

# The Spirit<sup>®</sup> Brand





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Revision: 3/25

Table Of Contents

Partners. . . . . 1

Paint standards, colors and codes . . . . . 2

Replacement signs. . . . . 3

    ID sign faces . . . . . 4

    Price sign faces. . . . . 5

    C-store sign faces . . . . . 6

    Service message and readerboard sign faces . . . . . 6

New signs. . . . . 7

    Twin pole signs . . . . . 7

    Single pole signs . . . . . 8

    Single pole ID signs. . . . . 9

    High rise ID signs. . . . . 10

    Monument signs . . . . . 11

    Illuminated channel letter and trim cap signs . . . . . 12

    Highway and flag signs . . . . . 13

Canopies . . . . . 14

    Canopy basics and image segments . . . . . 14

    Canopy graphic image segment application basics . . . . . 15

    Canopy graphic installation specifications for canopies over 40’ long . . . . . 16

    Canopy graphic installation specifications for canopies under 40’ long . . . . . 17

    Optional graphic installation for wide canopies . . . . . 18

    Standard T canopy graphic (short front) installation specifications . . . . . 19

    Standard T canopy graphic (long front) installation specifications. . . . . 20

    Curved corner canopy graphic installation specifications . . . . . 21

Pump imaging basics . . . . . 22

    Pump skirt graphic installation specifications . . . . . 22-23

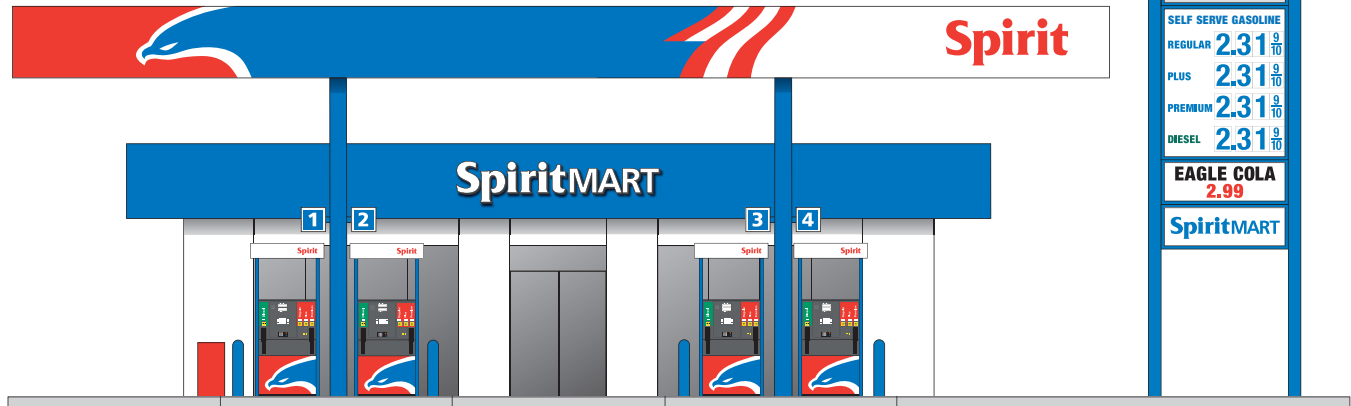
Valances . . . . . 24

    Valance graphic installation specifications . . . . . 25

Marketing logos, print and vinyl colors . . . . . 26

## MINIMUM IMAGE STANDARDS

### A TYPICAL SPIRIT® STATION



### Partners

Marketers who license the Spirit® Brand benefit from the collective buying power of a strong and widespread licensee and dealer network that extends across our nation from coast to coast. Spirit® leverages that buying power on behalf of all our brand licensees, negotiating cost savings on a wide range of business solutions like credit-card processing, insurance, financing programs and brand-identity apparel. We've done the legwork, establishing strong relationships with preferred vendors who are as committed as we are to keeping the cost of doing business affordable for petroleum marketers.

The best part? Spirit's menu of business services is optional. Licensees may select from among Spirit's preferred partner services as they see fit, and (other than our required imaging providers) they're always free to use vendors who they determine will best serve their business needs. It's all part of Spirit's commitment to providing flexible, affordable options that allow licensees to stay in the driver's seat.



Scan the code for a complete listing of The Spirit® Brand partners

### NOTE:

The Spirit® Minimum Image Standards Guide is intended as a comprehensive guide for any approved use, application, or installation of the Spirit® and SpiritMart® names, logos, and colors. Licensees are directed to contact Spirit® for approval for any use, application, or installation other than those specified in the manual.

Any use, reproduction, or manufacture of the Spirit® or SpiritMart® names, logos, or colors by unauthorized vendors is illegal and will be prosecuted.

It is the licensee's responsibility to identify and comply with all state and local laws and mandates pertaining to signs and commercial graphics at Spirit® and SpiritMart® locations.

### PAINT STANDARDS

**BUILDINGS:** Buildings on Spirit® Brand sites shall be painted Spirit® Brand white. Exceptions may be made for proprietary-brand convenience stores. All building trim and fascia shall be painted Spirit® blue.

**SIGN POLES:** Sign poles shall be painted Spirit® Brand blue or white.

*Existing signs may be retrofitted with Spirit® sign faces provided the Spirit® registered logo is not altered. The Spirit® Brand must approve retrofit signs.*

**CURBS & PUMP ISLAND:** Shall be painted black, medium gray, or Spirit® Brand blue.

**BUMPER (CRASH) POLES:** Shall be painted Spirit® Brand white or Spirit® Brand blue.

**CANOPY POLES:** Shall be painted Spirit® Brand white or Spirit® Brand blue.

**EXCEPTIONS:** Exceptions to any of the above image standards may be granted only by The Spirit® Brand. Please submit variance requests in writing to:

The Spirit® Brand, P.O. Box 1419, Soap Lake, WA 98851 or by e-mail to [gramm@thespiritbrand.com](mailto:gramm@thespiritbrand.com).

### PAINT COLOR MATCHING

Spirit will partner with your local paint vendor. Paints should be mixed to match the following 3M vinyl colors used on The Spirit Brand canopy and pump graphics.

**SPIRIT® BRAND BLUE** - Match 3M180C-47 Intense Blue

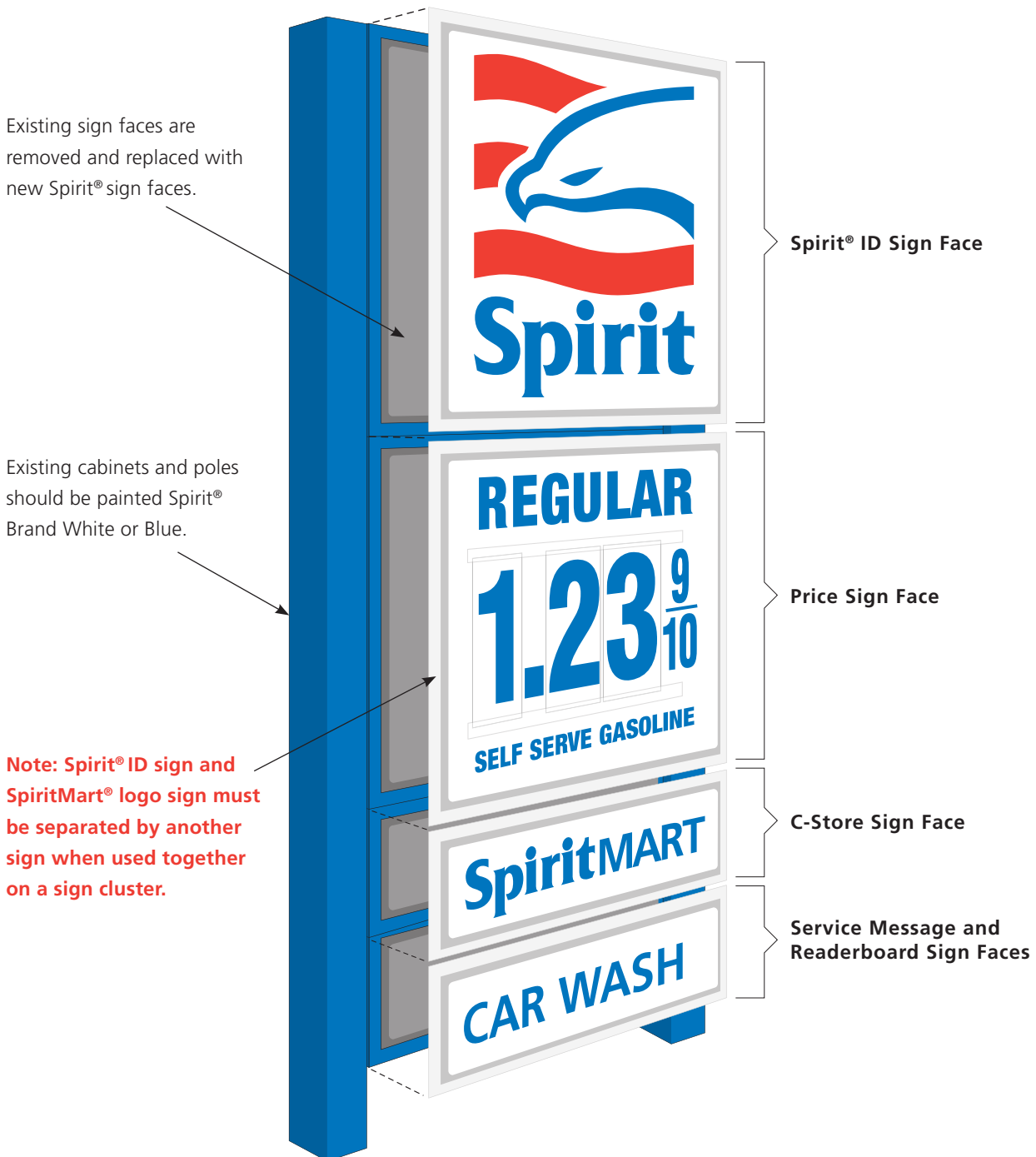
**SPIRIT® BRAND WHITE** - Match 3M180C-10 White

**SPIRIT® BRAND RED** - Match 3M180C-13 Tomato Red

**BLACK AND MEDIUM GRAY** shades can be chosen by the site owners.

### REPLACEMENT SIGNS

Existing cabinets may be retrofitted with sign faces approved by The Spirit® Brand.



# MINIMUM IMAGE STANDARDS

## ID SIGN FACES

Existing or new cabinets may be fitted with Spirit® logo ID sign faces produced by local sign companies. We will partner with your local vendor, providing the specifications and giving guidance through the process. If the standard sign proportions do not fit an existing cabinet configuration, we will work with the local vendor to select an appropriate sign from the Spirit® sign progression shown on the right. The white space around the logo may vary to accommodate slight differences in proportion.

**Note:** The Spirit® Standard ID Sign Face should be used for all new sign construction and as the first option for retrofit signs.

**Note:** Two or more different ID sign configurations cannot be used at the same location without permission from Spirit.

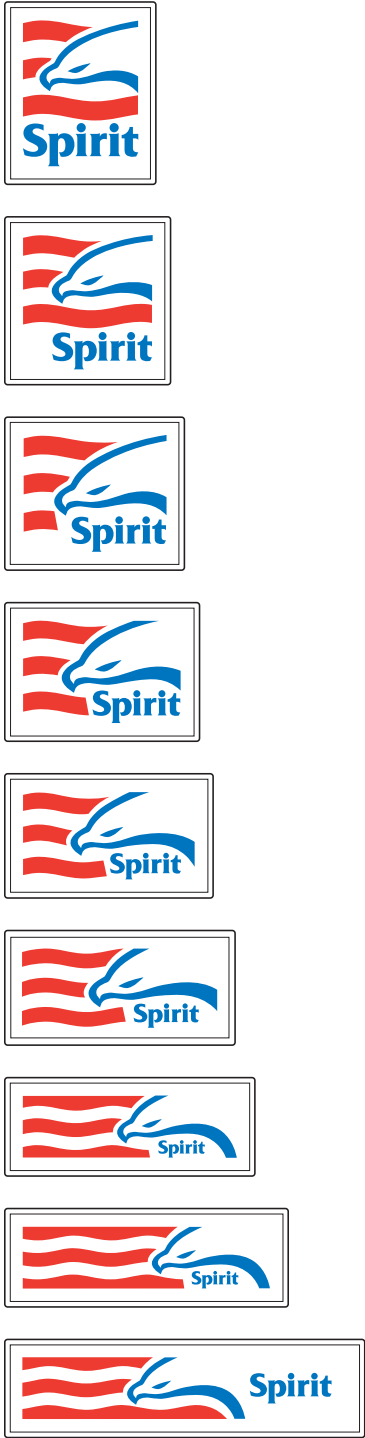


**Spirit® Standard ID Sign Face**

standard

Spirit® sign progression

horizontal



## MINIMUM IMAGE STANDARDS

### PRICE SIGN FACES

Existing or new cabinets may be fitted with Spirit® price sign faces produced by local sign companies. We will partner with your local vendor, providing the specifications and giving guidance through the process.

**Note:** Certain states mandate the inclusion of the text “Self Serve Gasoline” on price sign faces. Individual states may have additional requirements. It is the licensee’s responsibility to be aware of and adhere to state requirements when placing sign orders.

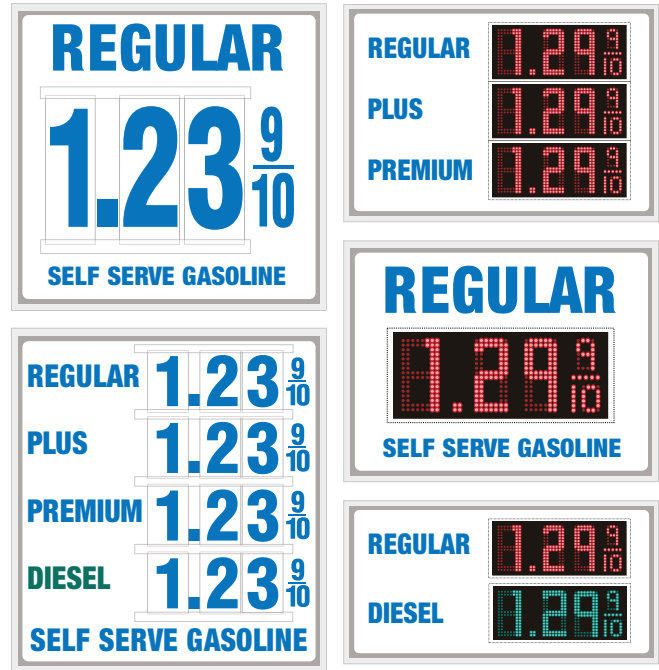


### RETRO-FITTING LED PRICE UNITS

Replacement faces, retainers, and LED units are typically shipped as a complete assembly. Existing cabinets are required to accept recessed retainers.

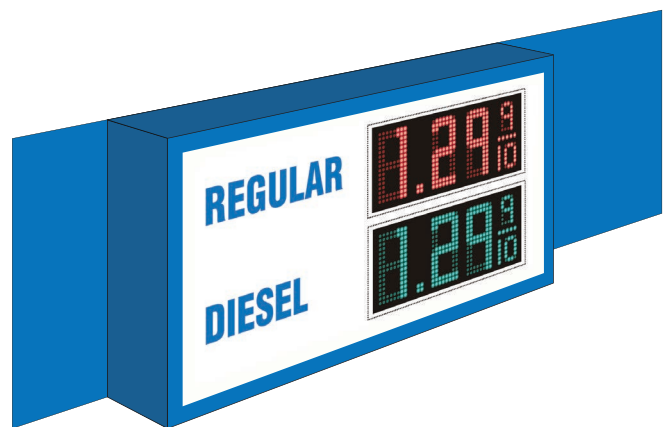
If the customer intends to reuse existing LED units, a detailed field survey is required to determine the size and position of the clear window opening for the price unit. Licensees are responsible for costs associated with remounting, moving, or adjusting existing LED units as necessary to fit replacement faces.

The examples below show a few of the many price sign face configurations available to fit existing or new cabinets.



### CANOPY-MOUNTED LED PRICE SIGNS

Canopy-mounted LED price signs are allowed. Canopy-mounted cabinets must match the color of the canopy fascia where mounted.



## MINIMUM IMAGE STANDARDS

### C-STORE SIGN FACES

Existing or new cabinets may be fitted with SpiritMart® logo sign faces made by local sign companies. We will partner with your local vendor, providing the specifications and giving guidance through the process. The logo style that best fits the existing cabinet proportions should be used.



**SpiritMART®** horizontal style



**SpiritMART®** vertical style



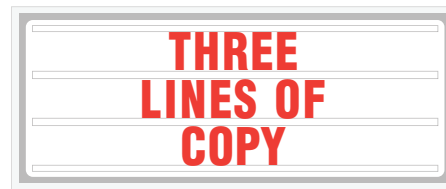
**Note: Spirit® ID sign and SpiritMart® logo sign must be separated by another sign when used together on a sign cluster (see p. 3).**

### SERVICE MESSAGE AND READERBOARD SIGN FACES

Existing or new cabinets may be retrofitted with Spirit® service message and readerboard sign faces made by local sign companies. We will partner with your local vendor, providing the specifications and giving guidance through the process.



Service message sign faces will be imaged with the Frutiger Bold font.



Readerboards can be made in single or multiple lines of copy depending on the size of the cabinet.

## MINIMUM IMAGE STANDARDS

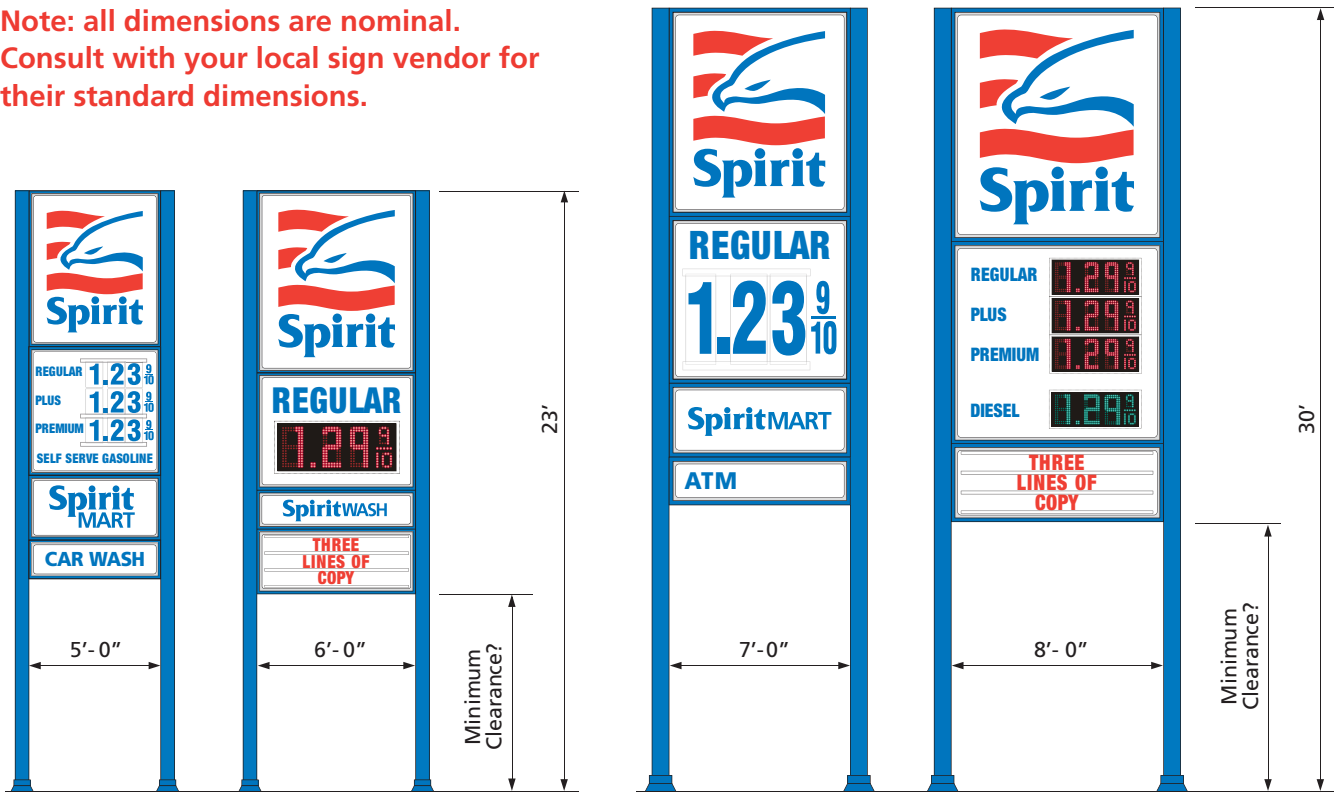
### NEW SIGNS

#### TWIN POLE SIGNS

The standard configurations for new Spirit® twin pole signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with your local sign vendor if you require a setup different from the examples shown. All **new** signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below.

**Note: all dimensions are nominal.**  
Consult with your local sign vendor for their standard dimensions.

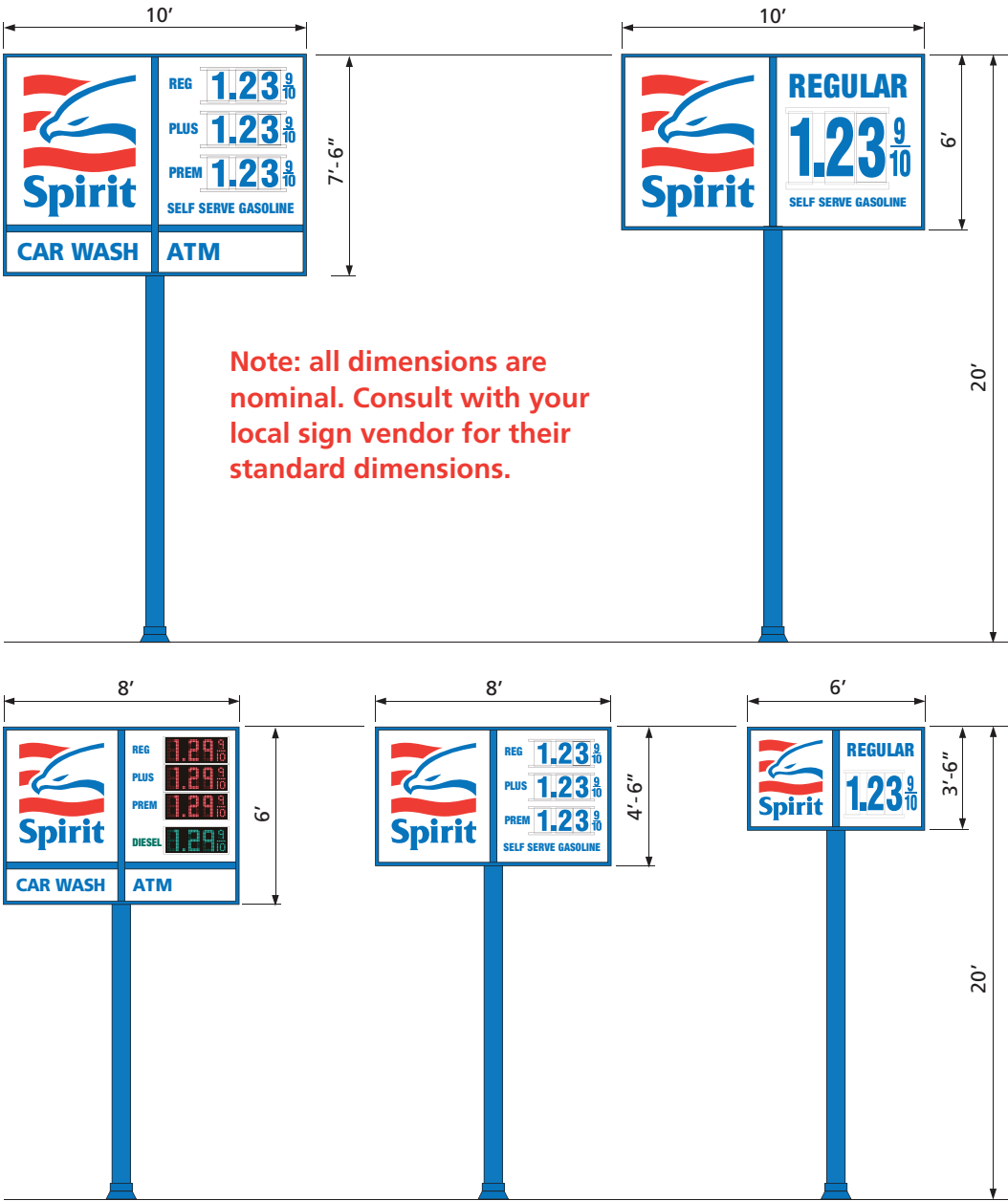


# MINIMUM IMAGE STANDARDS

## SINGLE POLE SIGNS

The standard configurations for new Spirit® single pole signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

*Consult with your local sign vendor if you require a setup different from the examples shown. All **new** signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below."*

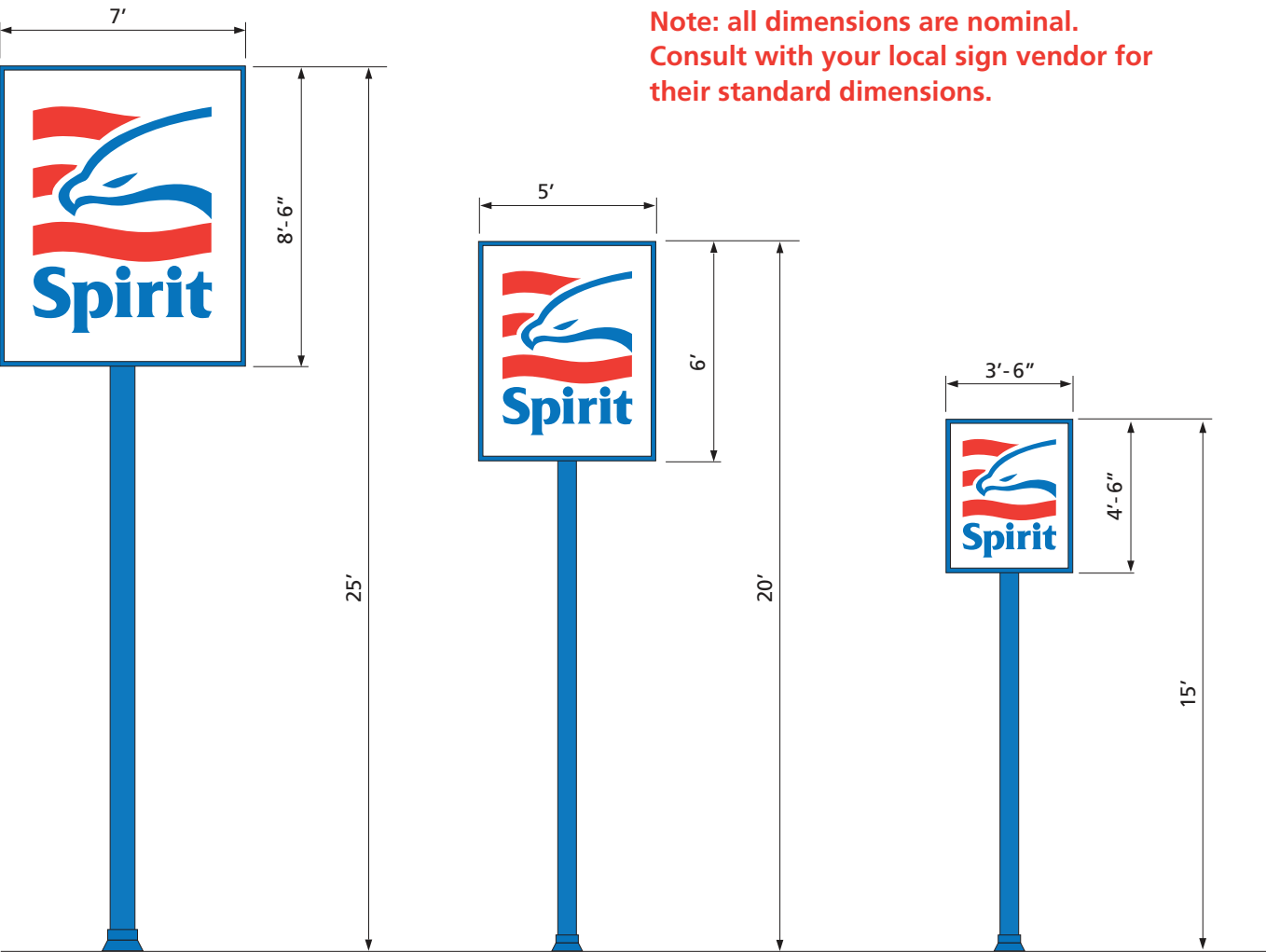


# MINIMUM IMAGE STANDARDS

## SINGLE POLE ID SIGNS

The standard configurations for new Spirit® single pole ID signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

*Consult with your local sign vendor if you require a setup different from the examples shown. All **new** signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below.*



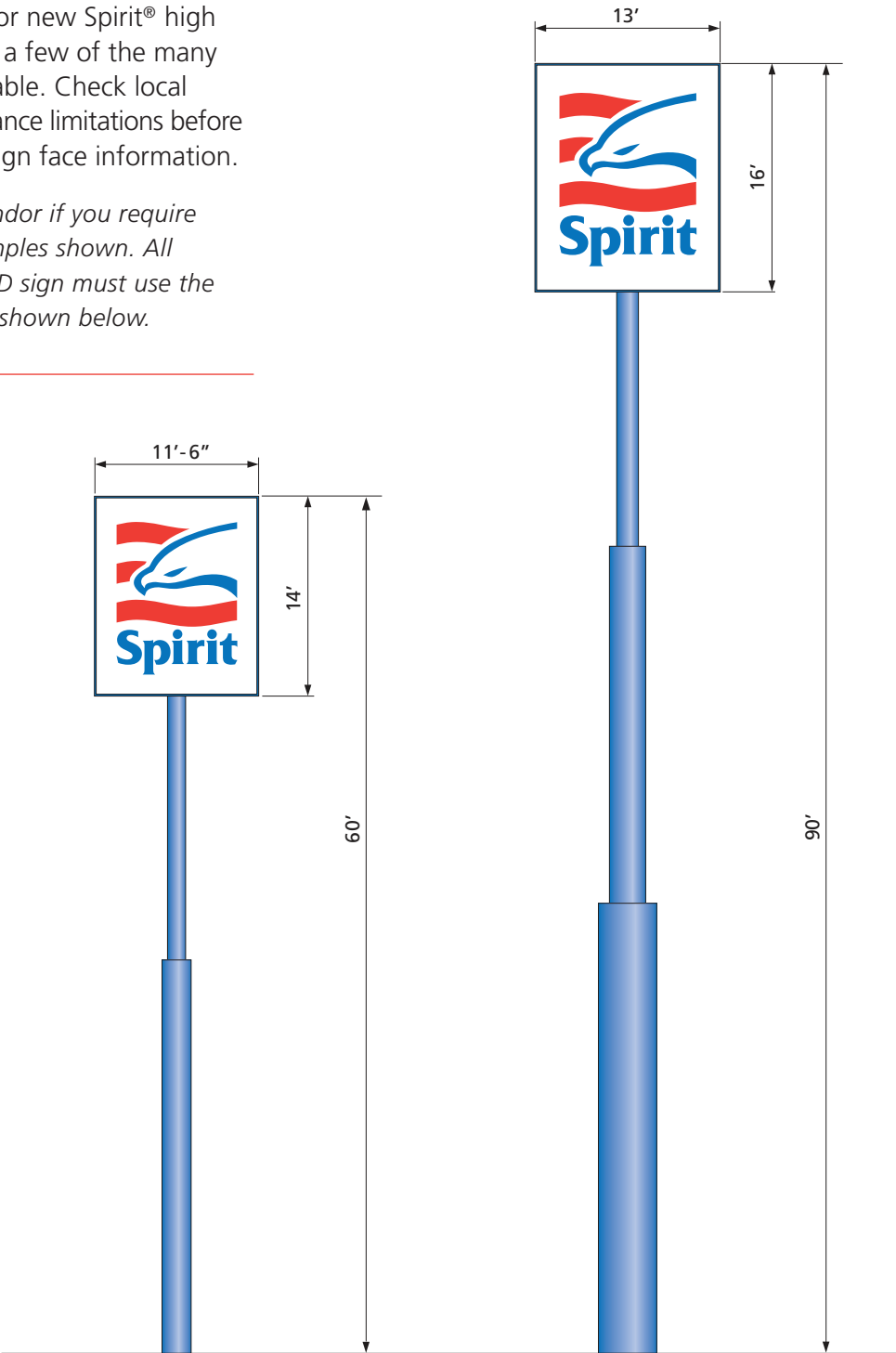
# MINIMUM IMAGE STANDARDS

## HIGH RISE ID SIGNS

The standard configurations for new Spirit® high rise ID signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

*Consult with your local sign vendor if you require a setup different from the examples shown. All new signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below.*

**Note: all dimensions are nominal. Consult with your local sign vendor for their standard dimensions.**



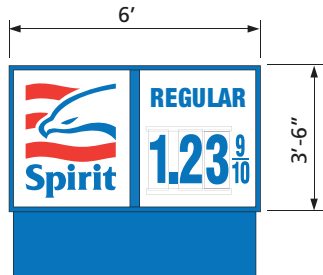
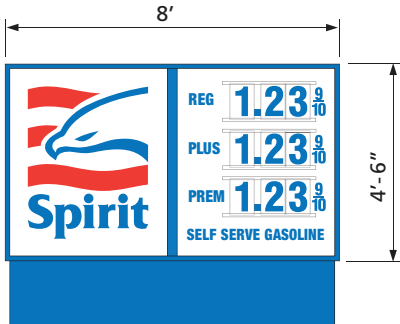
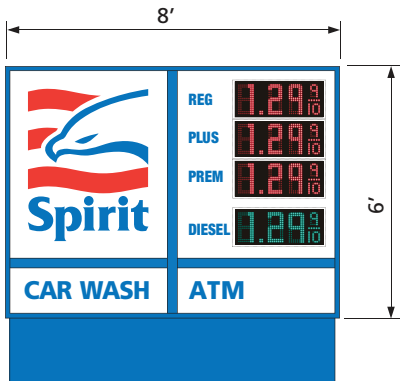
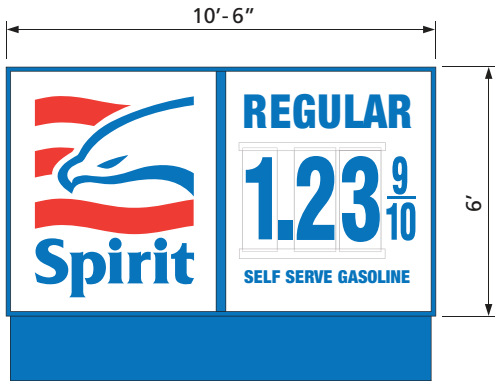
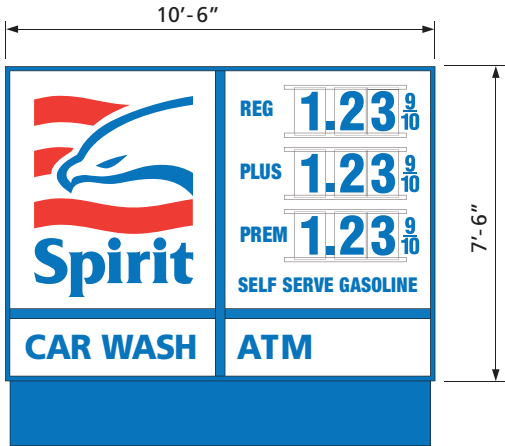
# MINIMUM IMAGE STANDARDS

## MONUMENT SIGNS

The standard configurations for new Spirit® monument signs shown below are a few of the many configurations and sizes available. Check local zoning laws for height or clearance limitations before ordering. See pages 4-6 for sign face information.

Consult with your local sign vendor if you require a setup different from the examples shown. All **new** signs that include a logo ID sign must use the standard Spirit® ID sign face as shown below.

**Note: all dimensions are nominal.**  
**Consult with your local sign vendor for their standard dimensions.**



# MINIMUM IMAGE STANDARDS

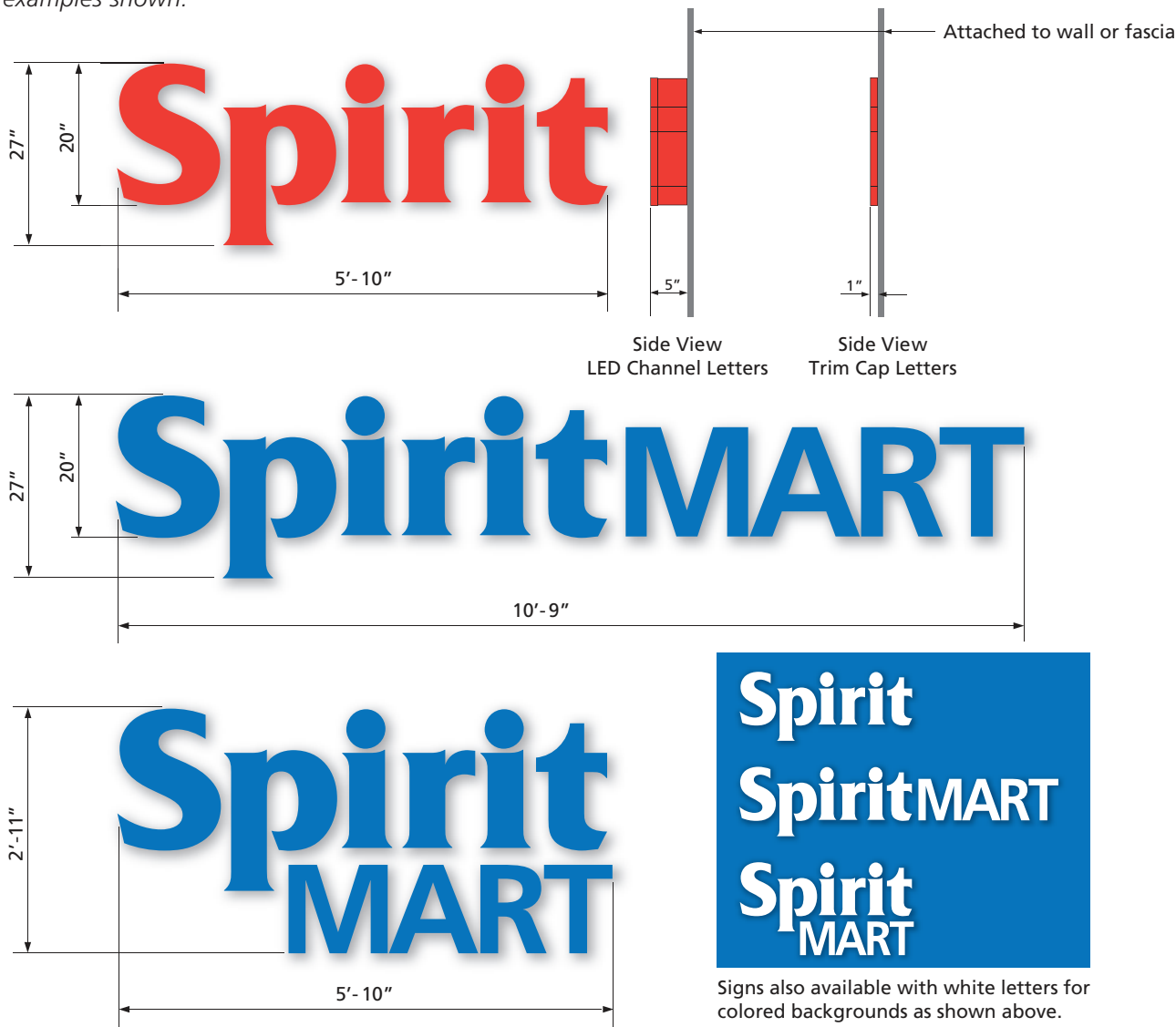
## ILLUMINATED CHANNEL LETTER AND TRIM CAP SIGNS

Spirit® logo signs are available for canopies and other applications. SpiritMart® logo signs are available for fascia and other applications. Channel letter signs have LED backlighting; trim cap signs do not. See page 14 for Spirit® logo placement on canopies.

*The sizes shown are nominal. Consult with your local sign vendor if you require a setup different from the examples shown.*

**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted sign.

**Note:** White channel letter and trim cap signs should not be used on canopies.



Signs also available with white letters for colored backgrounds as shown above.

# MINIMUM IMAGE STANDARDS

## INTERSTATE HIGHWAY SIGN

Highway signs may be produced by local sign companies. We will partner with your local vendor, providing the specifications and giving guidance through the process. These signs should be used for interstate highway signage.

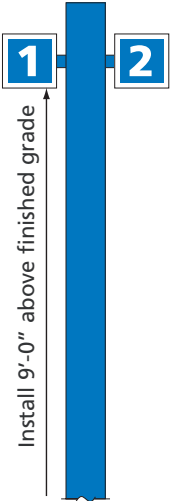


## FLAG SIGNS

Flag signs may be produced by local sign companies. We will partner with your local vendor, providing specifications and giving guidance through the process.



Use Frutiger Black font for all numbers on flag signs.



CANOPIES

Fuel island canopies are required for Spirit® licensed locations. Exceptions may be granted if there are zoning or permitting issues. Variance requests must be submitted to Spirit® in writing.

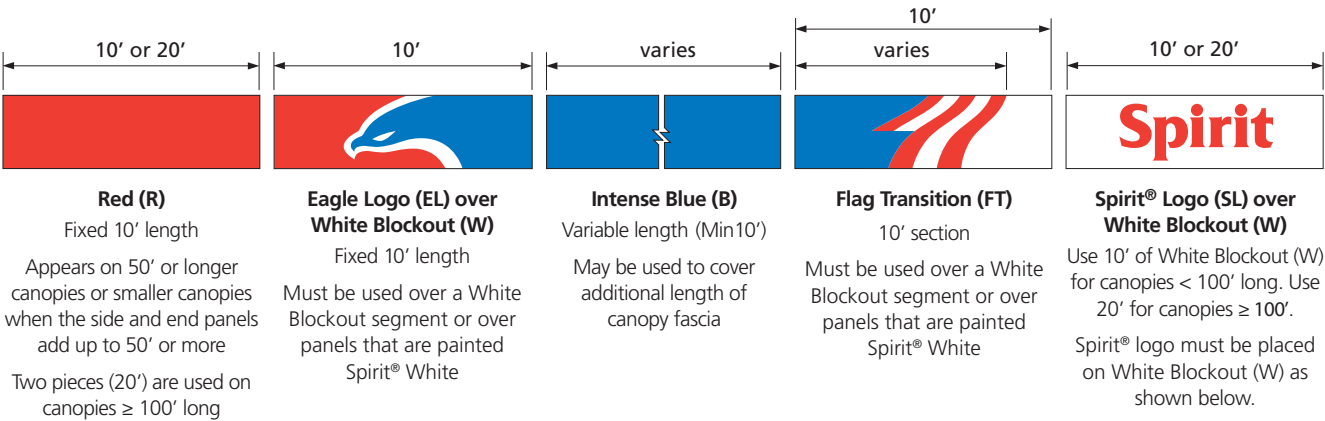
**Note: Backlit LED channel letter signs are required on canopies for sites that do not have a backlit ID sign (see p.12).**

STANDARD CANOPY IMAGE SEGMENTS

The standard image segments below can be configured to fit almost any size or type of canopy. Questions concerning canopy imaging should be addressed to Gerry Ramm at (509) 750-1626 or [gramm@thespiritbrand.com](mailto:gramm@thespiritbrand.com).

CANOPY SPECIFICATIONS

Canopy poles shall be blue or white. Canopy fascia shall be imaged with approved Spirit® graphic materials available from Mountain Commercial Graphics. Spirit® logo vinyl letters are available from Mountain Commercial Graphics. Spirit® logo channel letters may be produced by local sign companies. We will partner with your local vendor, providing specifications and giving guidance through the process.



## MINIMUM IMAGE STANDARDS

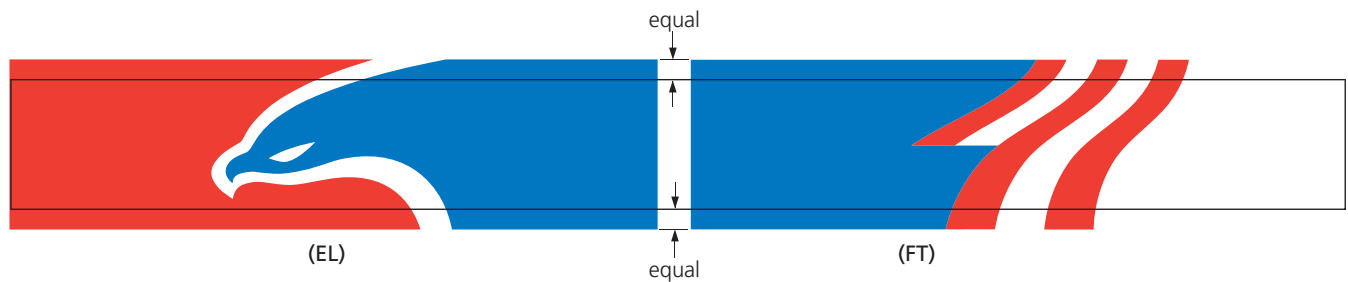
### CANOPY GRAPHIC IMAGE SEGMENT APPLICATION BASICS

If the eagle logo (EL) and flag transition (FT) image segments are taller than the canopy fascia, center the segments vertically and trim the top and bottom. **The Spirit® logo (SL), eagle logo (EL), and flag transition (FT) must be applied over White Blockout or Spirit White paint.**

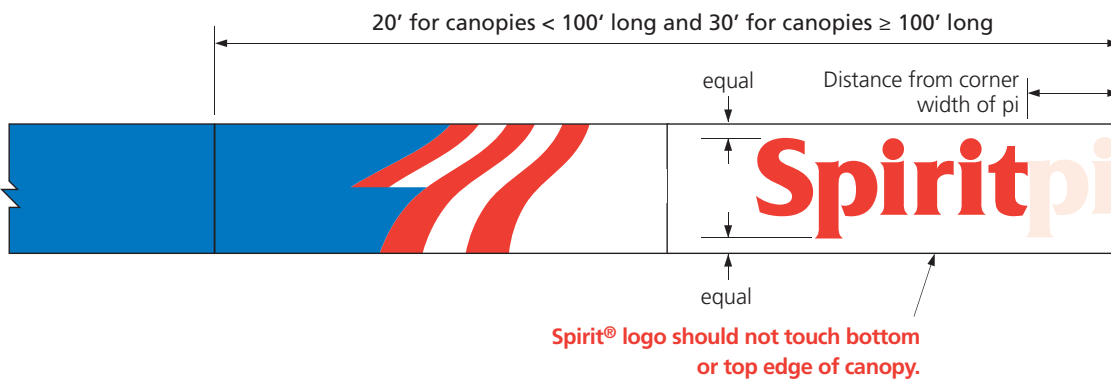
### VINYL APPLICATION TEMPERATURE (AIR AND SUBSTRATE)

- Flat without rivets: 40°-100°F (4°-38°C)
- Curves or corrugations: 50°-100°F (10°-38°C)
- Compound curves: 60°-90°F (16°-32°C)

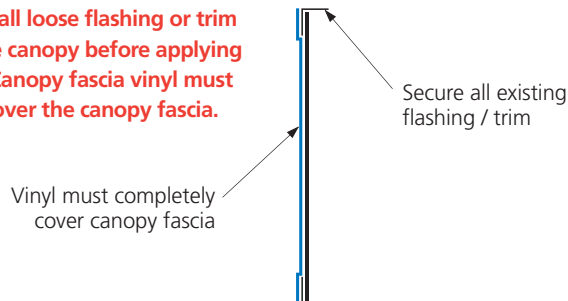
#### Center the eagle logo and flag transition



#### Placement of the Spirit® logo or LED channel letter sign and flag transition at canopy corner



**Note: Secure all loose flashing or trim angles on the canopy before applying fascia vinyl. Canopy fascia vinyl must completely cover the canopy fascia.**



# MINIMUM IMAGE STANDARDS

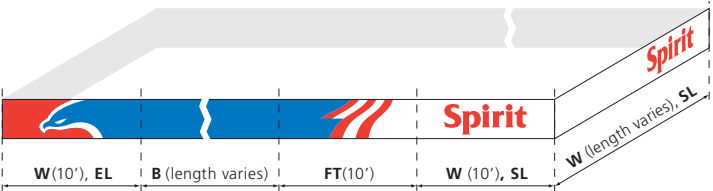
## GRAPHIC INSTALLATION SPECIFICATIONS FOR CANOPIES 40' OR LONGER

The layout below shows how to image a canopy 40' long or longer using the standard canopy image segments shown on page 14. Note that the Spirit® eagle must be placed on the long sides of a rectangular canopy.\* If the canopy is square, then the Spirit® eagle should face the major traffic area.

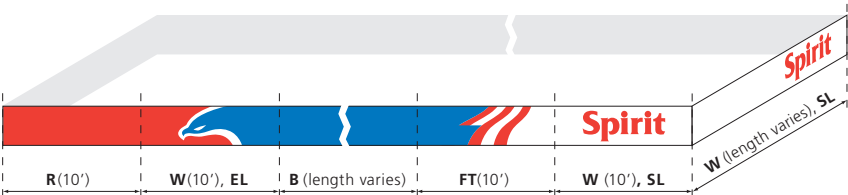
A panel of the canopy may be imaged plain white if it is too close to an adjacent structure to be visible.

\*The Spirit® eagle image may not be placed on contiguous sides of any rectangular canopy.

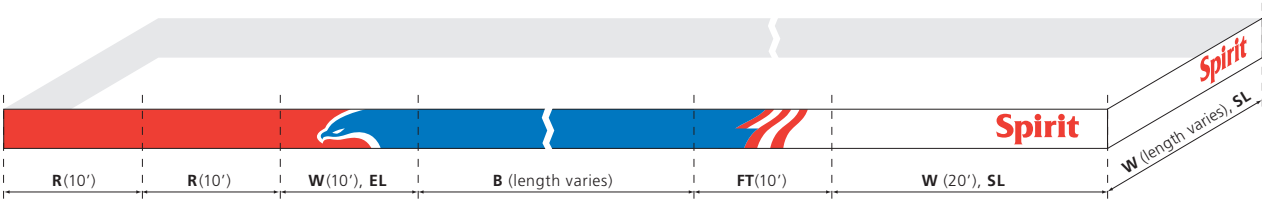
**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).



40'-50' canopies



50'-100' canopies



100' or longer canopies

## MINIMUM IMAGE STANDARDS

### GRAPHIC INSTALLATION SPECIFICATIONS FOR CANOPIES UNDER 40'

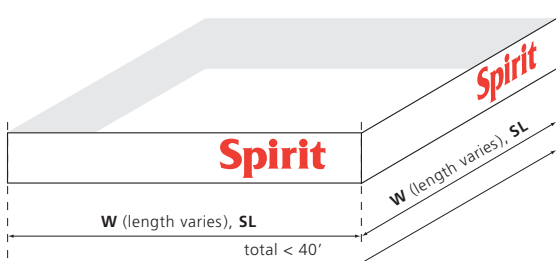
The layouts below show how to image a canopy less than 40' long using the standard canopy image segments shown on page 14.

If the length + width of the canopy is less than 40', use the all-white procedure below.

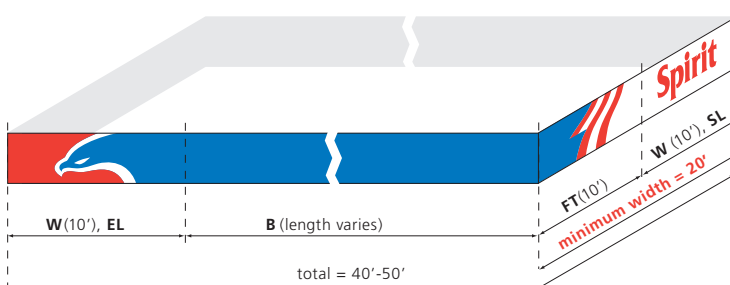
If the length + width of the canopy is 40' or greater, use the corner-wrap procedure as shown below.

The eagle logo (EL) segment should appear on the long sides of a rectangular canopy.

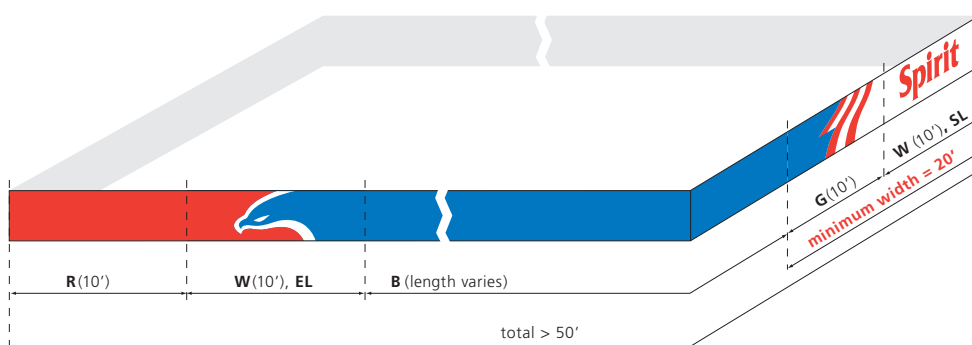
**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign. (See pages 5 and 12)



Canopy (1)length + (1)width < 40' (all white)



Canopy (1)length + (1)width = 40'-50' (corner wrap)



Canopy (1)length + (1)width > 50' (corner wrap)

# MINIMUM IMAGE STANDARDS

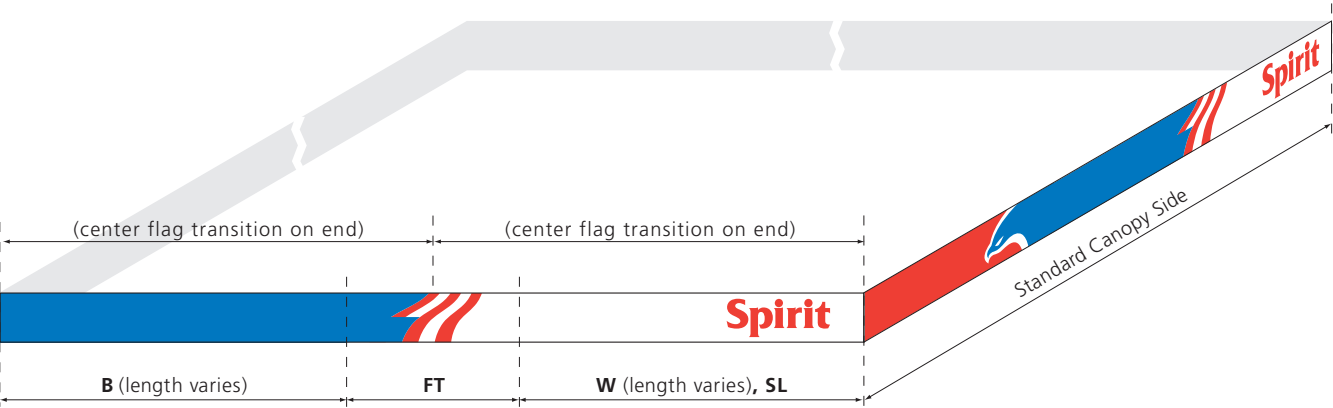
## OPTIONAL GRAPHIC INSTALLATION FOR WIDE CANOPIES

The layout below shows an optional image treatment for canopies with wide ends. This treatment uses the standard canopy image segments shown on page 14.

Canopy ends must be a minimum of 30' wide to use this option.

The eagle logo (EL) segment should appear on the long sides of a rectangular canopy.

**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).



Optional end for wide (30' or >) canopies

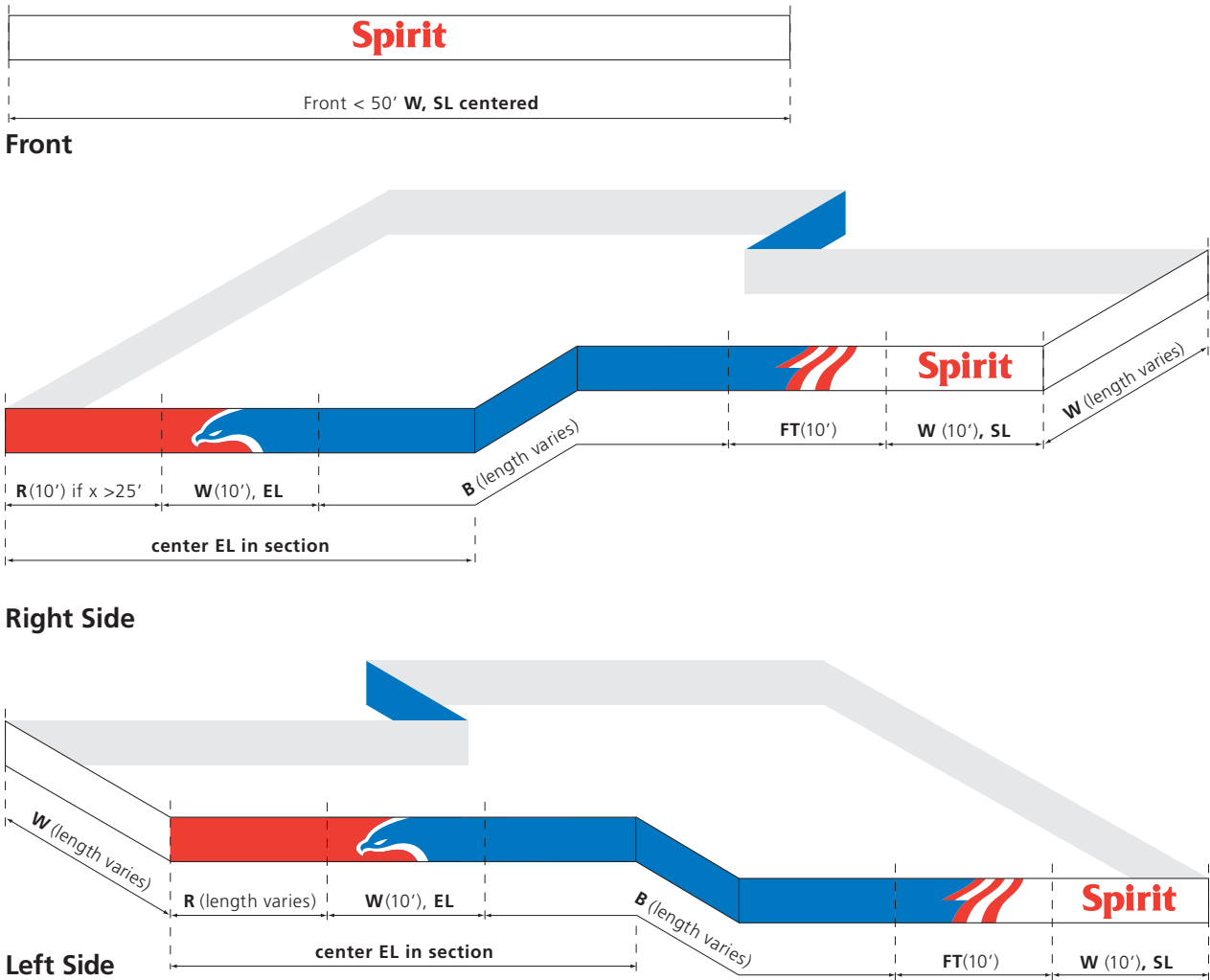
# MINIMUM IMAGE STANDARDS

## STANDARD T-CANOPY GRAPHIC (SHORT FRONT) INSTALLATION SPECIFICATIONS

The layouts below show how to image a Short Front (< 50') T-canopy using the standard canopy image segments shown on page 14.

Questions concerning T-canopy imaging can be addressed to Gerry Ramm at (509) 750-1626 or [gramm@thespiritbrand.com](mailto:gramm@thespiritbrand.com).

**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).



# MINIMUM IMAGE STANDARDS

## STANDARD T-CANOPY GRAPHIC (LONG FRONT) INSTALLATION SPECIFICATIONS

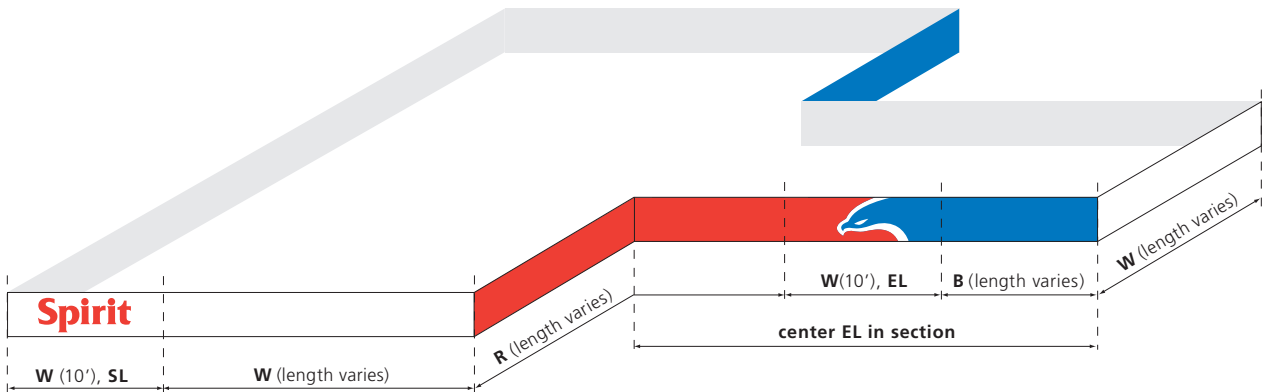
The layouts below show how to image a Long Front ( $\geq 50'$ ) T-canopy using the standard canopy image segments shown on page 14.

Questions concerning T-canopy imaging can be addressed to Gerry Ramm at ((509) 750-1626 or [gramm@thespiritbrand.com](mailto:gramm@thespiritbrand.com).

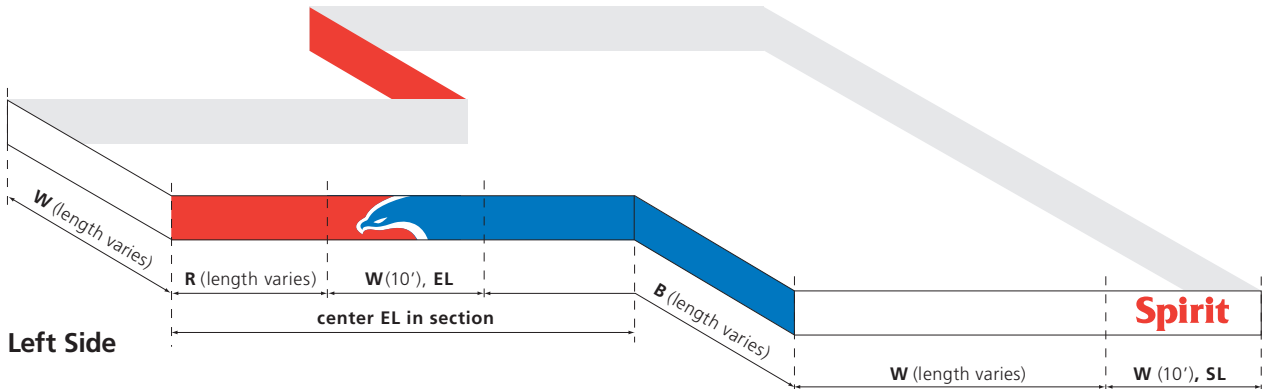
**Note:** Illuminated Spirit® channel letters must be used in conjunction with canopy-mounted LED price signs unless the site has a pole-mounted ID sign (see pages 5 and 12).



Front



Right Side



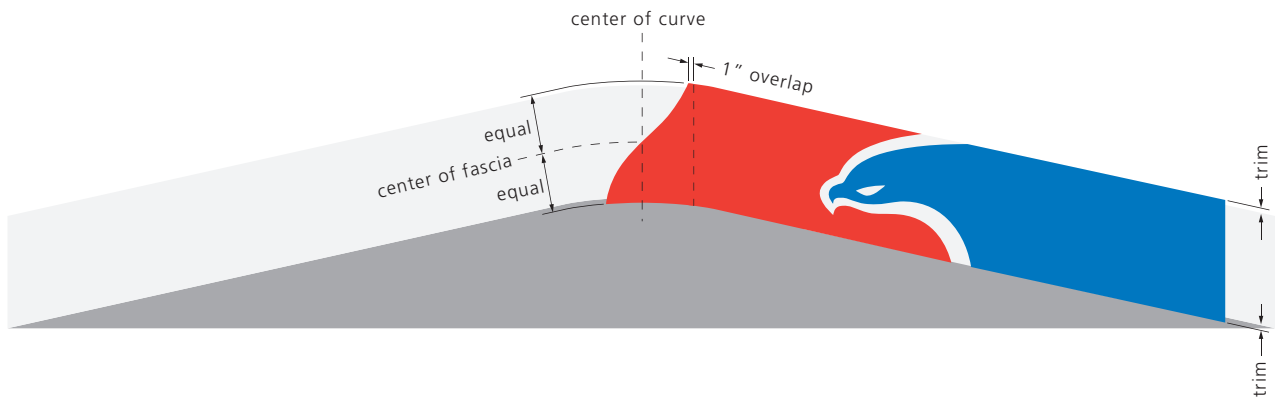
Left Side

## MINIMUM IMAGE STANDARDS

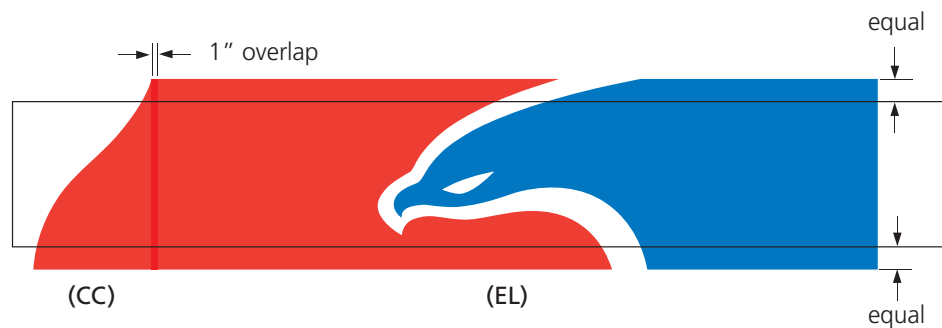
### STANDARD CURVED-CORNER CANOPY GRAPHIC INSTALLATION SPECIFICATIONS

Use the curved corner segment where the eagle logo transitions into a curved corner. The segment should be centered vertically on the center of the fascia and horizontally on the center of the curve.

Use the curved corner transition (CC) where the Eagle logo meets a curved corner



Curved corner (CC) and eagle logo (EL) segments

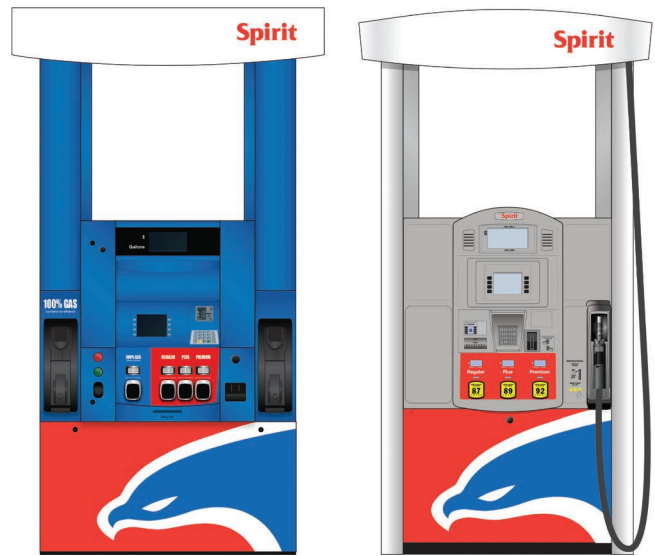


## MINIMUM IMAGE STANDARDS

### PUMPS

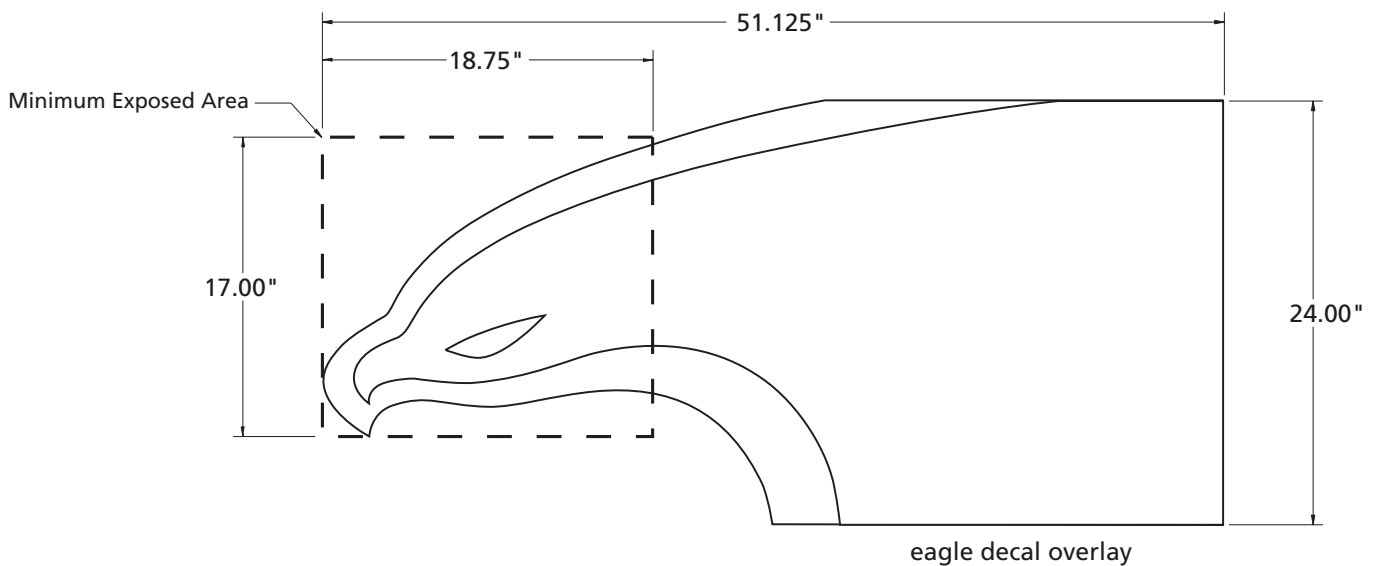
Pumps shall be fully imaged (pump skirt and valance) with decals provided by Mountain Commercial Graphics.

**Exception:** Pumps may be pre-imaged by pump manufacturers who contact Spirit® for the appropriate electronic artwork. Currently, Wayne and Gilbarco Veeder-Root offer pre-imaged equipment.



### PUMP SKIRT

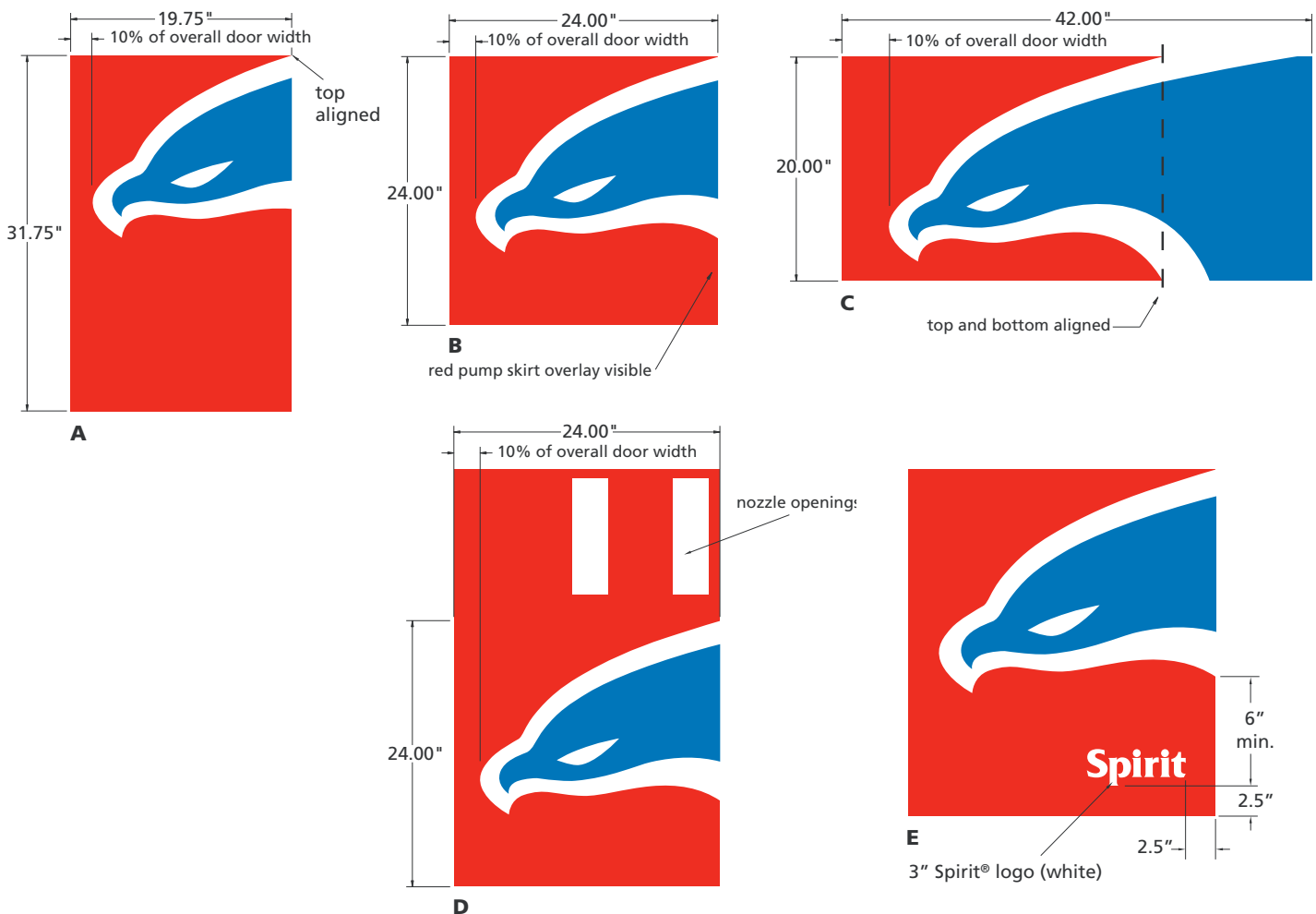
The image below shows the minimum and maximum areas available for the eagle graphic. **Use the pump skirt installation instructions on page 21 to install the graphics properly.**



## MINIMUM IMAGE STANDARDS

### PUMP SKIRT GRAPHIC INSTALLATION SPECIFICATIONS

- Apply red pump skirt overlay.
- Align the left side of the eagle logo a distance equal to 10% of the total door width from the left edge of the door.
- If red pump skirt overlay is visible on the top or bottom of the eagle logo's right edge, then align the eagle logo with the top of the door (examples A & B).
- If red pump skirt overlay is not visible on the top or bottom of the eagle logo's right edge, then align the eagle logo vertically in the door (example C).
- **If state law requires** an ID logo on a dispenser without a valance, a 3" white Spirit logo can be applied exactly as shown (example E).

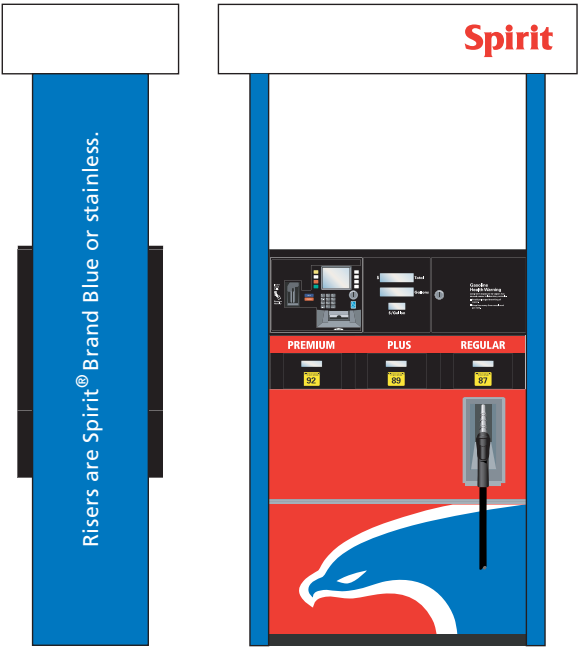


## MINIMUM IMAGE STANDARDS

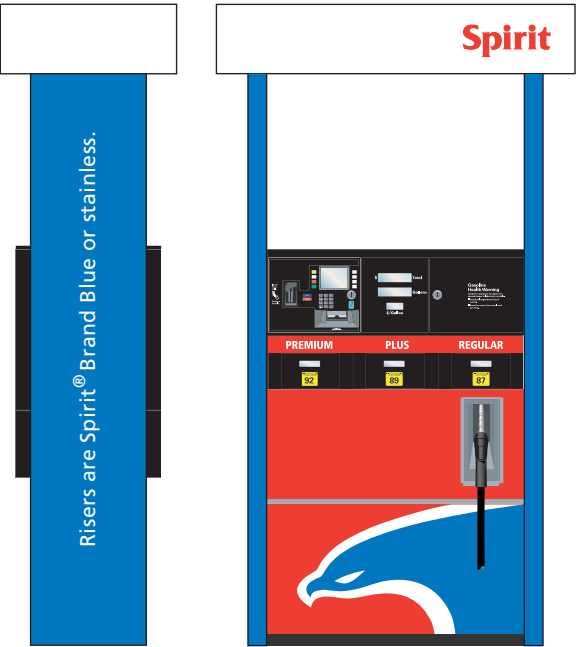
### VALANCES

Valances are required on all dispensers. Layouts shown are the approved standard image. Any deviation must be approved by Spirit®.

Side View



Opposite Side View



### VALANCE PRODUCTS

Field-fit valance filmover and logo according to the valance graphic installation specifications on the following page.

**10.625" x 78", 82" or 94" Valance Filmover**



**5" Spirit Valance Logo**

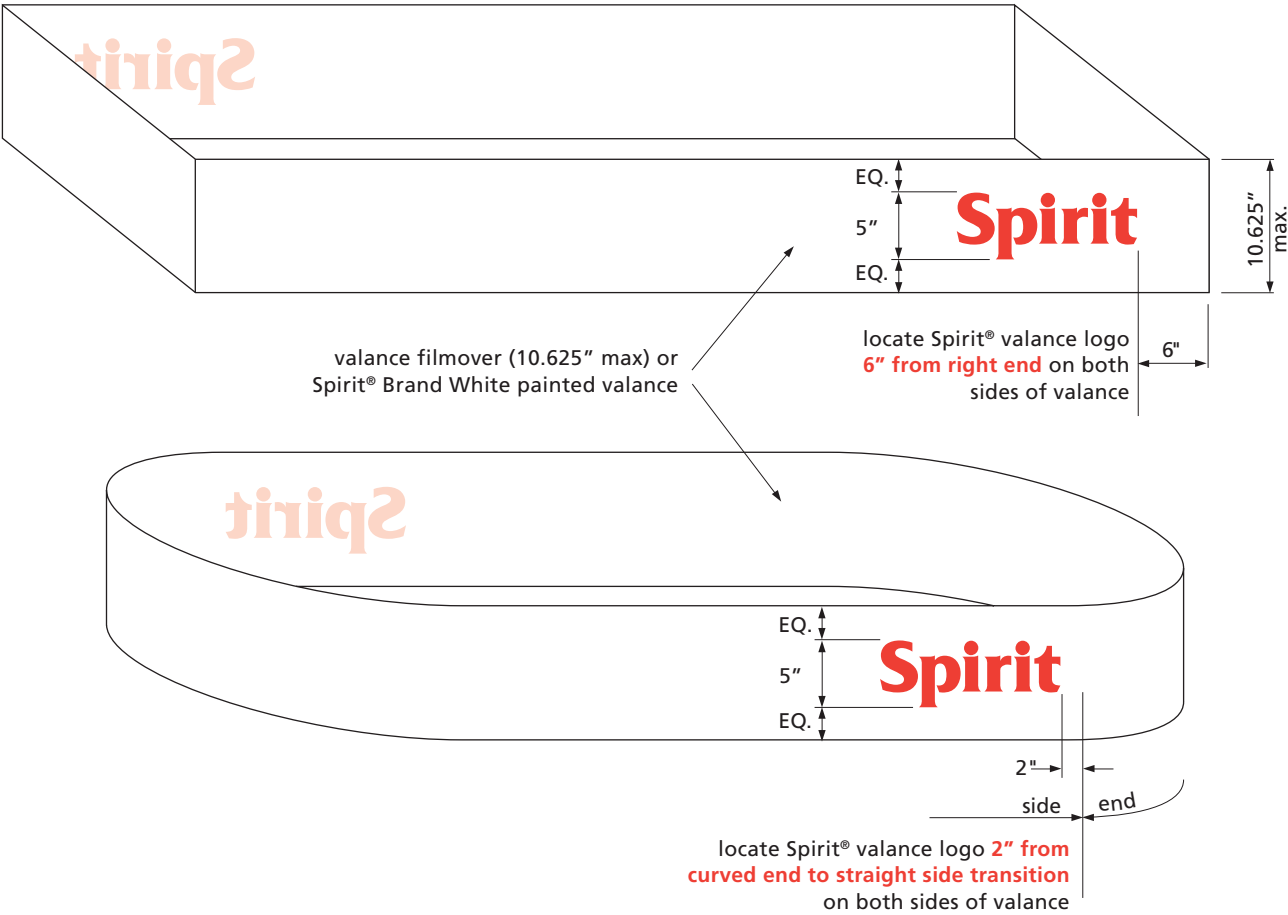
**Spirit**

# MINIMUM IMAGE STANDARDS

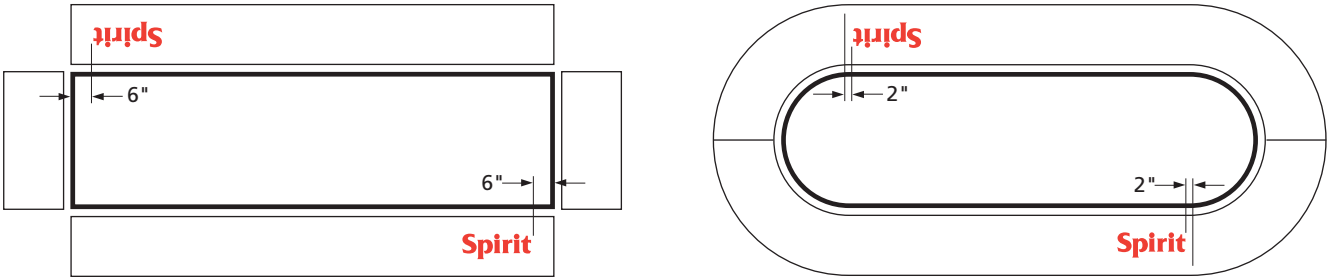
## VALANCE GRAPHIC INSTALLATION SPECIFICATIONS

Field-fit valance filmover and logo according to the dimensions below. Use same layout for opposite side.

**Note:** Valances taller than 10.625" must be painted Spirit® Brand White or a custom filmover must be ordered from Mountain Commercial Graphics.



## VALANCE PLANS



## MINIMUM IMAGE STANDARDS

### MARKETING

#### LOGOS

Spirit® and SpiritMart® logos are used for signage and marketing. The following logos are the established standards. They are not to be changed or modified in any way. Contact Spirit® with any questions.

*Spirit® and SpiritMart® logos are available for marketing use. Contact Spirit® to obtain the proper digital files.*

*Contact Spirit® for information about specific marketing materials.*

#### STANDARD

This logo should be used for all marketing and printing purposes.



#### SPIRITMART® STANDARD

This logo should be used as the first option for SpiritMart® advertising.



#### SPIRITMART® VERTICAL

This logo should be used as the second option for SpiritMart® advertising.



#### COLORS

The specified Pantone® ink mixtures should be used only on printed materials for marketing purposes.



**3M180C-13 Tomato Red**  
PANTONE RED 032 or  
PANTONE RED 032 Process



**3M180C-47 Intense Blue**  
PANTONE 2935 or  
PANTONE 2935 process



**3M180C-10 White**