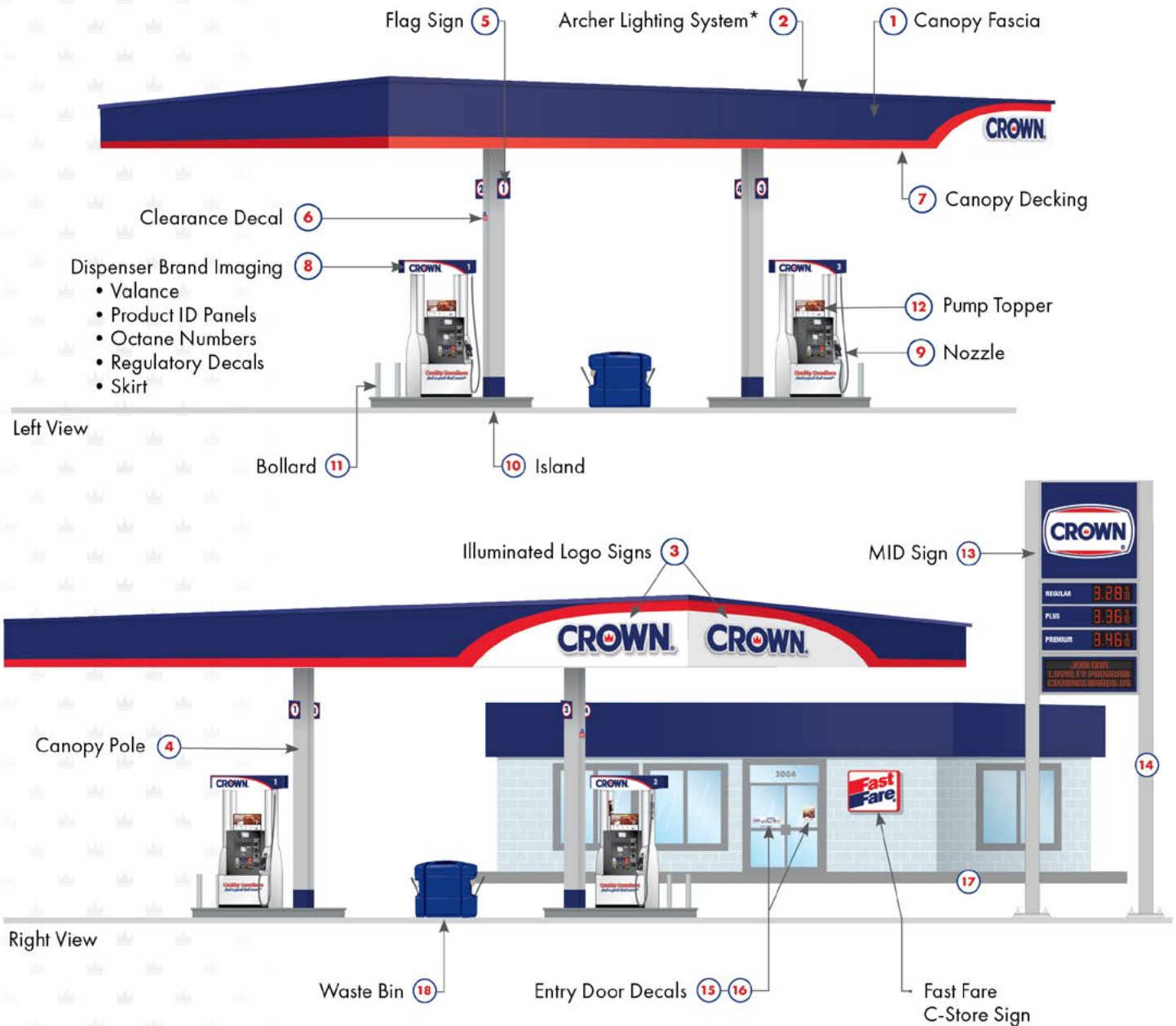
Shipping times may vary. Coordinate with your image installer to schedule installation appropriately as materials arrive at the store.

Validation

Once the imaging work is completed, the store must go through our image validation process to confirm the branding was completed correctly. As part of this process, photos of the fully imaged store must be submitted to Crown. To assist with this step, refer to the Crown Classic Image Validation Guide at bit.ly/crcl-imvg. After submitting the photos, contact your RSM for final review and approval.

Use this diagram to reference the full scope of work required to bring your store up to Crown Classic image standards. Any deviations from the standard scope of work must be approved by Crown in advance.

After completing the installation, take clear, straight-on photos of each branded element shown in the overview. Once all photos are captured, submit them to your Crown RSM for review. The RSM will verify compliance with Crown standards and confirm that the image project is complete. To assist with this process, refer to the Crown Classic Image Validation Guide at bit.ly/crcl-imvg.



SCOPE OF WORK



Canopy

- ① The canopy fascia must be filmed with the correct Crown Classic design. Alternatively, new ACM panels with preapplied graphics may be installed.
- ② *The Archer lighting system is optional on the canopy. If installed, the downlighter must be blue, as shown in this manual.
- ③ Two illuminated Crown logo signs must be installed on the canopy.
- ④ Canopy poles must be painted Crown Light Gray with a 12-inch band of Crown Blue at the base.
- ⑤ Flag signs must be installed on all canopy poles.
- ⑥ Clearance decals must be clearly visible in all directions.
- ⑦ Canopy decking must be clean, free of defects or damage, and properly illuminated.

Dispensers

- ⑧ All dispensers must display the full Crown Classic-branded image, including valances, product ID panels, octane numbers, skirts, and regulatory decals.
- ⑨ Gasoline nozzles must be black. Diesel nozzles must be green to ensure clear differentiation.
- ⑩ Islands must be painted Crown Dark Gray. Only islands with existing paint are required to be repainted in Crown Dark Gray.
- ⑪ Bollards must be painted Crown Light Gray. Stainless steel bollards do not require painting.
- ⑫ Pump topper frames and inserts must be installed on top of each dispenser.

MID Sign

- ⑬ Crown-approved signs must be installed using the correct logo and product panels.
- ⑭ All support poles for the MID sign must be painted Crown Light Gray.

Building

- ⑮ A Welcome Door Decal must be installed on the main entry door.
- ⑯ An Endless Rewards Mastercard window sign must be displayed on either side of the main entry door.
- ⑰ Unpainted building curbs must remain unpainted. Curbs with existing paint must be repainted in Crown Dark Gray.

Miscellaneous

- ⑱ Waste bins outside the store must be blue or black.
- ⑲ All perimeter poles must be painted Crown Light Gray.

Important: Any variations from these standards must receive prior approval from Crown. All remnants of previous branding, including stickers, decals, and signage from other gasoline brands, must be completely removed from all areas of the store.

Crown MID sign options and ordering instructions are available through Everbrite. For the latest Everbrite sign surveys, visit bit.ly/sign-surveys.

The Crown logo must always be positioned at the top of the MID sign. If product panels are included, a Regular panel in Crown Blue (Pantone 280) must appear directly beneath the logo. Additional gasoline product panels must also use Crown Blue and follow directly below, in accordance with the product naming standards outlined in this manual. If diesel is offered, the Diesel panel must appear in Crown Green (Pantone 355) and be placed below the gasoline panels.

Support poles for the MID sign must be painted Crown Light Gray and must not show any remnants of prior branding, including paint, labels, or hardware.



MONUMENT SIGNS



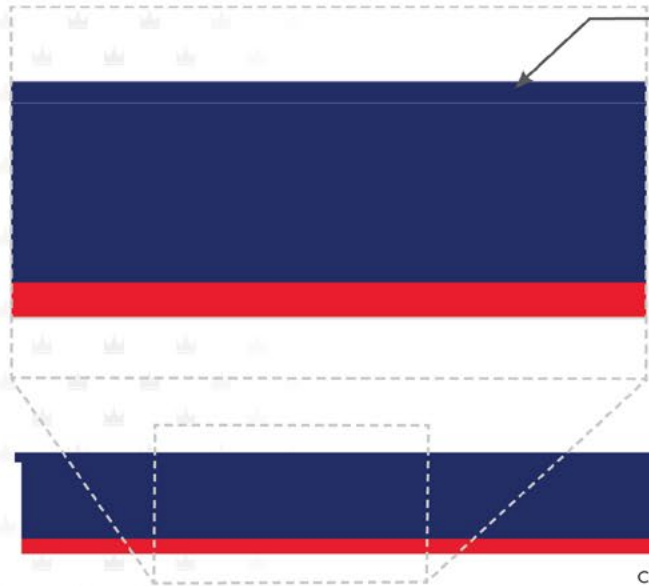
Store signage near the street varies by location. If your store includes a monument sign, contact Everbrite for assistance with updating it to meet Crown branding standards.

If product panels are present, the Regular panel must be placed at the top and displayed in Crown Blue (Pantone 280) to ensure brand consistency. All additional gasoline product panels must also use Crown Blue and be positioned directly beneath the Regular panel, following the product naming standards outlined in this manual. If diesel is offered, the Diesel panel must appear in Crown Green (Pantone 355) and be placed below the gasoline panels.



The canopy fascia must be wrapped in the correct Crown Classic design. As an alternative, ACM panels with preapplied graphics may be installed. All canopy materials must be ordered from LSI using the most current Crown Classic order form. During installation, follow the store-specific layout for proper guidance.

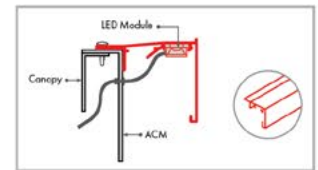
For the latest Crown Classic installation guide, visit bit.ly/crci-install-guide.



Archer Lighting System

The Archer lighting system, provided by LSI, is optional for the canopy. If installed, the downlighter must be blue, as shown in the diagram.

For the latest Archer installation guide, visit: bit.ly/archer-gen6.



CANOPY FRONT



CANOPY LEFT



CANOPY RIGHT



Canopy Decking

The canopy decking must be clean, free of defects or damage, and well-lit. Panels should be evenly installed and properly aligned without gaps. If necessary, LSI can provide assistance with new lighting for your store's canopy decking.

If the canopy decking requires recoating, contact Hempel Inc. for coating options and support.

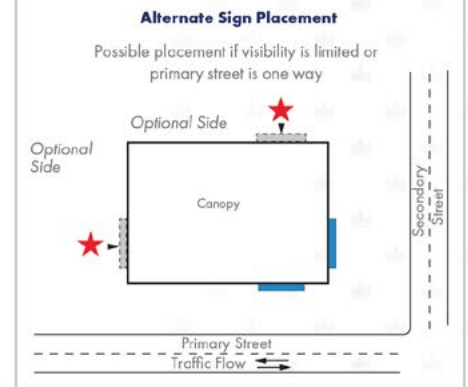
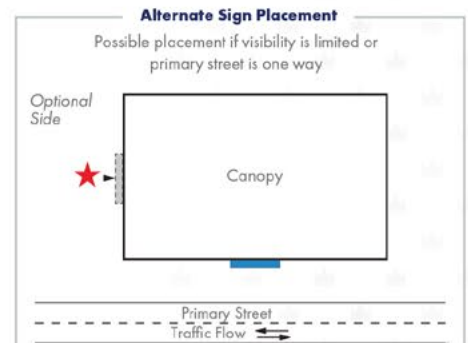
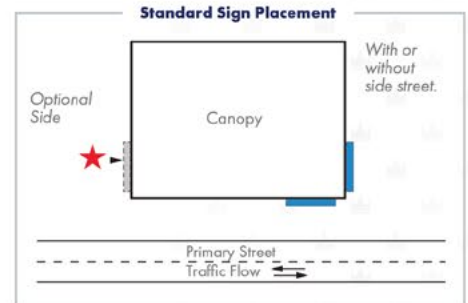
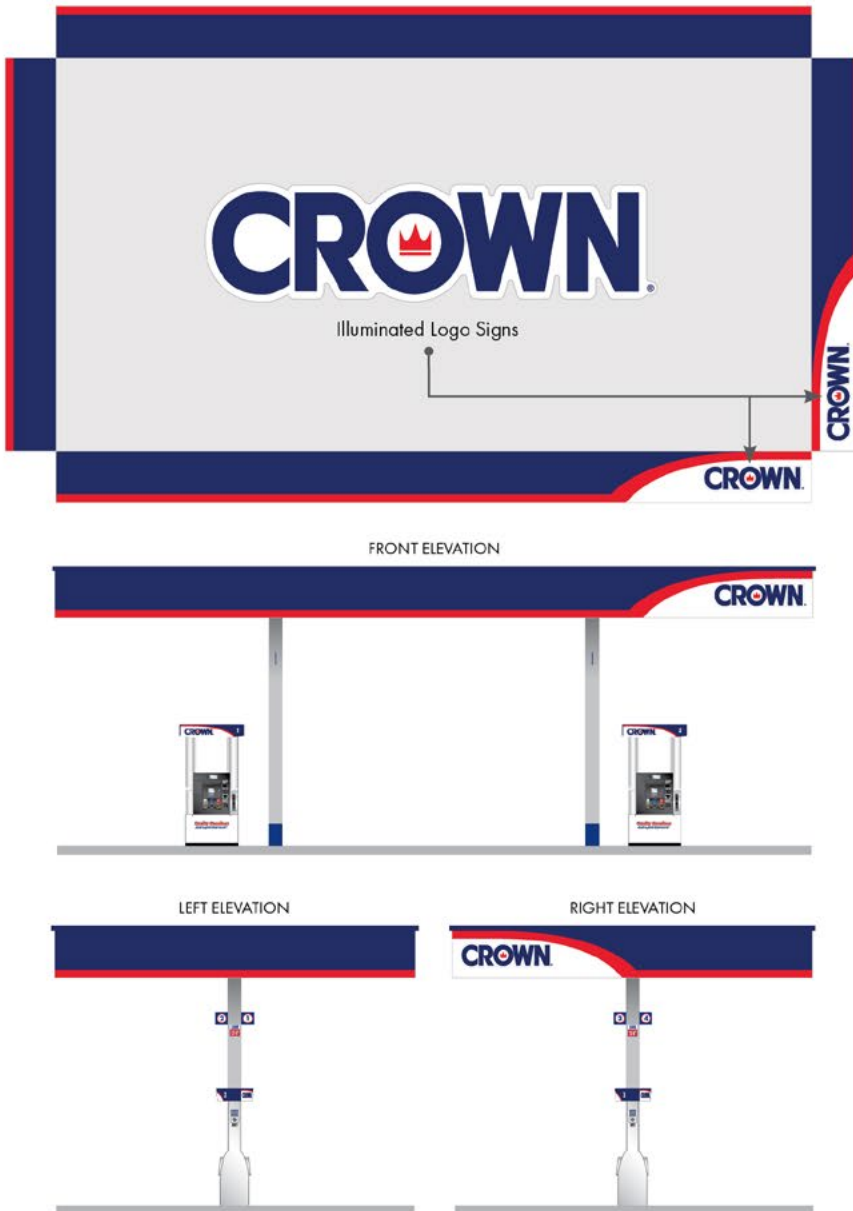
ILLUMINATED LOGO SIGNS



Two illuminated Crown logo signs must be installed for maximum visibility from the roadway. Refer to the diagram for standard placement guidelines as well as examples of other placements. Any deviations from the standard placement must be approved by Crown.

For nonstandard placements, contact Crown at branding@clarkbrands.com for guidance.

Standard Placement



= **CROWN** (Illuminated Logo Sign)

= Optional Illuminated Logo Sign Placement

Important Note: Intended for use on canopy fascia where permitted by local sign codes. Municipal regulations may prohibit these signs. Before placing an order, verify that your local sign ordinance allows their use.



Flag Signs

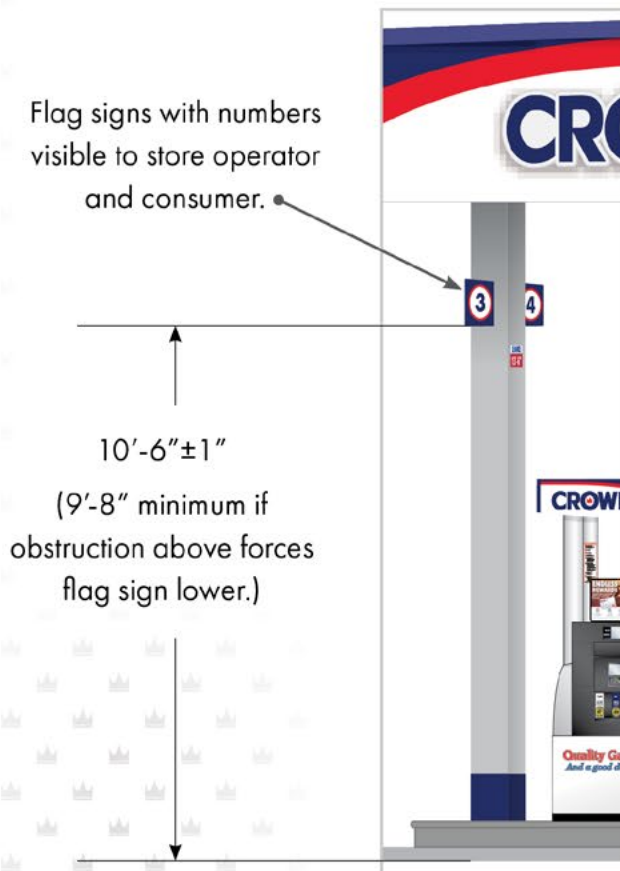
Double-sided flag signs must be installed on every canopy pole, facing outward for maximum visibility.

Depending on your store's layout, flag signs may show the same number on both sides or different numbers on each side. The standard flag sign is double-sided. If custom numbering is needed, the installer must apply the numbering. Crown is available to assist with coordinating the order of custom flag signs if necessary.

Flag signs can be ordered from LSI using the most recent version of the Crown Classic order form. An installation guide is included with the materials order from LSI or can be accessed at bit.ly/crcl-install-guide.

General Installation

1. Use the pre-drilled holes in the mounting bracket to mark the drilling points on the canopy pole.
2. Position the flag sign so that the bottom edge is at least 10'-6"±1" (9'-8" minimum if an obstruction forces the sign lower) above ground level and centered on the canopy pole. The sign must be positioned on the canopy pole so consumers and store employees can see it. Do not use existing holes during installation.
3. Align the bracket with the marked holes and attach the flag sign using the necessary fasteners. Ensure that the fasteners are tight without over-torquing.



FLAT VIEW

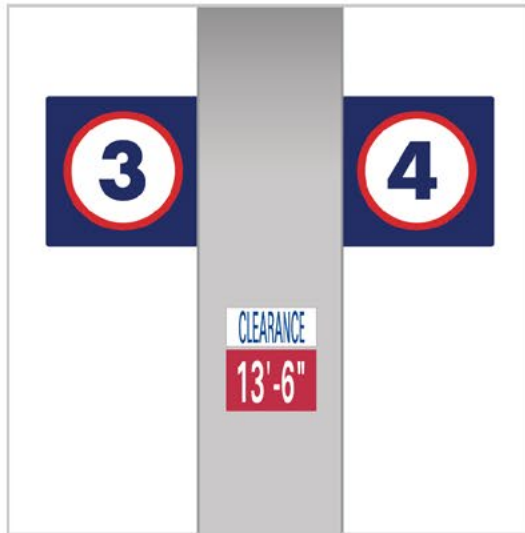


WASTE BINS & CLEARANCE



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.



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.

Available at
shopclarkcrown.com



All dispensers must feature the complete Crown Classic-branded image. This includes valances, product ID panels, octane numbers, nozzle covers, skirts, and regulatory decals.

If you plan to purchase new dispensers or replace existing ones, contact Crown to coordinate the process. If you are reimaging existing dispensers, order the required materials from LSI using the latest Crown Classic order form.

Valance Graphic

The valance must be fully wrapped with the appropriate Crown Classic design and installed in its proper position. All design elements should remain intact and must not be cut, altered, or misaligned.

Product ID Panel

Product names, colors, and octane numbers must follow the Crown branding standards outlined in this manual. If you're unsure which product ID panels to order, contact Crown for guidance.

Nozzle Covers

Gasoline products must use black nozzle covers. Diesel products must use green nozzles to clearly distinguish them from gasoline.

Skirt

The dispenser skirt must be fully wrapped in the correct Crown Classic design. It must be free of damage, misalignment, or visible imperfections. Skirt sizing depends on the specific dispenser model.

Decals & Point-of-Purchase (POP)

Dispenser decals should be applied according to the reference diagram in this manual. All point-of-purchase (POP) materials must be fully assembled and installed in the designated locations as outlined in the manual.



VALANCE SPECIFICATIONS



Valances for your store's dispensers can be ordered from the dispenser manufacturer or finished with a vinyl decal as outlined below. If purchasing new valances with graphics preapplied, contact Crown for coordination. If reusing existing valances and applying graphics in the field, follow the steps below.



Product

The Crown Classic dispenser valance graphic is a vinyl decal with a self-adhesive backing. It may be applied directly in the field as a decal or fabricated offsite as a new dispenser valance and installed.

Preparation & Application

Remove all existing decals and thoroughly clean all surfaces. Sand all edges, copy and scratches from the surface. Sand any rusted areas and prime surface prior to decal application. Wipe surfaces with dry towel and then apply vinyl.



Dispenser Valance 4" Numbers in White

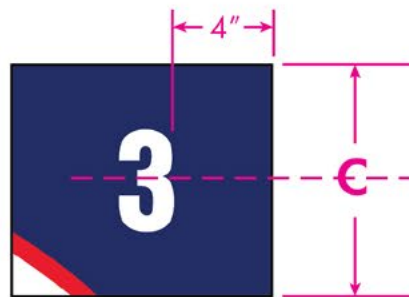


Dispenser Valance 4" Numbers in Crown Blue

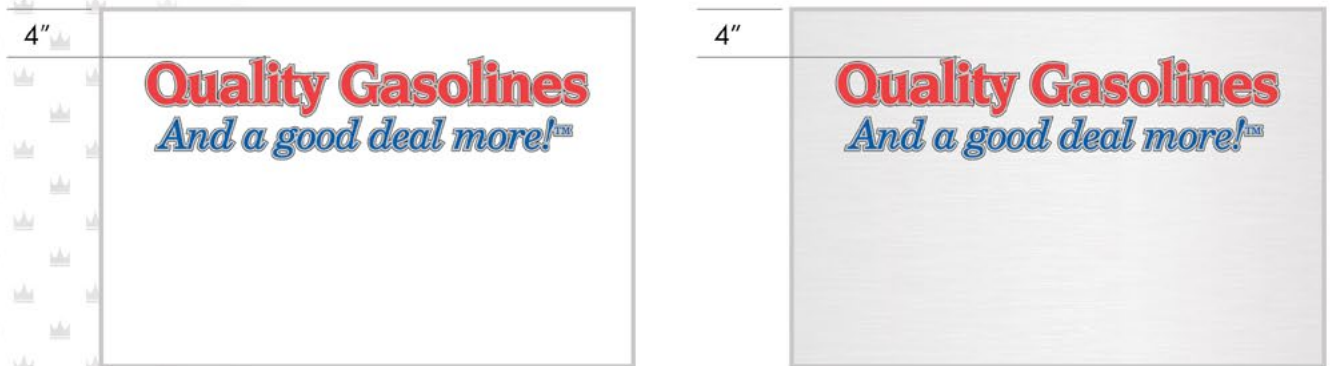
Number Placement

If applicable, place the dispenser number decals on the valance as shown in diagram below.

Dispenser numbers are specific to each store and must be installed according to its needs.



The dispenser skirt may be stainless steel or wrapped in white vinyl. If using the white vinyl option, the skirt must be fully covered with no exposed surface. Stainless steel skirts should remain uncovered only if they are in good condition.

Decal Placement

The Quality Gasolines decal must be placed 4 inches from the top of the skirt panel and centered left to right, as shown in the diagram.

Quality Gasolines Skirt Decal

Quality Gasolines
And a good deal more!™

Product

The Crown Classic dispenser skirt graphics are vinyl decals with a self-adhesive backing. They may be applied directly in the field as decals or fabricated offsite as a new dispenser skirt and installed.

Preparation & Application

Remove all existing decals and thoroughly clean all surfaces. Sand all edges, scuffs, and scratches from the surface. Sand and prime any rusted areas before applying the decal. Wipe all surfaces with a dry towel. Apply the decal to the skirt and trim as needed for a proper fit.

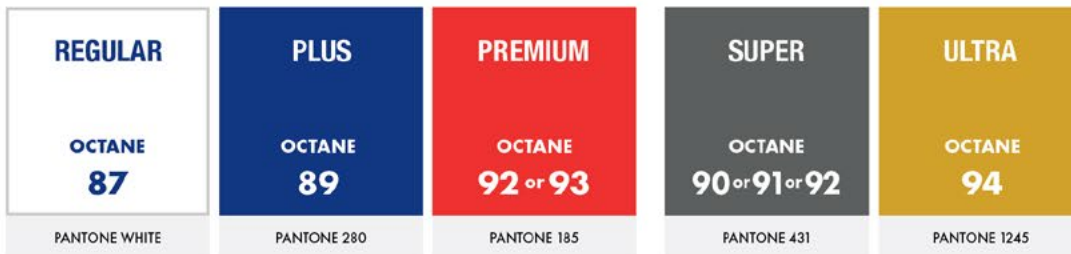
PRODUCT ID PANELS



Dispenser products 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 in this manual.

Product ID panels can be ordered from LSI.



Quantities of this product are store specific and should be ordered to meet those requirements.



Dispenser Decals & Point-of-Purchase (POP) Materials

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

Additional regulatory decals may be required based on local, state, or municipal laws. Each store is responsible for ensuring the correct decals are displayed. For assistance in determining which decals are needed for your store, contact Crown.

All point-of-purchase (POP) materials must be fully assembled and installed in the designated locations shown in the diagram. Remove any existing POP materials from other brands to comply with Crown branding standards.

Application

Clean all surfaces thoroughly before installation. Sand and prime any rusted areas to ensure proper adhesion. Apply each vinyl decal to the appropriate area of the dispenser.

Note: Actual decal placement may vary slightly depending on your dispenser model. If additional POP materials or decals are needed, visit shopclarkcrown.com.



1 Safety/Health Warning Decal



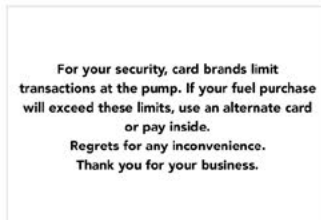
2 POP Dispenser Decal



3 Bank Hold



4 Credit Cards Accepted Decal



5 Shut Off Decal



7 Hose Squawker



6 AVS Decal



8 Pump Topper

DISPENSER DECALS & POP PLACEMENT



All Crown Classic branded stores are required to follow the paint guidelines outlined below. Use the diagrams for visual reference to identify which areas of the store require painting. Crown is available to assist with ordering paint for your store and to answer any related questions.

Paint can be ordered from Sherwin-Williams. Use their store locator to find the nearest location: [sherwin-williams.com/store-locator](https://www.sherwin-williams.com/store-locator). When placing an order, reference **Account #: 5539-5850-5** or **Crown's Phone Number: 877-462-5275** to receive contractor pricing.

POLES

Canopy poles must be painted Crown Light Gray with a 12-inch band of Crown Blue at the base. MID sign support poles must be painted Crown Light Gray.

BOLLARDS

Bollards surrounding the dispensers must be painted Crown Light Gray, unless they are stainless steel, which should remain unpainted.

ISLANDS

Island forms must be painted Crown Dark Gray, unless the island form is stainless steel, in which case it must remain unpainted. Islands that are currently unpainted must remain unpainted.

BUILDING CURBS

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

For additional information on paint,
scan the QR code or visit the provided link.



bit.ly/paint-info

PAINT REFERENCE



MID SIGN POLES

BUILDING CURBS

| 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 |

*To order Crown Blue, reference our account number and specify the color "Crown Blue." The Sherwin-Williams formula for Crown Blue is also available by scanning the QR code or visiting the provided link.



Decals

The Welcome Door Decal is a double-faced, silkscreened vinyl decal with a self-adhesive backing, designed to be visible from both inside and outside the store.

The Endless Rewards Mastercard window decal must also be displayed near the main entry. Both decals are required and must be installed as outlined below.

Application

Clean the glass surface thoroughly before installation. Follow the vinyl application instructions provided in this manual.

Apply the Welcome Door Decal to the main entry door, leaving a 2-inch gap between the decal and the door handle. If the entrance has multiple doors, use the right-side door. For full-glass handles, position the decal above the handle.

The Endless Rewards Mastercard decal should be placed on a window adjacent to the main entry, if available. If no window is present, place it on the main entry door itself, ensuring clear visibility to approaching consumers.



Welcome Door Decal - Front



Front Door (Exterior View)

Welcome Door Decal - Back



Front Door (Interior View)

Mastercard Window Cling



BUILDING IMAGE TREATMENT



Fast Fare

Crown supports flexibility in c-store branding. You may maintain your own c-store identity or, if preferred, adopt the Fast Fare brand for your Crown store. Fast Fare signs can be ordered from Everbrite.

If a Fast Fare sign is installed, it must be placed either above or directly next to the main entry door in a clearly visible location. If standard placement is not feasible, Crown can assist in determining the best alternative location.

Building Treatment

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

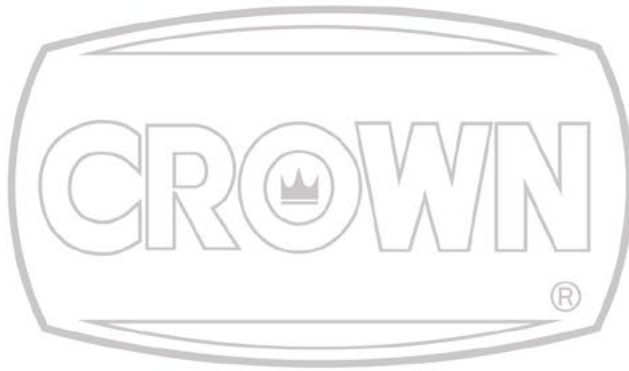


Crown Blue
Pantone 280 C



Crown Red
Pantone 185 C





C R O W N C L A S S I C



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