

# 2011 Image Manual



**THE COMMERCIAL FUELING SYSTEM®**



# Pacific Pride Facility Qualification



THE FOLLOWING IS A CHECKLIST TO DETERMINE IF A SITE, EXISTING OR PROPOSED, MEETS THE IMAGE GUIDELINES SET FORTH BY PACIFIC PRIDE.

Any exceptions to the minimum facility standards below must be approved by **Pacific Pride Services, LLC**.

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	REQUIRED	RECOMMENDED	OPTIONAL
<b>Drive and Parking</b> - Should be paved with concrete or asphalt		X	X
<b>Gasoline Canopy</b> - Should have Pacific Pride flat fascia		X	X
<b>Diesel Canopy</b> - Pacific Pride flat fascia		X	X
<b>Main ID Signage</b> - Should have approved Pacific Pride Main ID (minimum of 4' x 10')	X		
<b>Product Dispensers</b> - May be electronic or mechanical match visually with Pacific Pride image, be in good constant repair		X	X
<b>Island Amenities</b> - Use only approved trash containers and windshield service units		X	X
<b>Product Grades</b> - Minimum Regular Unleaded & Diesel #2 & any third fuel product	X		
<b>Rest Rooms</b> - May have inside public restrooms or Porta Potties		X	X
<b>Exterior Standards</b>			
* Dumpsters should be enclosed in a fenced area		X	X
* Cleanliness must be kept to a high standard	X		
* Facility must be well lit	X		
* Equipment must be maintained to a high standard (defective equipment corrected immediately)	X		
* Wall must not be cluttered with signage		X	X
* All identification must be properly maintained	X		

NOTE: Site is subject to Pacific Pride inspection at any given time.

## Pacific Pride "Image" Conversion Process

### Image Conversion Process

- 1) Meet with potential customer to check possibilities of upgrade or conversion.
  - \* Identify whether site has the capability of meeting all minimum image standards.
- 2) Obtain Site Image Approval
  - \*Validate site meets all brand/image standards
  - \*Request image exception(s), if necessary from Pacific Pride
  - \*Obtain exception/site imaging approvals from Pacific Pride
- 3) Survey Site
  - \*Enter survey information on Pacific Pride Survey Form, (Send form to OCI for material specification)
- 4) Contact authorized contractor to research local permit authorization.
  - \*Obtain clearance from local municipalities to install requested signage prior to completing order of materials
- 5) Order materials [WWW.pacificprideimaging.com](http://WWW.pacificprideimaging.com)
- 6) Install Pacific Pride Image Items
- 7) Obtain Final Site Approval
  - \*Complete Pacific Pride Image Completion Form
  - \*Completion Photos must be attached to Completion Form
  - \*Pacific Pride Site Inspection Report Sent to Pacific Pride w/Photos

# Pacific Pride *Image Minimum Standards*

## Pacific Pride Site Minimum Standards

### 1) Paved or Well-Maintained Drive

- \* Concrete or Asphalt Recommended
- \* If gravel only, appearance must be kept to a very high standard (no potholes)

### 2) Canopy(s) over fueling islands -not required but recommended

- \* Fascia must be flat and a minimum of 36" in height
- \* No other lettering, signs or logos are permitted on the canopy fascia other than the clearance designations, "Pacific Pride" Logo/Credit Card decals, or authorized "Pacific Pride" illuminated signage.
- \* Flat fascia solid white in color
- \* Fascia decorated with the "Pacific Pride" image must be decorated with vinyl decal. (NO PAINTED STRIPES)

### 3) Main ID Signage

- \* Sign must be approved by "Pacific Pride"
  - \* New Single Pole Sign with 4' x 10 Cabinet Required
  - \* New Monument Sign (Use only when permitting does not allow double or single pole, exception required)
  - \* Retrofit existing sign (exception required)
  - \* Double Pole Sign (exception required)

\* ALL EXCEPTION MUST BE PRE APPROVED BY PACIFIC PRIDE

### 4) MPD's (Multi-Product Dispensers)

- \* MPD identified with correct "Pacific Pride" Stripe (Only) decals per "Pacific Pride" Image
- \* MPD should have proper "Pacific Pride" valance
- \* Each MPD requires a Health/Warning decal/plaque (If required by governmental regulations)
- \* Pump number must be displayed on valance
- \* All unnecessary decals/graphics removed from dispenser (no handwritten signs attached to pump)
- \* No decals/graphics allowed on skirt door or pump risers (exception is Franchisee Name)
- \* MPD pump topper must be located on top of MPD - if desired (not required)
- \* The name "Pacific Pride" is not allowed on the Pump Topper or anywhere else on the actual fuel dispenser
- \* All nozzle covers to be black in color with the only exception being diesel (green)

### 5) Single or Dual Dispensers.

- \* Pump identified with correct decals per "Pacific Pride" Image (Stripe Only)
- \* Customer must visibly (easily) see a posted Health/Warning decal/plaque (If required by governmental regulations)
- \* Pump number must be displayed at upper right corner (approx.) of pump
- \* All unnecessary decals/graphics removed from dispenser (no handwritten signs should be attached to pump)
- \* No decals/graphics allowed on skirt door or pump risers (exception is Franchisee Name)
- \* All nozzle covers to be black in color with the only exception being diesel (green)

### 6) Island Amenities (If Applicable)

- \* Flag Number signs must identify all MPD's under gas canopy and be visible to customers
- \* Trash cans should be black in color (or approved by "Pacific Pride") and in constant good condition (optional item)
- \* Windshield Washer should be black in color (or approved by "Pacific Pride") and in constant good condition (optional item)
- \* Washer units fastened on column/pole, 5' from grade/island to top of unit (optional item)
- \* "Pacific Pride" washer insert recommended on all washer units (optional item)

### 7) High-Impact Vertical Lighting (Recommended Only)

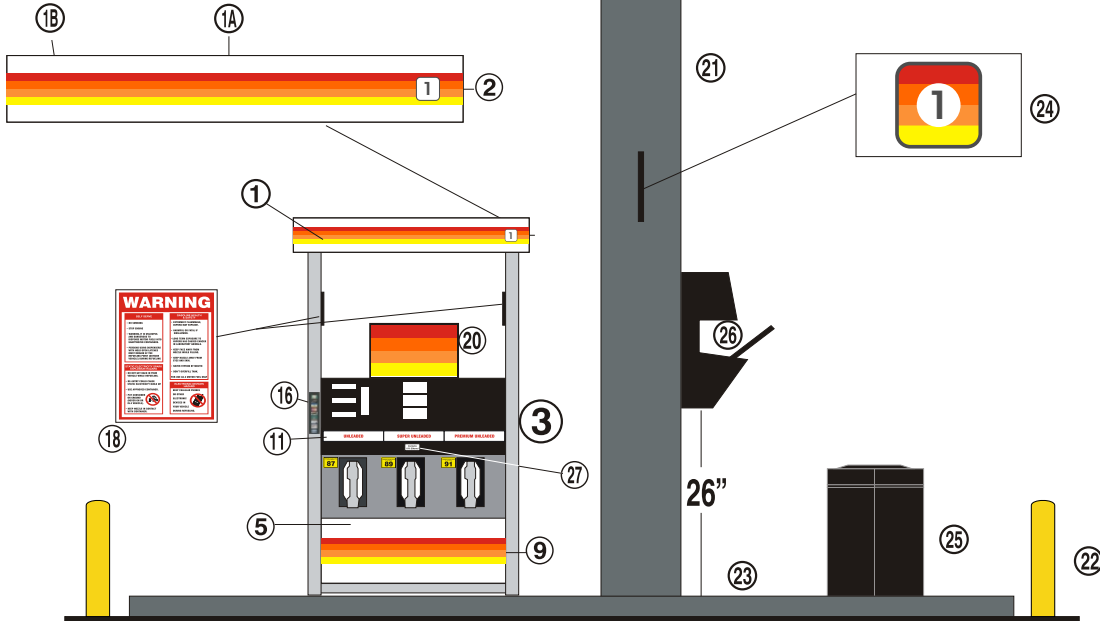
- \* All new canopies require High-Impact Lighting

# MPD & Single/Dual Fueling Area

## PACIFIC PRIDE

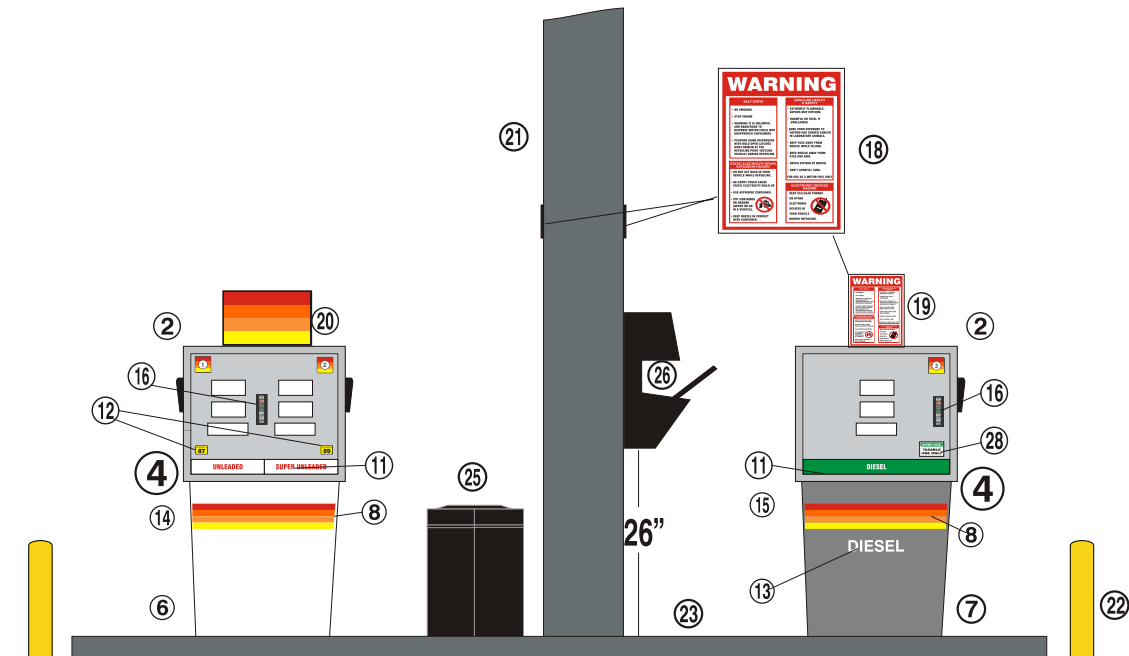
Clearance 15' 6"

### MPD Fuel Area



#	DESCRIPTION
1	New Pump Valance
1A	Valance Decal Kit
2	Pump Number Decal
3	MPD Pump
4	Sgl/Dual Pump
5	MPD Pump Skirt
6	Sgl/Dual Pump Skirt
7	Diesel Pump Skirt
8	Pump Skirt Stripe Sgl/Dual
9	MPD Pump Skirt Logo
11	Product ID's
12	Octane Decal
13	Die Cut DIESEL
16	Access Card Decals
18	Regulatory Decal
19	Free Standing Regulatory Plaque
20	Pump Topper
21	Column
22	Bollard
23	Island
24	Flag Sign
25	Trash Can
26	Washer Unit
27	10% Ethanol
28	Hiway/Dyed Diesel Decals

### Single/Dual Fuel Area



# MPD & Single/Dual Fueling Area

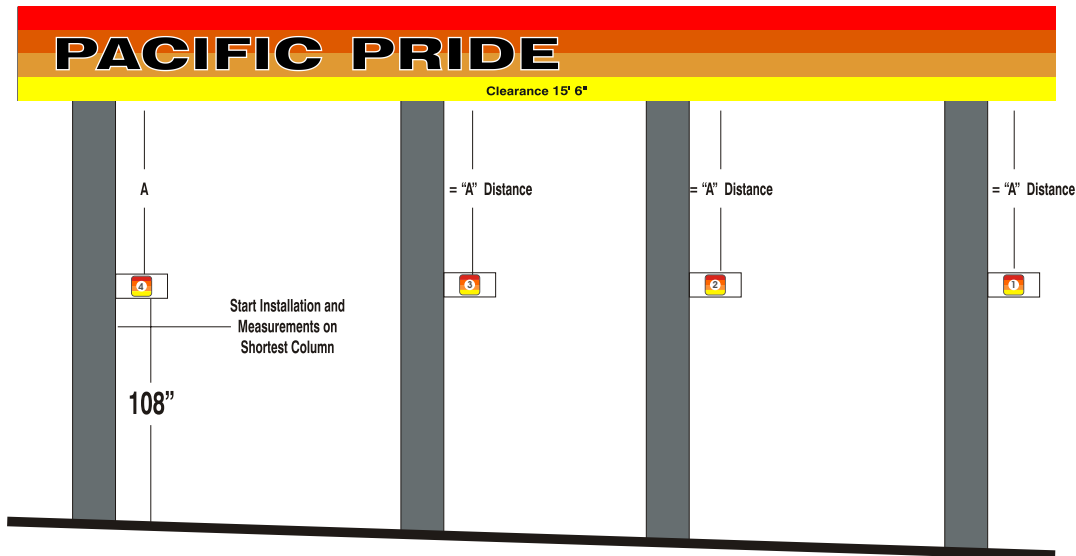
## MPD & SINGLE/DUAL FUELING AREA

- 1 MPD Valance (Recommended Image Item)**  
**Valance** recommended on all MPD's.  
**Valance Number Logo** decal centered vertically in Color Stripe, 3" from right edge on "long side of valance panel.  
MPD risers must be stainless (silver) or white in color.
- 2 Pump Topper (Recommended Image Item)**  
**Pump Topper** recommended on all MPD's.
- 3 Health/Warning (Recommended Image Item)** (If required by governmental regulations)  
**Regulatory Decals** placed on inside surface of MPD risers (2 recommended, 1 required).  
**Regulatory Plaques** placed on columns or light poles when decals can not be utilized.  
**Free Standing Regulatory Plaques** used on sgl/dual dispensers for remote islands where decal or plaque cannot be utilized.
- 4 MPD(s) (Recommended Image Item when MPD is utilized on site)**  
**Pump Skirt** door Shall be Pacific Pride white if any gasoline products are dispensed.  
**Pump Skirt** door Shall be Pacific Pride gray if only diesel products are dispensed.  
**Pump Skirt Door** decal Shall be centered vertically from left to right (gas & diesel dispensers).  
No decals will be authorized for placement on the skirt door other than the Door Logo.  
All **Product Id's** Shall match in font height and display the correct color for each respective grade of fuel.  
All **Octane** decals Shall be (maintained) in like new condition.  
All nozzle covers to be black in color with the only exception being diesel (green).
- 5 SINGLE/DUAL DISPENSERS (Recommended Image Item when MPD is utilized on site)**  
**Pump Skirt** door Shall be Pacific Pride white if any gasoline products are dispensed.  
**Pump Skirt** door Shall be Pacific Pride gray if only diesel products are dispensed.  
**Pump Skirt Logo Stripe** must be centered from left to right, top of decal 5" from top of skirt (gas & diesel dispensers)  
**Diesel Decal** centered left to right, 2" below **Pump Skirt Logo Stripe** to top of decal for all diesel only single or dual pumps.  
No decals authorized for placement on the skirt door other than Pump Skirt Logo Stripe or "Diesel" decal.  
All **Product Id's** Shall match in font height and display the correct color for their respective grade of fuel.  
All **Octane** decals Shall be (maintained) in like new condition.  
**Pump Number** placed in lower right corner, both lower corners on duals (consistency of all pumps mandatory)  
All nozzle covers to be black in color with the only exception being diesel (green).
- 6 Flag Number (Recommended Image Item)**  
Install the first flag on the shortest canopy column 9' from top of the island. All additional flags shall be installed the same distance down from the canopy deck as the first flag. (See illustration on page 6).  
Visibility of **Flag Numbers** perpendicular to the MPD pump face.
- 7 Waste Container (Recommended Image Item)**  
**Trash Cans** Shall be black in color (or approved by Pacific Pride) and in constant good condition.
- 8 Windshield Washer (Recommended Image Item)**  
**Windshield Washer** Shall black in color (or approved by Pacific Pride) and in constant good condition.  
**Washer Unit** fastened to column/pole 5' from grade/island to top of unit.  
"Pacific Pride" **Washer Insert** required in all washer units.
- 9 Column(s) (Recommended Image Item)**  
Properly prepared for painting, and covered with "Pacific Pride" charcoal paint.
- 10 Bollard(s) (Recommended Image Item)**  
Properly prepared for painting, and covered with "Pacific Pride" yellow paint.
- 11 Island(s) (Recommended Image Item)**  
Properly prepared for painting, and covered with "Pacific Pride" charcoal paint.
- 12 Light Pole(s) (Recommended Image Item)**  
Properly prepared for painting, and covered with "Pacific Pride" white paint.

All Pacific Pride Network Sites must meet all Local, State, and Federal regulations at all times.

# Canopy Fascia/Logo/Sign Placement

## Flag Sign Placement and Measurements



## Canopy Fascia & Logo Placement



- 1) Canopies with fascia that is not straight may require bottom trim to allow a “Skinover” installation of new fascia.
- 2) “Pacific Pride” canopy logo should be left-justified, (exceptions possible).
- 3) No lettering, signs, or logos permitted on the canopy fascia, other than “Clearance” designations, “Pacific Pride” Logo, Card decals, or authorized “Pacific Pride” illuminated signage (must be approved by Pacific Pride)
- 4) “Pacific Pride” Logo Graphic Placement Guidelines:

Canopy length less than 40': Locate 24" from corner  
Canopy length 40' to 70': Locate 48" from corner  
Canopy length 70' and greater: Locate 72" from corner  
Radius Corner Canopy: Locate dimension begins at flat area of corner

# Canopy Fascia & Logo Placement



36"x120" ACM Fascia Panel  
Part # PP36SF

## PACIFIC PRIDE

15" "Pacific Pride" Canopy Logo  
Part # PP15PPD



48"x120" ACM Fascia Panel  
Part # PP48SF

Clearance 18' 8"

Canopy Clearance Decal  
Part # SICL

- 1) **Fascia Standard Sizes**  
36" Fascia with 36" "Color" stripe
- 2) Canopies that are retrofitted with fascia exceeding 36" in height will have the "Color" stripe revealed from the top to bottom evenly.
- 3) Canopies, that are being retrofitted and have existing radius corners, may retain the radius corners or be adapted to square corners.  
Square Corner Kit available (not required) Part # PPCSCK
- 4) "Pacific Pride" logo decal  
All Canopy fascia will receive a minimum of one 15" tall "Pacific Pride" Logo placement information on page 6
- 5) **Clearance Decal**  
Centered left to right on Canopy Fascia or locate in most visible area above customer traffic  
Decal must be centered up/down in the middle of the bottom fascia color stripe

# Main ID Signage

## Pacific Pride AUTHORIZED MAIN ID SIGNAGE:

- 1 Single Pole Sign - (Required)
- 2 Monument Sign  
(Used when permitting will not allow for Single Pole Sign)
- 3 Double Pole Sign  
(Used when permitting will not allow Monument Sign)
- 4 Retro-fit existing signage

All Main ID Signage must be pre-approved by Pacific Pride

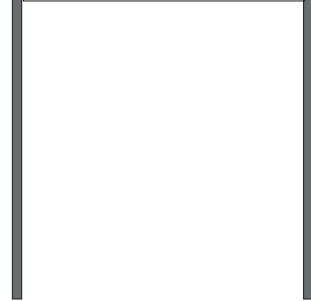
All Main ID Signage ordered through  
your Pacific Pride Representative



Single Pole Sign



Monument Sign



Double Pole Sign

All sign bases must be grouted from the top of the footing to the base of the sign plate.

Sign poles painted Pacific Pride Charcoal.