

# CRUCIAL QUESTIONS

\*Crucial questions, formerly known as Cenex® brand image questions, **are worth 5 points**. When a site fails a crucial question, it will be called out on the evaluation with a yellow box indicating they are in breach of Cenex Retail Image Brand Standards. Here are all crucial questions:

- Were all Cenex logos clean and well maintained?

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- Were the fueling island curbs clean, in good condition and the correct color?

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- Were the fueling island bollards clean, in good condition and the correct color?

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- Does fuel pricing meet all image standards?

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- Does the Main ID Sign meet all image standards?

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- Did the location have at least the minimum number of grades of gasoline marked with octane stickers per brand standards?

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- Were all gas dispensers in good condition and showing current and properly displayed graphics?

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- Were all the diesel-dedicated dispensers in good condition and showing current and properly displayed graphics? (if applicable)

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- Were all the alternative dedicated fuel dispensers in good condition and showing current and properly displayed graphics? (if applicable)

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- Was the building exterior clean and free of visible damage?

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- Were the canopy columns well maintained while meeting image standards?

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- Did at least one canopy have two or more Cenex logos and display compliant brand fascia?