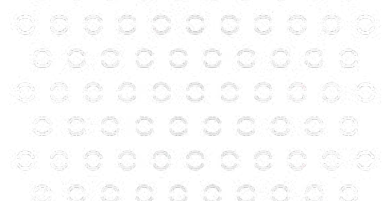




CLARK CLASSIC

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.

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

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

CLARK 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



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
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



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



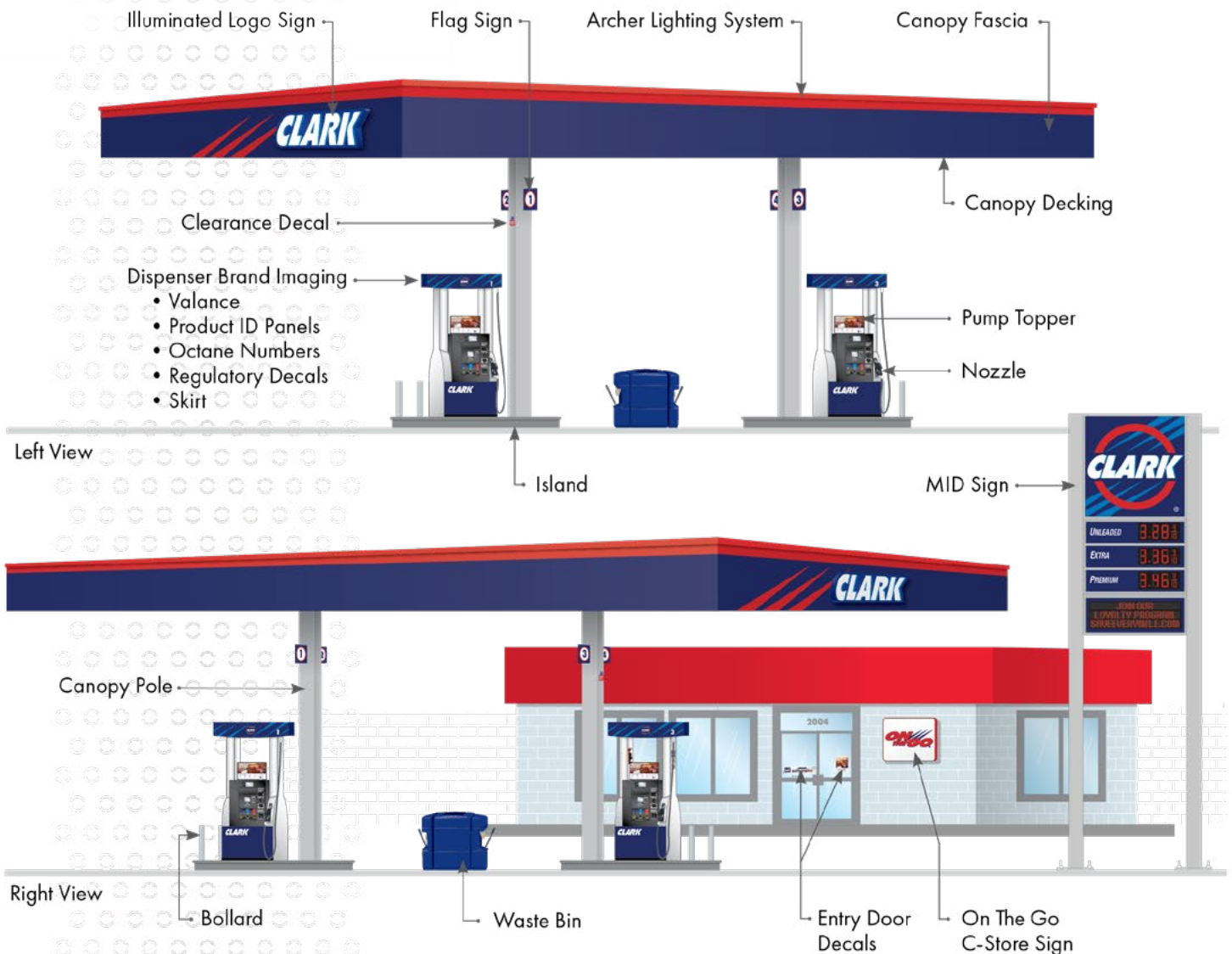
For paint specifications and application instructions, scan the QR code



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

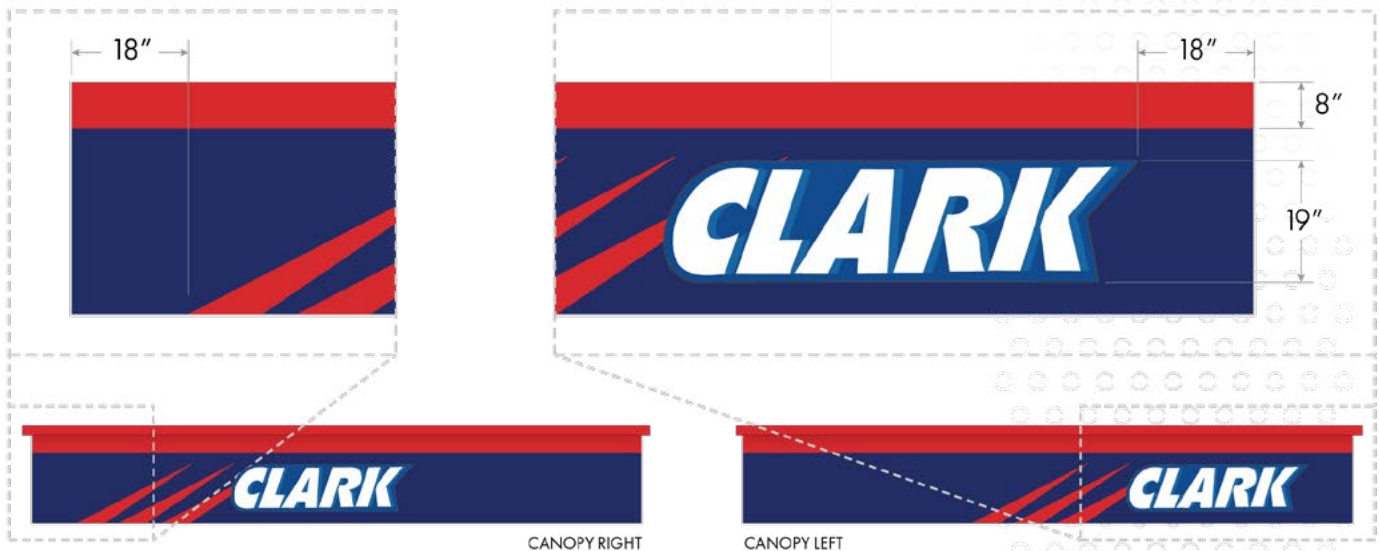


If needed, contact the vendor shown on each page for that area of the store to request replacements or corrections.

IMAGE VALIDATION | CANOPY

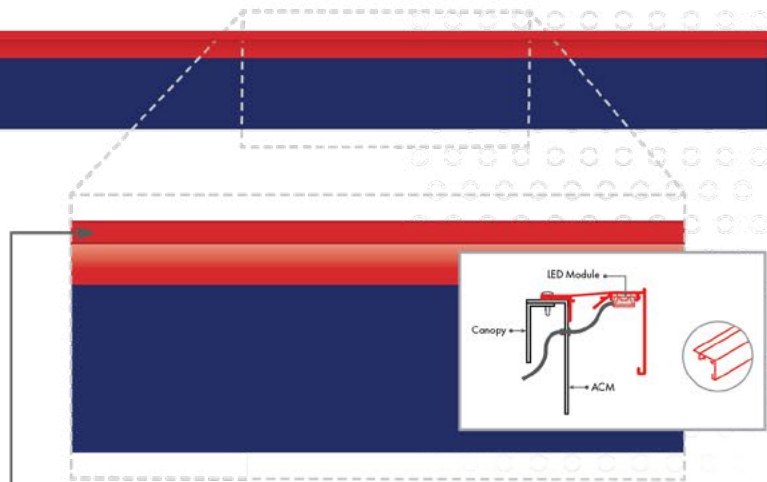
Canopy Fascia and Logo Signs

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



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



MID SIGN POLES



BUILDING CURBS

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
E	Building Curbs	Clark 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 Clark Dark Gray.

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



Photograph all painted surfaces



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.

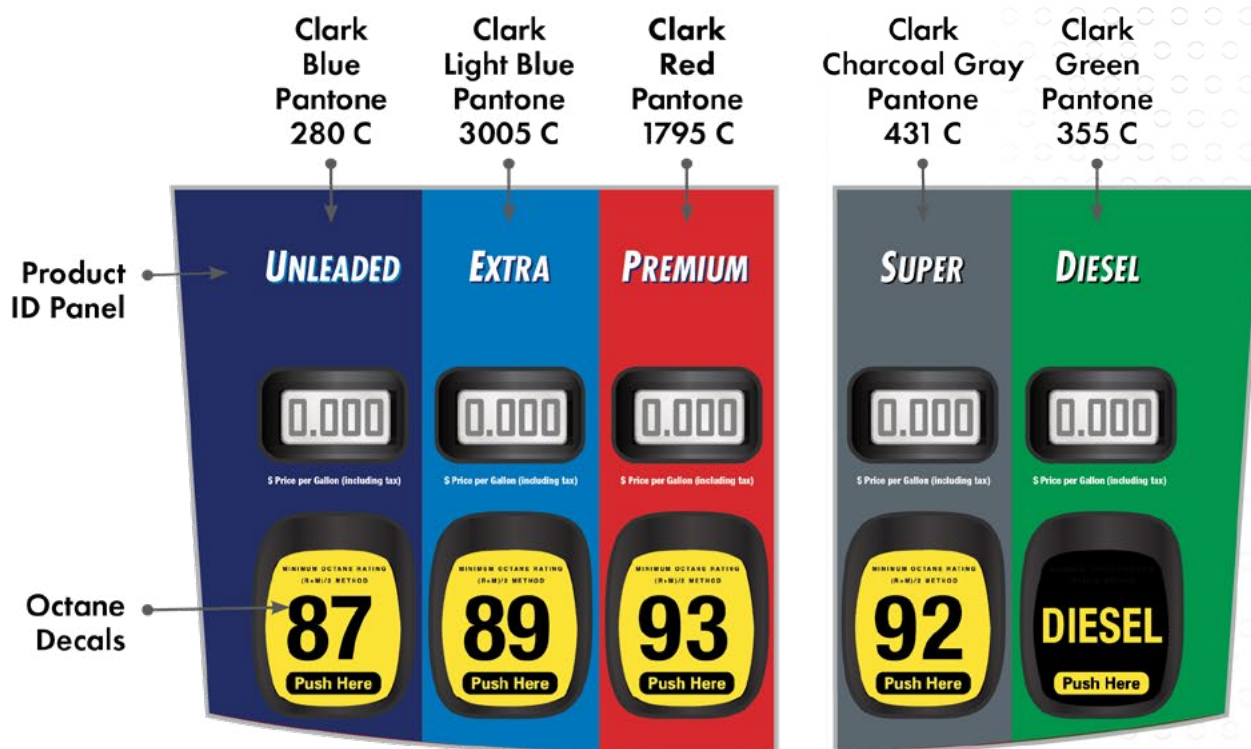
All previous brand elements, including stickers, decals, and signage from other gasoline brands, must be completely removed.

Photograph both sides of each dispenser





IMAGE VALIDATION | PRODUCT ID PANELS



Product ID Panels (PIDs)

Dispenser products 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 (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 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	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 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 | OTHER SIGNS



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 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 Clark 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 Clark.



Blue or black waste bins

Photograph the store entryway, exterior, and waste bins



Available at shopclarkcrown.com

IMAGE VALIDATION | POP & DECAL PLACEMENT



B Pump Topper



C POP Dispenser Decal



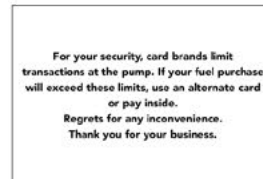
D Hose Squawker



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.



Available at 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.

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

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

Canopy - Page 5



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

Flag Signs - Page 6



Clearance Decals - Page 6



Exterior Painting - Page 7

- Canopy Poles
- Islands
- Bollards
- MID Sign Poles



Islands - Page 7



Bollards - Page 7



Dispensers - Page 8

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



Product ID Panels - Page 9

- Unleaded + Pantone 280 C + 87
- Extra + Pantone 3005 C + 89
- Premium + Pantone 1795 C + 92 or 93
- Super + Pantone 431 C + 90, 91, or 92
- Diesel + Pantone 355 C + Diesel



MID Sign - Page 10

- Sign Faces
- Product Panels
- Support Poles



Other Signs - Page 11

- On The Go Sign
- Monument Sign



Entry Door Decals - Page 12

- Welcome Door Decal
- Endless Rewards Mastercard® Window Decal



Waste Bins - Page 12





bit.ly/imvglist

**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 OCTOBER 2025 and is subject to change at any time.