

CENEX[®] RETAIL IMAGE — STANDARDS —



Table Of Contents

Introduction.....	3
Cenex® Brand Standards Overview	4-5
Canopy and Island Standards	6-9
Sign Standards	10
Cenex Price Sign Examples	11
Dispenser Standards.....	12
Comparison Chart	13
Alternative Fuels	14
Cenex Premium Diesel Fuel	15
Cenex Dispenser Graphic Guide	16-17
Buildings.....	18-19
Maintenance Requirements	20-21
Dispenser Decal Order Form.....	22
Fuel Island Order Form	23

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 this guide 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.

To protect the investment of our retail partners, the Cenex logo and image elements are trademark protected and must be used in accordance with the brand standards outlined in this guide. This guide is part of the Cenex Retail Development Marketing Manual and identifies certain Marketer Standards identified in your Branded Agreement. At no time may 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. CHS Refined Fuels Marketing 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. Gasoline 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 without prior approval from CHS Refined Fuels Marketing.

*Detailed canopy standards can be found on **pages 6-9**.*

Primary Price Sign All Cenex street signs must have an illuminated Cenex logo and illuminated pricing module(s). The Cenex logo must always appear at the top of the sign. For monument signs, the Cenex logo must 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 10-11**.*

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

*Detailed dispenser standards can be found on **pages 12-17**.*

Product Offering A minimum of two (2) grades of gasoline, identified by their octane rating, (i.e. 87 and 89 or 87 and 91) or ethanol content (i.e. 87 octane clear and 87 octane E-10) 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. Based upon specific location and market conditions affecting a Cenex Branded Retail Site, CHS may, in its discretion, adjust the type and/or minimum number of required grades of gasoline required at such Cenex Branded Retail Site.



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 may be added to Cenex proprietary materials, including credit card applications or gift cards.

Uniforms Employees on staff must appear neat, clean, well-groomed and be wearing a name tag.

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 without prior approval from CHS Refined Fuels Marketing.

A. Canopy Logos Cenex logo signs must 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. CHS Refined Fuels Marketing 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 must 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 must have an illuminated Cenex logo as well. Depending on the layout of the diesel canopy, two (2) illuminated logos may be required on this canopy.

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

C. Island Forms Island forms as well as any painted concrete inside island forms must be painted Sherwin-Williams® Haze Gray 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 must be painted Sherwin-Williams Safety Red or Diamond Vogel MC 5-37. Stainless steel bollards do not need to be painted. Bollards that are part of the island forms (raised bollards) must be painted Safety Red from the top of the bollard to the top of the island form.

Canopy & Fuel Island Paint Color Guide

Island Forms:	Sherwin-Williams® Haze Gray or Diamond Vogel #0-167
Fuel Island Bollards:	Sherwin-Williams Safety Red or Diamond Vogel MC 5-37
Canopy Columns, Vent Pipes, Downspouts and Area Lights:	Sherwin-Williams Galvano Gray or Diamond Vogel #0-168



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

F. Canopy Columns Canopy columns, vent pipes, downspouts and area lights must be painted Sherwin-Williams® Galvano Gray 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 must be placed 9 feet from the ground level. Unattended locations are not required to have flag signs.

H. Trash Containers Each site must have a minimum of one (1) approved trash container per dispenser island. These trash containers must 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 can have a Cenex® logo in the insert area. Only diesel islands 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.

SECONDARY CANOPY AND ISLAND STANDARDS - UNBRANDED DIESEL

When a facility has a canopy over an unbranded diesel-fueling island, the following standards must be met. Canopies must not have any Cenex® image fascia and/or Cenex illuminated logo signs. Square or radius corners are acceptable. All canopies must meet current building codes and specifications.

Canopy Logos There must be no logos present on any unbranded diesel-fueling canopies, including Cenex logos and/or third party branded logos.

Canopy Fascia Unbranded diesel island canopy fascia must be a solid color (other than red) and must in be in good repair with no visible signs of damage, fading or peeling paint.

Dispensers Unbranded diesel dispensers must be a solid color (other than red) and must in be in good repair with no visible signs of damage, fading or peeling paint. There must be no logos present on any unbranded diesel dispensers, including Cenex logos and/or third party branded logos.

Island Forms Island forms must be in good repair with no visible signs of damage, fading or peeling paint.

Bollards Fuel island bollards or other bumper poles outside the fueling islands must be in good repair with no visible signs of damage, fading or peeling paint.

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

Canopy Columns Canopy columns, vent pipes, downspouts and area lights must be in good condition with no signs of damage, fading or peeling paint.

Trash Containers A minimum of one (1) trash container per dispenser island is required. Combination trash 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.

Windshield Service Centers A minimum of one (1) windshield service center per dispenser island is required. Combination trash container and windshield service centers are also approved. Single bucket pole mounted service centers must not have the Cenex logos and/or third party branded logos in the insert area. Ten gallon windshield washer buckets are approved, must be black or dark gray in color. All windshield service centers must be clean and in good condition with supplies available.

Credit Card Acceptance Credit cards at unbranded diesel islands that are not processed through CHS Payment Solutions will not be able to redeem Cenex Gift Cards or receive rebates, Cabela's CLUB points or discounts related to any program or promotion offered by Cenex. A decal stating program ineligibility is required to be posted at each payment point on all unbranded dispensers.

SECONDARY CANOPY AND ISLAND STANDARDS - THIRD PARTY BRANDED DIESEL

When a facility has a canopy over a third party branded diesel-fueling island, the following standards must be met. Canopies must not have any Cenex® image fascia and/or Cenex illuminated logo signs. Square or radius corners are acceptable. All canopies must meet current building codes and specifications.

Third party branding is allowed on the primary price sign, the Cenex logo takes precedence and must be located in position #1. Third party branding may be in position #1 on a high-rise sign where no fuel product pricing is present.

Canopy Logos Third party logos are only allowed on this canopy, there must not be any third party logos used underneath the Cenex-branded canopies. There must not be Cenex logos present on any items located underneath the third party branded canopies.

Canopy Fascia Third party diesel island canopy fascia must be in good repair with no visible signs of damage, fading or peeling paint.

Dispensers Third party branded diesel dispensers must be in good repair with no visible signs of damage, fading or peeling paint. There must be no Cenex logos present on any third party branded diesel dispensers.

Island Forms Island forms must be in good repair with no visible signs of damage, fading or peeling paint.

Bollards Fuel island bollards or other bumper poles outside the fueling islands must be in good repair with no visible signs of damage, fading or peeling paint.

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

Canopy Columns Canopy columns, vent pipes, downspouts and area lights must be in good condition with no signs of damage, fading or peeling paint.

Trash Containers A minimum of one (1) trash container per dispenser island is required. Combination trash 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.

Windshield Service Centers A minimum of one (1) windshield service center per dispenser island is required. Combination trash container and windshield service centers are also approved. Single bucket pole mounted service centers must not have the Cenex logo in the insert area. Ten gallon windshield washer buckets are approved, must be black or dark gray in color. All windshield service centers must be clean and in good condition with supplies available.

Credit Card Acceptance Credit cards at third party diesel islands that are not processed through CHS Payment Solutions will not be able to redeem Cenex Gift Cards or receive rebates, Cabela's CLUB points or discounts related to any program or promotion offered by Cenex. A decal stating program ineligibility is required to be posted at each payment point on all third party branded dispensers.

Sign Standards

All Cenex® street signs must have an illuminated Cenex logo and illuminated pricing module(s). The Cenex logo must always appear at the top of the sign. For monument signs, the Cenex logo must 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 must be painted Sherwin-Williams® (SW) Haze Gray or Diamond Vogel #0-167.

	Gasoline	Diesel	Alternative Fuel
Product Price Position	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.
Cash Pricing	If Cenex® branded marketers offer a discount for cash payment, the following requirements must be met: <ul style="list-style-type: none"> • If posting only one product price, the higher of the two prices must be posted. • 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. • Product identification & pricing must comply with all local, state and federal regulations. 		
Product Panels (For Digital & Non-Digital Pricing)	Red background with white letters.	Green or red background with white letters.	Blue background with white letters. There must not be Cenex or E-85 logos attached to these panels.
Non-Digital Price Panels	Red background with white numbers.	Green or red background with white numbers.	Blue or red background with white numbers.
Digital Pricing	Digits must be red.	Digits must be red or green.	Digits must be red or blue.
Additional Panels	Additional product or service panels, including reader boards, may be added to the sign. The color of these sign panels must 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 black 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.		
Colors	All sign cabinets and poles must be painted SW Haze Gray or Diamond Vogel #0-167. High rise poles that are located on the same property as the fueling facility must be painted with SW Haze Gray or Diamond Vogel #0-167.		
Poles	No additional signage is allowed on sign poles.		
Canopy Pricing	If an illuminated street sign of any size or shape is prohibited by city code, CHS Refined Fuels Marketing must receive a written copy of the denial to install such a sign. In only these cases, the site will be allowed to have an illuminated price sign on the canopy fascia. Electronic message centers are not approved to be installed on canopy fascia. The signs must be located in the red portion of the canopy fascia only. There will be no Cenex logo attached to these price modules.		

Cenex® Price Sign Examples



Single pole



Double pole



Monument



High rise

Dispenser Standards

All dispensers* must display appropriate Cenex® graphics and all required state and federal regulatory decals. All dispensers must have the approved warning decal displayed.

CENEX® LOGO ORIENTATION

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

- The preferred method is to justify direction of arch/logo on valance 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 valance 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.

OTHER PRODUCTS

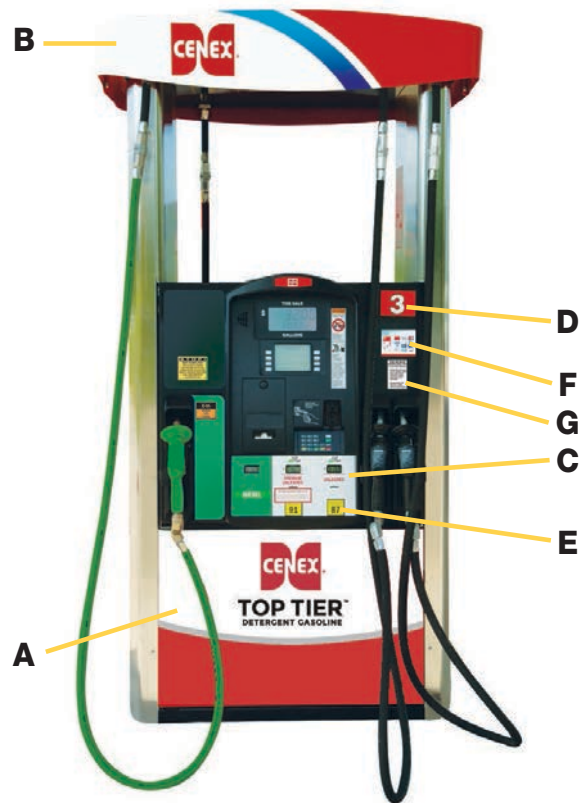
Products including, but not limited to, Propane Auto Gas, Compressed Natural Gas (CNG), Diesel Exhaust Fluid (DEF) and Kerosene, which are not covered in the dispenser standards noted on the following pages, must only be used as shown (photo, below right).

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

All such other products and all alternative fuels (described on the following pages) that are offered through dispensers displaying Cenex Marks must be merchantable and in compliance with all applicable industry standards, legal requirements, and such other product standards as may be identified by CHS to you in writing from time-to-time.

* Does not apply to dispensers under an unbranded and third party branded canopy.

Multiple Product Dispenser (MPD)



Comparison Chart



Dispenser Key



C.

UNLEADED	
SUPER UNLEADED	
UNLEADED PLUS	
PREMIUM UNLEADED	
SUPER PREMIUM	
DIESEL	
PREMIUM DIESEL	
DIESEL	
PREMIUM DIESEL	
E-20	
E-30	
E-40	
E-85	

D.

1	2	7	8
3	4	9	10
5	6	11	12



E.

MINIMUM OCTANE RATING (R - 80 METHOD)	87
MINIMUM OCTANE RATING (R - 80 METHOD)	89
MINIMUM OCTANE RATING (R - 80 METHOD)	91



G.

WARNING

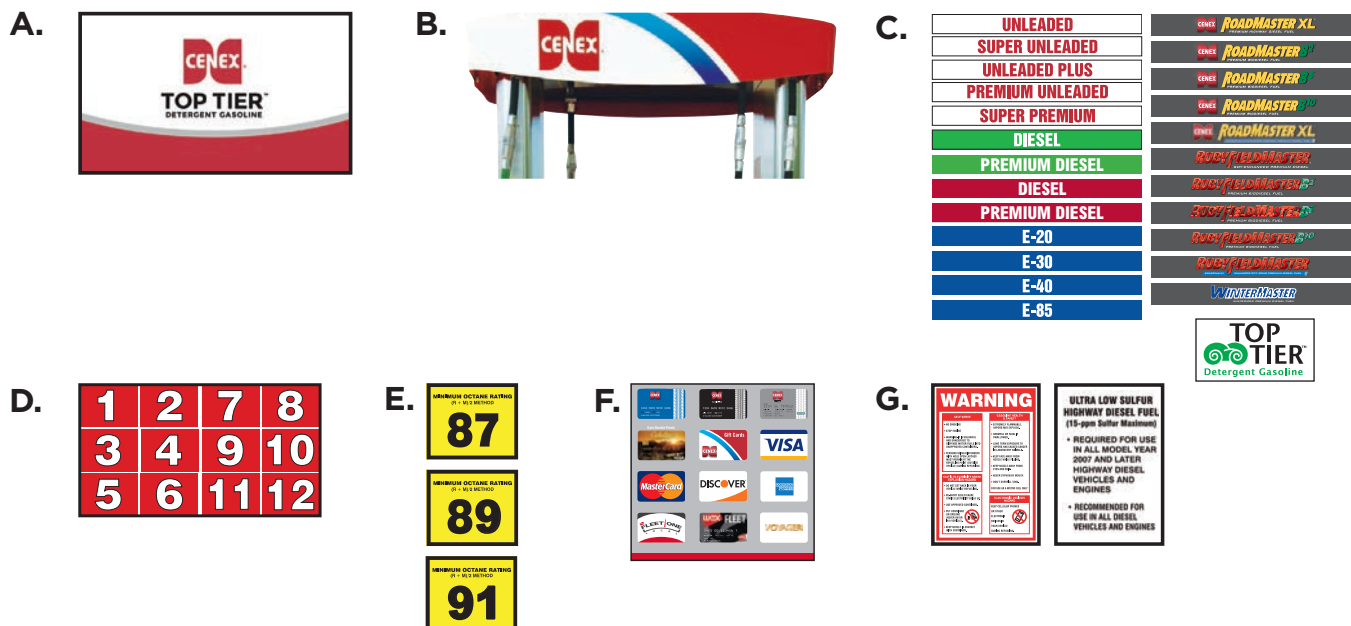
ULTRA LOW SULFUR HIGHWAY DIESEL FUEL (15-ppm Sulfur Maximum)

- REQUIRED FOR USE IN ALL MODEL YEAR 2007 AND LATER HIGHWAY DIESEL VEHICLES AND ENGINES
- RECOMMENDED FOR USE IN ALL DIESEL VEHICLES AND ENGINES

Comparison Chart



	Gasoline Includes MPD dispensing diesel or alternative fuels	Diesel Dedicated dispenser only	Cenex® Premium Diesel Dedicated dispenser only	Alternative Fuel Dedicated dispenser only
A. Lower Doors/Skirt	Must display current Cenex® gasoline graphics including Cenex logo.	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.	Must display current Alternative Fuel graphics including Cenex logo.
B. Valance	Must display current Cenex gasoline graphics including Cenex logo.	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.	Must display current Alternative Fuel graphics.
	A valance is required on all MPD dispensers. No other graphics may appear on the valance other than the Cenex image. The Cenex logo must be placed on side of the dispenser as defined in the Cenex logo orientation section on page 12. 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.			
C. Product Identification Panels	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.
	TOP TIER™ Detergent Gasoline decals must be placed by each grade of gasoline.			
D. Dispenser Numbers	White with a black outline on a red background.			
E. Octane Decals	Required	N/A	N/A	N/A
F. Credit Card Deck Decals	Required for pay-at-pump capabilities.			
Nozzle Boots	Black for gasoline. If MPD: must be green for diesel or blue for alternative fuels.	Green	Dark gray	White
Nozzles	Black	Green. A red nozzle cover may be used in place of green to identify dyed diesel.	Green. 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.)
G. Warning/Regulatory Decals	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 must 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.			
Cash/Credit Pricing	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.			



*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™.

Alternative Fuels

CHS will allow the sale of alternative fuels under the Cenex®-branded canopy. 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 gasoline blends containing more than 10% ethanol, are not considered a grade of gasoline.

E-15 CRITERIA

- In accordance with EPA standards, E-15 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.
- E-15 does not qualify as a grade of gasoline, since it cannot be used in all model year vehicles. See **page 4** Product Offering section for more information.
- E-15 must be dispensed through a dedicated hose to minimize misfueling and Marketer liability.

Decal Requirements for E-15:



Decal Requirements for over 15% and up to 50%:

- Exact ethanol percentage in the blend; or
- Rounded up to the nearest multiple of 10.

Decal Requirements for over 50% and up to 83%:

- Exact ethanol percentage in the blend; or
- Rounded up to the nearest multiple of 10; or
- Content expressed as a range of 51%-83%.

Exact Ethanol Content	Ethanol Content Range	Rounded up to the nearest 10
55% ETHANOL	51% - 83% ETHANOL	60% ETHANOL
USE ONLY IN FLEX-FUEL VEHICLES	USE ONLY IN FLEX-FUEL VEHICLES	USE ONLY IN FLEX-FUEL VEHICLES
DO NOT USE IN OTHER VEHICLES	DO NOT USE IN OTHER VEHICLES	DO NOT USE IN OTHER VEHICLES

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



* Above label requirements must be affixed to dispensers by July 14, 2016.

DEDICATED ALTERNATIVE FUEL DISPENSERS

- Cenex marks may be displayed on the dispensers and must only be used as shown at right.
- Alternative fuel nozzles must be yellow and must display the appropriate alternative fuel blend nozzle insert (E-40, E-50, E-85 etc.)
- Flex Fuel compliant dispenser(s), nozzle(s), and filters must be used.
- Required decals for Flex Fuel include:
 - Orange ethanol content decal with 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.



NON-DEDICATED ALTERNATIVE FUEL DISPENSERS

If alternative fuels are offered from 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 used.
- The dedicated hose must 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 must be yellow with appropriate alternative fuel blend nozzle insert (E-40, E-50, E-85 etc.)
- Flex Fuel compliant dispenser(s), nozzle(s), and filters must be used.
- Required decals for Flex Fuel include:
 - Orange ethanol content decal 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.

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 chsinc.com. Click on MyCHS > Energy > Cenex Retail.

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 below.

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.



Cenex® Dispenser Graphic Guide

Gasoline Dispenser Graphics



Multi-Product Dispenser Graphics



Diesel Dispenser Graphics



Cenex® Premium Diesel Dispenser Graphics



Buildings

CENEX® CONVENIENCE STORE

All Cenex® Convenience Stores must display the current Cenex Convenience Store signage and fascia. The Cenex channel letters and convenience store lettering must 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 must 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 must 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.



30" X 58.125"
23.5" X 45.5"
11.5" X 22.25"

For information on ordering interior graphics, call CHS Retail Image and Equipment at 800-852-8186.

Exterior Graphics

The white logo area on the building fascia must 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	
Exterior Walls	Painted, Diamond Vogel, 0-146 - Cenex® light gray
Exterior Trim	Painted, Diamond Vogel, MC8504 - Cenex petroleum gray
Interior Walls	Painted, Benjamin Moore, OC-9 - Ballet White
Doors & Frames - Customer	Painted, Diamond Vogel, 8759 - Woodbridge
Doors & Frames - Employee	Painted, Diamond Vogel, 8761 - Kelmscott
Countertops and Backsplashes	Nevamar Sidewalk Bistro, SD-2-2T; Alternate surface would be Corian Sunset for sales counter bullnose and on beverage counter
Vertical Faces	Wilsonart Pepperdust, D327-60
Seating Booths	Table tops: Wilsonart Frosty White, 1573-60; Seats: Wilsonart Mandrin Red, 1511-60
Porcelain Floor Tile	8" x 8" x 5/16" American Olean; Field Tile: #W64, Smoke Wood; Border Tile: #W75, Lava Gray
Resilient Floor Tile	12" x 12" Vinyl Composition Tile - Armstrong; Imperial Texture, #51901 Taupe
Resilient Disc Floor Tile	12" x 12" Solid Vinyl Solid Disc Tile - Armstrong Crowne Disc, #77104 Taupe
4" Vinyl Cove Base	Armstrong #71, Mid Gray
Ceiling Tile & Grid	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 must be 7 inches tall.

For 42 inch to 59 inch fascia, the white from the bottom must be 5 inches tall.

For 41 inch fascia and below, the white from the bottom must be 4 inches tall.



PROPRIETARY CONVENIENCE STORE

Building must display a proprietary name 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.



ATTENDED FUELING CENTER

At no time may 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 presents a safety hazard must 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 page 7		●	
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 page 7		●			
	Clean and in good condition, not overflowing		●			
Island Forms	Must be clean and free of trash, dirt, snow, ice and oil absorbent buildup				●	
	Must be free of rust, scratches and breaks				●	
Dispensers	Cenex® graphics, hoses and nozzles must 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 need to 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		Hourly	Daily	Weekly	Monthly	2x Annually
Windows & Glass Doors	Clean and free of excessive tape residue		●			
Driveway & Lot	Sidewalks and drives must be free of potholes and broken curbs			●		
	Free of unsightly clutter and trash		●			
	Approved trash/recycling receptacles must be used. Containers need to be clean and not damaged			●		
Building	Clean and free of damage, peeling paint and fading					●
Price Sign	Clean and display current pricing		●			
	No missing numbers or panels		●			
	Bulbs and ballasts should be replaced as needed		●			
	Must be free of rust, damaged and/or fading paint		●			
	Reader board tracks must be in good condition		●			

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

RESOURCES

CHS Retail Image and Equipment	Cenex Shop
pe.chsinc.com • 800-852-8186	cenexshop.com • 866-364-2500
Brand Image Elements Paint, fascia, dispenser graphics, decals, flag signs, etc.	Cenex® Credit Card applications, gift cards and corresponding display cases
Dispenser Island Equipment Windshield service units, trash containers, squeegees, etc.	Cenex branded signage – pump frames and inserts, posters, banners, etc.
Cenex® interior graphics	Cenex uniforms
	Restroom graphics

Dispenser Decal Order Form

Please return completed order form to:
 email: cenex.projects@chsinc.com or fax 651-355-4330.

SITE INFORMATION:

SHIP TO:

Name _____

Name _____

Address _____

Address _____

City/ST/Zip _____

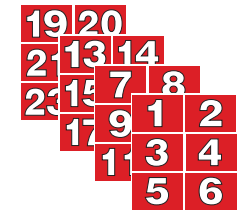
City/ST/Zip _____

Account # _____

Account # _____

Prices shown on this form are subject to change without notice and are also subject to freight. For the most current price information, contact **CHS Retail Image & Equipment** at 800-852-8186.

Required Decal Kits			
Qty.	Item	Description	Price Ea.
	Dispenser Decal Kit (1 required per dispenser)	Includes: • 2 - Safe fueling decal (4.75" x 6" oval) • 2 - Pump safety regulatory decal (8" x 12") • 2 - Cenex Credit Card Decal (2.75" x 2.75")	\$13.52
	Minimum 1 required	Pump numbers 1-6 Includes: • 1 each pump numbers 1-6	\$18.28
		Pump numbers 7-12 Includes: • 1 each pump numbers 7-12	\$19.79
		Pump numbers 13-18 Includes: • 1 each pump numbers 13-18	\$22.25
		Pump numbers 19-24 Includes: • 1 each pump numbers 19-24	\$22.25
	Top Tier Decal Sets (1 required per gasoline product)	Includes: • 1 Top Tier decal set (each set includes 1 small & 1 large decal and is enough to decal 1 side of a 1-product dispenser)	\$0.55



Required Additional Decals (if applicable)			
Qty.	Item	Description	Price Ea.
	Highway Diesel Decal Kit (1 required for each on-road diesel hose)	Includes: • 2 - Highway Diesel Fuel Decal (3" x 5") • 2 - Ultra Low Sulfur Hwy Diesel 15 PPM Decal	\$9.13
	Dyed Diesel Decal Kit (1 required for each off-road diesel hose)	Includes: • 2 - Dyed Diesel Fuel Decal (3" x 5") • 2 - Ultra Low Sulfur Non-Hwy Diesel 15 PPM Decal	\$9.13



Fuel Island Order Form

Please return completed order form to:
 email: cenex.projects@chsinc.com or fax 651-355-4330.

SITE INFORMATION:

Name _____

Address _____

City/ST/Zip _____

Account # _____

SHIP TO:

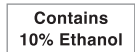
Name _____

Address _____

City/ST/Zip _____

Account # _____

Additional Decals			
Qty.	Item	Description	Price Ea.
	Contains 10% Ethanol	1.5" x 4"	\$1.95
	May Contain 10% Ethanol	1.5" x 4"	\$1.95
	Contains No Ethanol	1.5" x 4"	\$1.95



Special note regarding ethanol blends: Sites offering E-15, E-10, E-85, etc. must adhere to Cenex retail images standards as well as local, state and federal regulatory labeling requirements. Customers can contact **CHS Petroleum Equipment at 800-852-8186, ext. 7729** to order decals for these products.

Additional Items			
Qty.	Item	Description	Price Ea.
	Square trash can	38 Gallon	\$136.10
	Hex trash can	50 Gallon	\$158.83
	Combination trash/windshield center		\$179.52
	Windshield service center		\$115.50
	Cenex logo windshield service insert	Tapered (11.8" x 11")	\$10.89
	Cenex logo windshield service insert	Square (9.25" x 8.75")	\$10.74
	Pump topper frame	12" x 20"	\$50.00





View the most current Cenex Retail Image Standards Guide
at chsinc.com. Click on MyCHS > Energy > Cenex Retail.