

# CENEX<sup>®</sup> RETAIL IMAGE STANDARDS GUIDE



OUR ENERGY COMES THROUGH<sup>®</sup>

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# *Building brand strength,* **ONE STORE AT A TIME.**

To ensure consumers have a positive, consistent experience at each location under the Cenex® brand, it is critical that all retailers present the same brand image to provide a familiar, welcoming customer experience at each Cenex branded retail site. Understanding brand standards is essential to maintaining the integrity of the Cenex brand image.

This guide is your reference for the required Cenex brand standards for signs, canopies, islands, fuel dispensers and buildings. It describes in detail the standards and includes color photos for easy identification. Consult your manual on a regular basis to keep your site current with the latest brand image requirements.



## Cenex® Brand Standards Overview



Cenex® branded retail locations must comply with the brand standards outlined in this guide at all times.

The Cenex Brand Image is specifically designed for each location. To protect the investment of our retail partners, the Cenex logo and Generation Image elements are trademark protected and must be used in accordance with the brand standards outlined in this guide. At no time will the blue arch, Cenex channel letters, or building arch be recreated or reproduced for use on any buildings, fascia, car washes, apparel, cups, or displays of any type. Cenex Retail Development must approve, in writing, any deviation from the brand standards outlined in this guide.

**CHS reserves the right to alter or change these standards at any time, with written notice to Marketers.**

**Canopy** A canopy must be in place over all Cenex branded fuel islands, including diesel fuel. Canopies must have current Cenex image fascia on all sides, and display a minimum of two (2) Cenex illuminated logo signs. Square or radius corners are acceptable. All canopies must meet current building codes and specifications.

No other signage is allowed on the canopy other than clearance decals.

*Detailed canopy standards can be found on pages 6-7.*

**Primary Price Sign** All Cenex street signs will have an illuminated Cenex logo and illuminated pricing module(s). The Cenex logo will always appear at the top of the sign. For monument signs, the Cenex logo will appear to the left or right of the pricing module. Additional panels above the Cenex logo are not allowed. Digital price modules are recommended. Metal flip signs are not allowed.

*Detailed price sign standards can be found on pages 8-9.*

**Dispensers** All dispensers must be electronic, match by manufacturer and be in good repair. All dispensers will have the current Cenex graphics. In the event of removal for maintenance, it is the responsibility of the site to ensure that all Cenex imaged dispenser graphics are replaced correctly.

*Detailed dispenser standards can be found on pages 10-15.*

**Product Offering** A minimum of two (2) grades of gasoline, identified by their octane rating, (i.e. 87 and 89 or 87 and 91) must be available under the primary fueling canopy of all Cenex Branded Retail Sites. E-85 and/or other alternative fuel blends, including any blends above E-10, are not considered a grade of gasoline.



**Credit Card Requirements** All cards in the Cenex Credit Card deck must be accepted at all points of payment, including dispensers if applicable. Cenex credit card applications and Cenex gift cards should be prominently displayed on the checkout counter. No additional identification, messages, signage or logos will be added to Cenex proprietary materials, including credit card applications or gift cards.

**Uniforms** A professional uniform program must be in place. Uniform program may consist of Cenex® and/or proprietary store logoed apparel and/or name tag. Employees on staff should be consistently uniformed and appear neat, clean and well-groomed.

### Facility Standards

Required Facility Standards	
Exterior	Interior
All brand identification is properly maintained	All brand identification is properly maintained
Drives and approaches are asphalt or concrete	Interior public restroom is present
Paving and walkways are in good repair; free of cracks, chips and depressions	Ceiling tile/grid is free of missing, stained or damaged tiles
Dumpsters are enclosed in a fenced area	Floor tiles are free of gouges, chips or missing tiles
Entire site is well lit with all lights in working order	Counters are free of excessive wear and clutter
All equipment is in proper working order	Windows are free of clutter and/or excessive signage
Building is in good repair with no visible wear or damage	Building is in good repair with no visible wear or damage

## Canopy and Island Standards



All facilities must have a canopy over Cenex® branded fueling islands, including Cenex branded diesel islands. Canopies must have the current Cenex image fascia on all sides and include a minimum of two (2) Cenex illuminated logo signs. Square or radius corners are acceptable. All canopies must meet current building codes and specifications.

No other signage is allowed on the canopy other than the Cenex logos and clearance decals. LED canopy signage is available for 36 inch to 42 inch fascia.

**A. Canopy Logos** Cenex logo signs will always appear with the blue arch on a white background. It is recommended that these logos be installed on the two sides of the canopy that are perpendicular to the primary street. Cenex Retail Development must approve all logo placements.

The logos should be street justified and positioned 2 feet from the corner. If the canopy has radius corners there will still be 2 feet of flat fascia between the tangent of the round corner and the start of the Cenex logo.

If a site has a diesel canopy, it will have an illuminated Cenex logo as well. Depending on the layout of the diesel canopy, two illuminated logos may be required on this canopy.

**B. Canopy Fascia** On the adjacent corner from the Cenex logo will be white fascia approximately 7 feet long that tapers down. The bottom edge of any canopy fascia side must be at a 60% minimum red.

**C. Island Forms** Island forms as well as any painted concrete inside island forms will be painted Sherwin Williams Haze Gray (SW 7257) or Diamond Vogel #0-167. Sites having stainless steel island forms are not required to have these painted. Concrete inside the island forms is not required to be painted.

**D. Bollards** Fuel island bollards or other bumper poles outside the fueling islands will be painted Sherwin Williams Safety Red (SW 4081) or Diamond Vogel MC 5-37. At sites where the bollards are part of the island forms (raised bollards) the raised portion of the bollards should be painted red down to the top of the island form.

### Canopy & Fuel Island Paint Color Guide

<b>Island Forms:</b>	Sherwin Williams Haze Gray (SW 7257) or Diamond Vogel #0-167
<b>Fuel Island Bollards:</b>	Sherwin Williams Safety Red (SW 4081) or Diamond Vogel MC 5-37
<b>Canopy Columns, Vent Pipes, Downspouts and Area Lights:</b>	Sherwin Williams Galvano Gray (SW 4027) or Diamond Vogel #0-168



**E. Clearance Decals** All canopies will have a minimum of two (2) clearance decals. Decals should be white and placed 2 inches up from the bottom or the fascia and will be centered on the drive through side of the canopy. Decals will not be taller than 2.5 inches.

**F. Canopy Columns** Canopy columns, vent pipes, downspouts and area lights will be painted Sherwin Williams Galvano Gray (SW 4027) or Diamond Vogel #0-168.

**G. Flag Signs** Flag signs will be installed at all locations where payment inside is an option. The flag signs will be positioned so they can easily be seen from the checkout counter. Flag signs will be placed 9 feet from the ground level. Unattended locations are not required to have flag signs.

**H. Trash Containers** Each site will have a minimum of one (1) approved trash container per dispenser island. These trash containers will be black or gray in color, a minimum of 30 gallons and must contain a cover/top with opening. Combination trash container and windshield service centers are approved. Recycling units may also be offered on the fueling islands. Recycling bins must be clearly marked as such. All trash and recycling containers must be clean and in good condition.

**I. Windshield Service Centers** A minimum of one (1) windshield service center is required per dispenser island. Combination trash container and windshield service centers are also approved. Single bucket pole mounted service centers will have a Cenex® logo in the insert area. Diesel islands only may contain a 10-gallon windshield washer bucket. Buckets must be black or dark gray in color, clean and in good condition with supplies available.

## Sign Standards

All Cenex® street signs will have an illuminated Cenex logo and illuminated pricing module(s). The Cenex logo will always appear at the top of the sign. For monument signs, the Cenex logo will appear to the left or right of the pricing module. Additional panels above the Cenex logo are not allowed. Digital price modules are recommended. Metal flip signs are not allowed.

**All cabinets and poles will be painted SW Haze Gray (SW 7257) or Diamond Vogel #0-167.**

	Gasoline	Diesel	Alternative Fuel
<b>Product Price Position</b>	At a minimum, one (1) grade of unleaded gasoline must be posted at the top of all product prices.	Diesel pricing may be posted on the price sign or just the copy "Diesel" may be used.	If alternative fuel is posted, it must be positioned below the unleaded gas price.
<b>Cash Pricing</b>	If Cenex® branded marketers offer a discount for cash payment, the following requirements must be met: <ul style="list-style-type: none"> <li>• If posting only one product price, the higher of the two prices must be posted.</li> <li>• If posting both cash and credit prices, "Cash Price" must be clearly visible to consumers 24 hours a day and must be incorporated within the product panel.</li> <li>• Product identification &amp; pricing must comply with all local, state and federal regulations.</li> </ul>		
<b>Product Panels (For Digital &amp; Non-Digital Pricing)</b>	Red background with white letters.	Green or red background with white letters.	Blue background with white letters. There will be no Cenex or E-85 logo attached to these panels.
<b>Non-Digital Price Panels</b>	Red background with white numbers.	Green or red background with white numbers.	Blue or red background with white numbers.
<b>Digital Pricing</b>	Digits will be red.	Digits will be red or green.	Digits will be red.
<b>Additional Panels</b>	Additional product or service panels, including reader boards, may be added to the sign. The color of these sign panels will be red with white letters. These panels may include offerings such as: ATM, Car Wash, or Pay at the Pump. Cenex Roadmaster XL® product panel will appear as the product logo over a green background. Other national branded signage (i.e. Subway®, McDonalds®) is allowed on the primary street sign, under the Cenex logo. Proprietary convenience store brand names may also be located under the Cenex logo. Business or corporate names are not allowed on any part of the sign.		
<b>Colors</b>	All sign cabinets and poles will be painted SW Haze Gray (SW 7257) or Diamond Vogel #0-167. High rise poles that are located on the same property as the fueling facility will be painted with SW Haze Gray (SW 7257) or Diamond Vogel #0-167. High rise poles that are not located on the same property must be painted SW Haze Gray, black or white.		
<b>Poles</b>	No additional signage is allowed on sign poles.		
<b>Canopy Pricing</b>	If an illuminated street sign of any size or shape is prohibited by city code, Cenex Retail Development must receive a written copy of the denial to install such a sign. In these cases, and only these cases, the site will be allowed to have an illuminated price sign on the canopy fascia. Only single digit pricing modules are allowed on canopy fascia. Electronic message centers are not an approved device to be installed on canopy fascia. The prices will be located in the red portion of the canopy fascia only. There will be no Cenex logo attached to these price modules.		

### PREFERRED PRICE SIGN STRUCTURES

#### Cenex® Convenience Store

- The preferred street sign is a 2-pole sign with digital pricing.

#### Cenex Fueling With Proprietary Convenience Store

- The preferred street sign is a 2-pole sign with digital pricing.

#### Cenex Attended Fueling Locations

- The preferred street sign is a single pole sign with digital pricing.

#### Cenex Unattended Fueling Locations

- The preferred street sign is a single pole sign with digital pricing.

**Cenex Retail Development must approve any deviation from these brand standards in writing.**



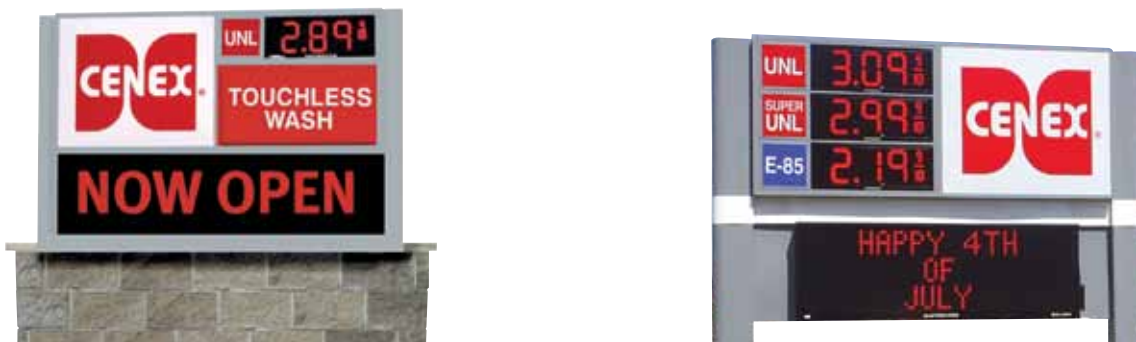
## Approved Sign Types



Single pole



Double pole



Monument



High rise

## Dispenser Standards

All gasoline and diesel dispensers must display appropriate Cenex® graphics and all required state and federal regulatory decals. Multiple product dispensers must have a warning decal on the inside of each riser.

### CENEX® LOGO ORIENTATION

The location of the Cenex logo on the dispensers will be determined as follows:

- The preferred method is to justify direction of arch/logo on dispenser to match direction of arch/logo on canopy.
- If above is not applicable and site is a Cenex Convenience Store, justify direction of arch/logo on dispenser to match direction of arch/logo on building.
- If the above are not applicable, arch/logo should be right justified as viewed from the primary street.

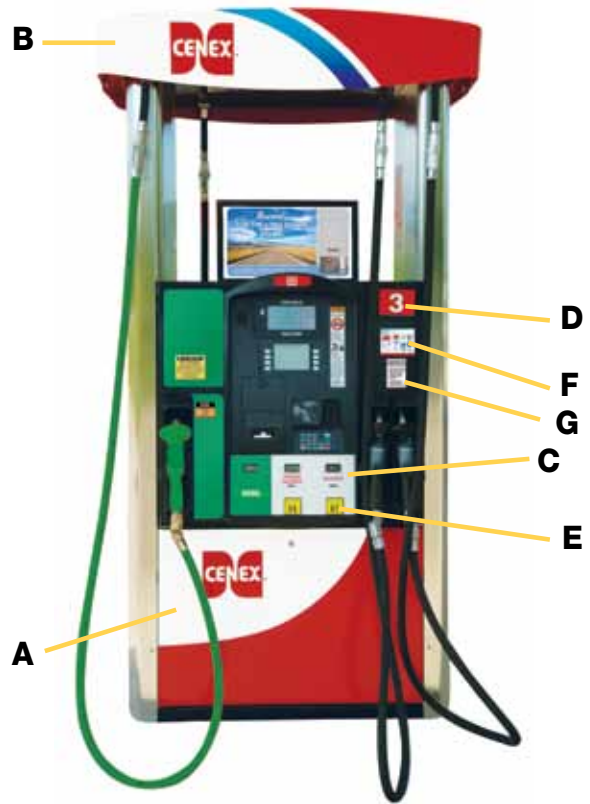
**Logos on the valance and lower door of the dispenser should be on the same side of the dispenser. At no time should the logo on the lower door be on an opposite side of the logo on the valance. In the event of removal for maintenance, it is the responsibility of the site to ensure that all Cenex dispenser graphics are replaced correctly.**

### OTHER PRODUCTS

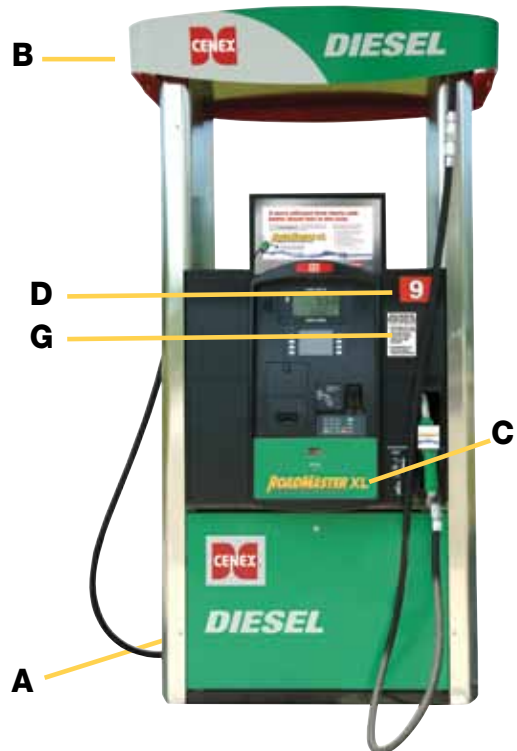
Preferred Presentation: Products including, but not limited to: Kerosene, Diesel Exhaust Fluid (DEF), Compressed Natural Gas (CNG) and Gasohol, which are not covered in the dispenser standards noted on the following pages may be identified as outlined below.

<b>Lower Doors/Skirt and Valance</b>	Light gray in color. Cannot display any Cenex® or CHS marks.
<b>Product Panels</b>	Must clearly identify product using red or black block style letters on white background.
<b>Warning/Regulatory Decals</b>	All dispensers labels must be in compliance with all local, state and federal regulations.

**No other identification, logos, signage or advertising will appear on the pump other than Cenex approved materials. Handwritten or locally reproduced signs are prohibited from being displayed on any dispensers.**



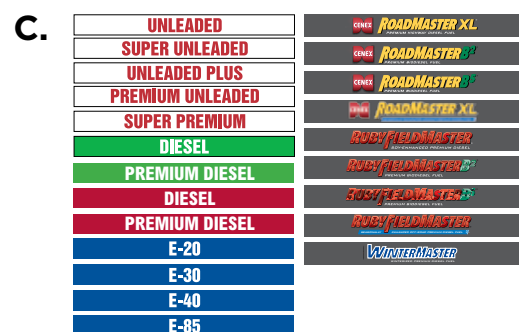
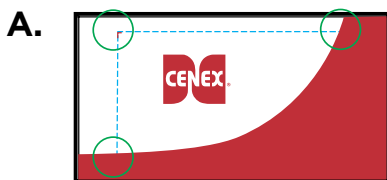
Multiple Product Dispenser (MPD)



# Comparison Charts



	Gasoline (Includes MPD dispensing diesel or alternative fuels)	Diesel (Dedicated dispenser only)	Cenex® Premium Diesel (Dedicated dispenser only)	Alternative Fuel (Dedicated dispenser only)
<b>A. Lower Doors/ Skirt</b>	Must display current Cenex® gasoline graphics including Cenex logo.  No other graphics may appear on the lower door other than the appropriate Cenex decal. <b>Installation Tip:</b> To aid in the placement of the logo, there are alignment marks on each graphic. There will be a right and left version of the pump graphic for the lower door. This will allow for the graphic to be installed on the same end of the dispenser. The green circles denote the alignment marks for the edges of the lower door on this gasoline skirt for an MPD. The alignment marks also appear on diesel graphics. (The blue lines are for reference only and are not printed on the graphic.)	Must display current Cenex diesel graphics including Cenex logo.	Must display current Cenex Premium Diesel Fuel graphics including the Cenex logo AND appropriate Cenex Roadmaster XL®, Ruby Fieldmaster® or Wintermaster® logo.	White in color when present. Must display “Flex Fuel” logo decal and/or appropriate blend rate decal. Cannot display any Cenex or CHS marks.
<b>B. Valance</b>	Must display current Cenex gasoline graphics including Cenex logo.  A valance is required on all MPD dispensers. No other graphics may appear on the valance other than the Cenex image. The Cenex logo will be placed on side of the dispenser as defined in the Cenex logo orientation section above. The logos on either side of the dispenser will be on the same side of the pump, thus one end of the valance will be white and the other end will be red. Valances should be no taller than 13 inches.	Must display current Cenex diesel graphics including Cenex logo.	Must display current Cenex Premium Diesel Fuel graphics including the Cenex logo. May also include Cenex Roadmaster XL or Ruby Fieldmaster logo.	White in color when present. Must display “Flex Fuel” logo decal and/or appropriate blend rate decal. Cannot display any Cenex or CHS marks.
<b>C. Product Identification Panels</b>	White with red block style letters.	Green with white block style letters is the default product ID for diesel fuels. Retailers may choose to further identify off-road diesel using red with white block style letters. Product panels for dispensers offering biodiesel must clearly define the percentage of biodiesel in the fuel (i.e. Diesel B5).*	Gray with white block style letters reading, “Premium Diesel,” or an approved Premium Diesel product logo may be used.**	Blue with white block style letters.

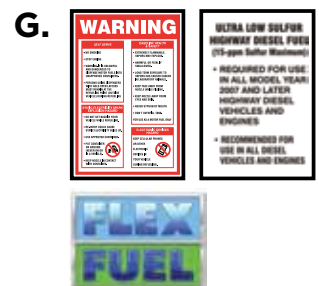
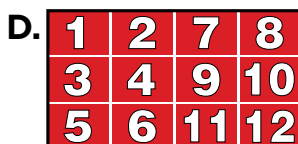




	Gasoline (Includes MPD dispensing diesel or alternative fuels)	Diesel (Dedicated dispenser only)	Cenex® Premium Diesel (Dedicated dispenser only)	Alternative Fuel (Dedicated dispenser only)
<b>D. Dispenser Numbers</b>	White with a black outline on a red background.			
<b>E. Octane Decals</b>	Required	N/A	N/A	N/A
<b>F. Credit Card Deck Decals</b>	Required for pay at pump capabilities.			
<b>Dispenser Overlays</b>	Black for gasoline. If MPD: overlay must be green for diesel or blue for alternative fuels.	N/A	N/A	N/A
<b>Nozzles</b>	Black	Green (unless specified differently by state requirements). A red nozzle cover may be used in place of green to identify dyed diesel.	Green (unless specified differently by state requirements). A red nozzle cover may be used in place of green to identify dyed diesel.	Yellow in color and must display E-85 nozzle insert (and/or appropriate alternative fuel blend E-40, E-50, etc.)
<b>G. Warning/ Regulatory Decals</b>	State required ethanol content decals next to applicable nozzle boots or product ID's.	Ultra Low Sulfur Diesel (ULSD) Decals are required for each hose.	Ultra Low Sulfur Diesel (ULSD) Decals are required for each hose.	See Alternative Fuels section.
	All dispenser labels must be in compliance with all local, state and federal regulations. All appropriate regulatory signs/decals must be affixed to the inside of each dispenser riser. Low hose units will have the signs/decals attached to the top of the dispensers. Placement of decals may vary based on dispenser type, but are prohibited from being displayed on Cenex valance or lower door graphics.			
<b>Cash/Credit Pricing</b>	If a dispenser cannot display both cash and credit prices, the dispenser must display the higher of the two prices. In order to communicate any cash discount for a given product(s), a Cenex approved cash discount decal must be displayed next to the product(s) selection point(s) on the dispenser.			
<b>Dispenser Risers</b>	Most risers from the factory are stainless steel. Risers that are not stainless steel may be decaled a brushed aluminum color, changed out to stainless steel or a gray aluminum.			

\*Cenex Roadmaster XL and Ruby Fieldmaster may not be blended with more than 5% biodiesel (B5).

\*\*Retailers may choose to overlay the Premium Diesel product ID with a product-specific label, including: Cenex Roadmaster XL®, Cenex Roadmaster B2®, Cenex Roadmaster B5®, Cenex Wintermaster®, Cenex Wintermaster B2®, Cenex Wintermaster B5®, Cenex Roadmaster XL – Seasonally Enhanced™, Cenex Ruby Fieldmaster®, Cenex Ruby Fieldmaster B2®, Cenex Ruby Fieldmaster B5®, Cenex Ruby Fieldmaster – Seasonally Enhanced™.



## Cenex® Premium Diesel Fuel



Retailers carrying the dedicated Cenex® Premium Diesel Retail Image must adhere to all guidelines in this section.

**Product Identification Panels** “Cenex® Premium Diesel Fuel” is the default product ID for all Cenex Premium Diesel Fuels. Retailers may choose to overlay the product specific labels shown on page 11.

**Winter Product Identification** Cenex Roadmaster XL® or Ruby Fieldmaster® is the default lower door/skirt identification when multiple Cenex Premium Diesel Fuel products are available from the same fueling point. Cenex Wintermaster® magnetic overlays must be used on lower doors/skirts of dispensers offering Cenex Wintermaster as the only Cenex Premium Diesel Fuel product. Retailers offering Cenex Roadmaster XL or Ruby Fieldmaster Seasonally Enhanced products may choose to use the default lower door/skirt identification; however, retailers offering these products are encouraged to further identify Seasonally Enhanced products with the appropriate magnetic overlay.



## Alternative Fuels

CHS will allow the sale of alternative fuels exclusively for flex fuel vehicles. All pumps offering alternative fuels must adhere to all guidelines in this section. CHS reserves the right to alter/change this standard, without limitation, in order to meet federal or state requirements.

Alternative fuel blends, including any blends containing more than 10% ethanol, are not considered a grade of gasoline.

### DEDICATED ALTERNATIVE FUEL DISPENSERS

Preferred Presentation: Alternative fuels are offered via a dedicated fuel dispenser that does not offer any branded fuel.

- No CHS or Cenex® marks may be displayed on the dispensers.
- Dedicated alternative fuel dispensers will be white in color and display white “Flex Fuel” logo decal and/or appropriate blend rate decal.
- Alternative fuel nozzles will be yellow and must display the appropriate alternative fuel blend nozzle insert (E-40, E-50, E-85 etc.) Yellow hose is optional.
- Flex fuel compliant dispenser(s), nozzle(s), and high alcohol filters must be used.
- Required decals include:
  - Orange “Minimum 70% Ethanol” sticker and/or Orange “Minimum % Ethanol” sticker with specific blend rate or other decal appropriate for available ethanol blend(s).
  - Orange “Stop Not Gasoline” decal for Flex Fuel Vehicles only.
  - All local, state and federal regulatory labeling decals.

### E-15 CRITERIA

- E-15 cannot be used to satisfy the 2 grade of gasoline requirement, since it cannot be used in all model year vehicles.
- In accordance with EPA standards, E15 may not be dispensed from the same nozzle and hose as higher ethanol blends such as E-20, E-30, E-50 and E-85, for dispensing E-15 to model year 2001 and newer passenger vehicles.
- In accordance with EPA standards, E-15 may be dispensed from the same hose as E-10 if a Misfueling Mitigation Plan (MMP) has been approved and the dispenser has been labeled in accordance with applicable laws.
- CHS/Cenex brand recommendation is that E-15 is dispensed through a dedicated dispenser and/or dedicated hose to minimize misfueling and Marketer liability.

**The standards on this page are in accordance with laws as of the date of printing of this guide. CHS reserves the right to change standards at any time. For the most current version of this guide, visit [www.chsinc.com](http://www.chsinc.com). Click on Energy > Retail.**



Dedicated E-85



Alternative Fuel Blender Pump

### Decal Requirements for E-15



### Decal Requirements for E-85





### Decal Requirement for Alternative Fuels greater than 10% ethanol (i.e. E-20, E-30, etc.)



### NON-DEDICATED ALTERNATIVE FUEL DISPENSERS

If alternative fuels will be offered via a non-dedicated fuel dispenser (i.e. the dispenser also offers Branded Fuels), the alternative fuels must be sold through a dedicated hose.

- When Cenex® branded diesel is offered from the same dispenser as alternative fuels, the red and white Cenex gasoline graphics must be utilized.
- The dedicated hose will have a blue overlay around the nozzle boot to clearly identify the hose that contains alternative fuels. If a blue overlay is not available for the dispenser type, all other required dispenser graphics must be used to clearly identify the alternative fuel nozzle.
- Alternative fuel nozzle covers will be yellow with appropriate alternative fuel blend nozzle insert (E-40, E-50, E-85 etc.) Yellow hose is optional.
- Flex fuel compliant dispenser(s) nozzle(s), and high alcohol filters must be used.
- Required decals include:
  - Orange “Minimum 70% Ethanol” sticker or Orange “Minimum % Ethanol” sticker with specific blend rate or other decal appropriate for available ethanol blend(s).
  - Orange “Stop Not Gasoline” sticker for Flex Fuel Vehicles only.
  - White “E-85” logo decal or appropriate blend rate decal.
  - All local, state and federal regulatory labeling decals.

### E-15 CRITERIA

- E-15 cannot be used to satisfy the 2 grade of gasoline requirement, since it cannot be used in all model year vehicles.
- In accordance with EPA standards, E15 may not be dispensed from the same nozzle and hose as higher ethanol blends such as E-20, E-30, E-50 and E-85, for dispensing E-15 to model year 2001 and newer passenger vehicles.
- In accordance with EPA standards, E-15 may be dispensed from the same hose as E-10 if a Misfueling Mitigation Plan (MMP) has been approved and the dispenser has been labeled in accordance with applicable laws.
- CHS/Cenex brand recommendation is that E-15 is dispensed through a dedicated dispenser and/or dedicated hose to minimize misfueling and Marketer liability.

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# Cenex® Dispenser Graphic Guide

## Gasoline Dispenser Graphics

G1



G2



G4



G5



G6



G7



## Multi-Product Dispenser Graphics





## Diesel Dispenser Graphics

D1



D2



D3



D4



D5



## Cenex Premium Diesel Dispenser Graphics



## Buildings

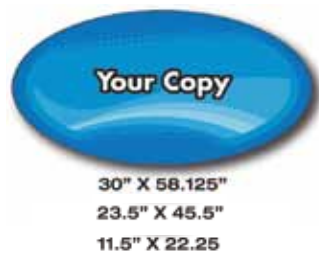
### CENEX® CONVENIENCE STORE

All Cenex® Convenience Stores will display the current Cenex Convenience Store signage and fascia. The Cenex channel letters and convenience store lettering will be used only on the building fascia. Should illuminated letters not be allowed by local code, a decal may be substituted.

The Cenex Convenience Store signage will only appear in the white portion of the building fascia. No other signs are allowed on the building fascia. Other brand signage (i.e. Subway®, McDonalds®) may be placed on the building itself.

#### Category Signs

Cenex Convenience Stores will display current category signs, such as soft drinks, water or dairy. Five or more category signs, used throughout the store, is recommended. Signs are available in three sizes.



For information on ordering interior graphics, see [page 23](#).

#### Exterior Graphics

The white logo area on the building fascia will be placed on the corner closest to the primary store entrance. If the store entrance is in the middle of the building, the logo will be placed on the corner of the building that is closest to the main street.



#### Car Washes

All car wash fascia will be red with a white stripe, consistent with the Convenience Store image. The copy “Car Wash Entrance” and “Car Wash Exit” must be placed on the red portion of the fascia. The words “Car Wash” may appear on the side of the building as well.

### Interior Graphics

The preferred finish schedule is shown below.

Preferred Interior Finish Guide	
<b>Exterior Walls</b>	Painted, Diamond Vogel, 0-146 - Cenex® light gray
<b>Exterior Trim</b>	Painted, Diamond Vogel, MC8504 - Cenex petroleum gray
<b>Interior Walls</b>	Painted, Benjamin Moore, OC-9 - Ballet White
<b>Doors &amp; Frames - Customer</b>	Painted, Diamond Vogel, 8759 - Woodbridge
<b>Doors &amp; Frames - Employee</b>	Painted, Diamond Vogel, 8761 - Kelmscott
<b>Countertops and Backsplashes</b>	Nevamar Sidewalk Bistro, SD-2-2T; Alternate surface would be Corian Sunset for sales counter bullnose and on beverage counter
<b>Vertical Faces</b>	Wilsonart Pepperdust, D327-60
<b>Seating Booths</b>	Table tops: Wilsonart Frosty White, 1573-60; Seats: Wilsonart Mandrin Red, 1511-60
<b>Porcelain Floor Tile</b>	8" x 8" x 5/16" American Olean; Field Tile: #W64, Smoke Wood; Border Tile: #W75, Lava Gray
<b>Resilient Floor Tile</b>	12" x 12" Vinyl Composition Tile - Armstrong; Imperial Texture, #51901 Taupe
<b>Resilient Disc Floor Tile</b>	12" x 12" Solid Vinyl Solid Disc Tile - Armstrong Crowne Disc, #77104 Taupe
<b>4" Vinyl Cove Base</b>	Armstrong #71, Mid Gray
<b>Ceiling Tile &amp; Grid</b>	Armstrong Cortega #769, Color White. Other Building Standards (Car washes, Quick lubes, Storage buildings)

Standards for Exterior Graphics and Car Washes
The amount of white on the bottom of the fascia will vary based on height.
For 60 inch fascia and above, the white from the bottom will be 7 inches tall.
For 42 inch to 59 inch fascia the white from the bottom will be 5 inches tall.
For 41 inch fascia and below, the white from the bottom will be 4 inches tall.



**BUILDING TYPES**

**Proprietary Convenience Store**

Building will display a proprietary brand on the store. At no time will the blue arch, Cenex® channel letters or building arch be recreated or reproduced for use on any building. The convenience store image may not match or look similar to a competing petroleum image. Recommended minimum square footage for convenience stores is 850 square feet.



**Cenex® Attended Fueling Center**

At no time will the blue arch, Cenex channel letters or building arch be recreated or reproduced for use on any building. The fueling center building image may not match or look similar to a competing petroleum image. 'Fueling Center' is the recommended classification for stores under 850 square feet, and/or public retail facilities whose primary business is not a convenience store.

Difference between Convenience Stores and Attended Fueling Centers	
Convenience Stores	Attended Fueling Centers
Have extended hours of operation.	Have limited hours of operation.
Sell snacks and beverages and may offer additional food services such as deli, coffee bar and fountain area.	Offer limited food and drink.
Offer items such as magazines and newspapers.	Have a primary business purpose other than providing convenience items (i.e. tire center, auto part store, tack shop, pet store).
Offer items such as staple groceries, toiletries and drugstore items.	

## Maintenance Requirements

Any situation which may present a safety hazard to your customers should be immediately cleaned and/or repaired.

Dispenser and Fueling Islands		Minimum Recommended Maintenance Frequency				
Item	Requirement	Hourly	Daily	Weekly	Monthly	2x Annually
Windshield Service Units	Must meet requirements outlined on <b>page 7</b>		●			
	Must have clean fluid and towels available		●			
	Diesel islands only may contain a 10-gallon bucket. Buckets must be black or dark gray in color, clean and in good condition with supplies available		●			
	Squeegees should be replaced when netting tears or rubber becomes distorted		●			
Trash Containers	Must meet requirements outlined on <b>page 7</b>		●			
	Should be clean and in good condition, not overflowing		●			
Island Forms	Must be clean and free of trash, dirt, snow, ice and oil absorbent build-up				●	
	Must be free of rust, scratches and breaks				●	
Dispensers	Cenex® graphics, hoses and nozzles should be free of grease, dirt, grime & fuel residue			●	●	
Nozzles	Out of order nozzles must be covered with an appropriate cover			●		
	Torn or missing nozzle splash guards should be repaired or replaced immediately			●		
Pump Toppers	When present, pump toppers should be 12"x20". All frames must have a current sign insert present and cannot be empty. Torn, missing or outdated pump toppers should be replaced immediately				●	
Canopy Lights	Must not be dirty, cracked, missing or burnt out					●
Product Panels	Must not be peeling, torn or cracked					●
	No unauthorized (locally produced) decals are allowed					●

● Diesel - Weekly; ● Gasoline - Monthly.

Facility Exterior						
Windows & Glass Doors	Should be clean and free of excessive tape residue		●			
Driveway & Lot	Sidewalks and drives must be free of potholes and broken curbs			●		
	Should be free of unsightly clutter and trash		●			
	Approved trash/recycling receptacles should be used. Containers should be clean and not damaged			●		
Building	Should be clean and free of damage, peeling paint and fading					●
Price Sign	Should be clean and display current pricing		●			
	Should have no missing numbers or panels		●			
	Bulbs and ballasts should be replaced as needed		●			
	Must be free of rust, damage and fading		●			
	Reader board tracks must be in good condition		●			

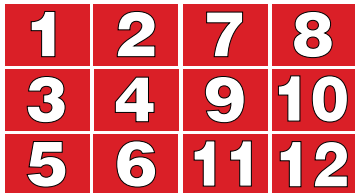
Facility Interior						
Item	Requirement	Minimum Recommended Maintenance Frequency				
		Hourly	Daily	Weekly	Monthly	2x Annually
<b>Checkout Counter</b>	All point of sale materials should be clean, uniform, unfaded and presented with a professional appearance		●			
<b>Walls &amp; Ceilings</b>	Should be free of spots, grease and stains				●	
	Ceiling tiles, vents and lights must not be stained, damaged or missing				●	
<b>Windows &amp; Glass Doors</b>	Should be clean and free of excessive tape residue		●			
	Should not be cluttered with signs		●			
<b>Merchandise Area</b>	Shelving should be clean, sturdy and in good condition			●		
	Merchandise should be clean, undamaged and fresh			●		
	Signage must be professionally printed. No handwritten signs are allowed			●		
<b>Food Service Area</b>	Counters, sinks and equipment should be cleaned and sanitized	●				
	Cups, lids, napkins, condiments, etc. should be organized and well stocked	●				
<b>Public Restrooms</b>	Should be clean and in good condition	●				
	Entrances should be clearly labeled as male, female or unisex	●				
	Should be well lit	●				
	All faucets should operate: hot and cold water should be available	●				
	All toilets should flush	●				
	All doors should lock	●				
	Adequate liquid soap, paper towels or a hand dryer and toilet tissue should be available	●				
	Restrooms should not be used for storage (cleaning supplies, product overstock, store supplies, etc.)	●				

## RESOURCES

CHS Petroleum Equipment 800-852-8186 ext. 7729 <a href="http://pe.chsinc.com">http://pe.chsinc.com</a>	Cenex® Shop <a href="http://www.cenexshop.com">www.cenexshop.com</a> 866-364-2500	Cenex Ad Builder <a href="http://www.cenex.com/adbuilder">www.cenex.com/adbuilder</a>
<b>Brand Image Elements</b> Paint, fascia, dispenser graphics, decals, flag signs, etc.	Cenex Credit Card applications, gift cards and corresponding display cases	<b>Cenex branded signage</b> Pump topper inserts, posters, banners, etc.
<b>Dispenser Island Equipment</b> Windshield service units, trash containers, squeegees, etc.	Cenex uniforms	
Cenex® Interior Graphics	Pump Topper Frames	
	Restroom Graphics	

## Decals and Accessories

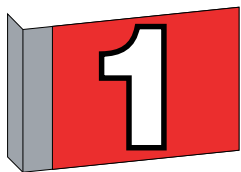
All dispenser labels must be in compliance with all local, state and federal regulations. All appropriate regulatory signs/decals must be affixed to the inside of each dispenser riser. Low hose units will have the signs/decals attached to the top of the dispensers. Additional regulatory decals and signage are available through CHS Petroleum Equipment at **800-852-8186**, ext. **7729**.



Pump Number Decal  
3.75" x 5" CEPN16



Clearance Decal Part# CECL



Flag Sign  
10" x 16.5"  
Part# CEF1

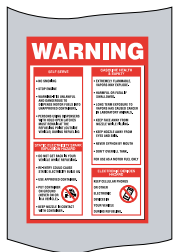


Logo Decal  
Part# CELD8



Washer Insert  
Part# CEWWI

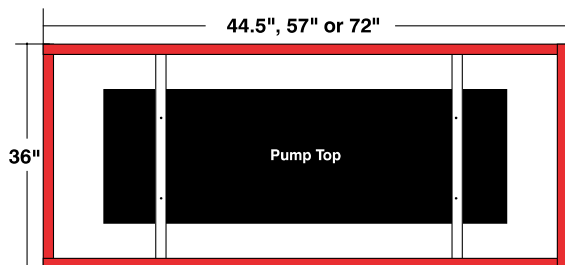
Regulatory 9" x 13"



Decal  
Part# CERD

Plaque  
Part# CERP

Free Standing  
Plaque  
Part# CEFSRP



- \* Part# - CEPV36 - 36" New Pump Valance Kit
- CEPV48 - 48" New Pump Valance Kit
- CEPV60 - 60" New Pump Valance Kit
- CEVCU - Cover-Up Aluminum Kit

\* Cenex® Valance Graphics not included



Trash Can  
Part# CETC



Combination  
Trash/  
Windshield  
Part#  
CECTCWW



Windshield  
Service Center  
Part# CEWW

## Cenex Interior Signage Order Form

### Fountain Drinks

### Stock Items

23.5" X 45.5"

Quantity • Part Number

- BR2345.....Beer  
 CF2345.....Coffee  
 CD2345.....Cold Drinks  
 DR2345.....Dairy  
 DE2345.....Deli  
 FD2345.....Fountain Drinks  
 FR2345.....Frozen  
 IC2345.....Ice  
 WT2345.....Water  
 AM2345.....Automotive  
 RF2345.....Refreshments  
 RR2345.....Rest Rooms  
 AT2345.....ATM

1-800-641-4610 • fax, 651-291-2571 • e-mail, [chs@modprint.com](mailto:chs@modprint.com)

Your Copy

30" X 58.125"  
CS3058

Your Copy

23.5" X 45.5"  
CS2345

Your Copy

11.5" X 22.25"  
CS1122

**Custom Signage** is available upon request. These items are produced as requested and not a stock item. Please call for pricing and availability.









*OUR ENERGY COMES THROUGH.®*

**View the most current Cenex Retail Image Standards Guide at  
[www.chsinc.com](http://www.chsinc.com). Click on Energy > Retail.**