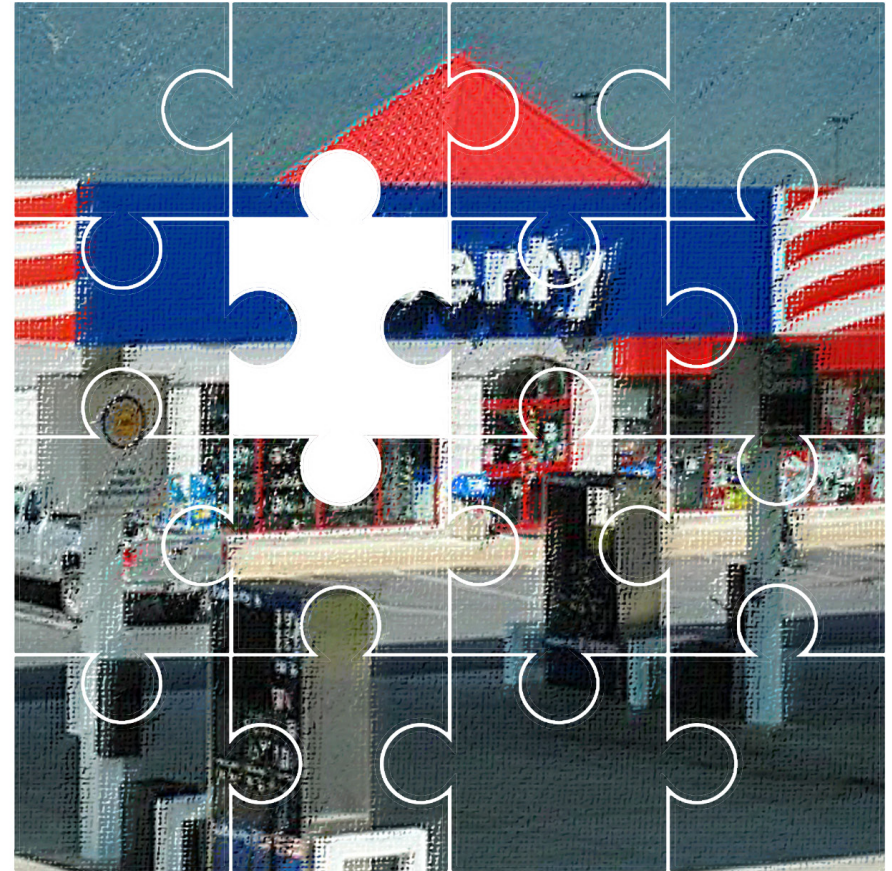
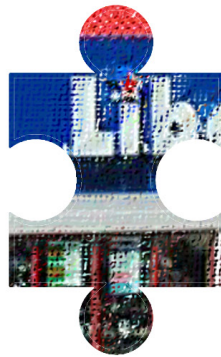


Section A Contents

- Liberty® Branding Overview.....2
- Eddie Edwards Signs.....2
- Liberty® Approved Logos .....2
- Liberty® Colors.....2
- Canopies.....2
- Signs .....3
- Dispensers.....3
- Additional Signage.....3
- Miscellaneous.....3
- Rebranding .....3
- Branding a New Site.....4
- Rebranding an Existing Site.....5
- Liberty® Image Specs — 1 .....6
- Liberty® Image Specs — 2.....7



## LIBERTY® BRANDING OVERVIEW

Artwork for Liberty® canopies, signs, and dispensers is designed and produced to project a high quality and uniform image throughout the marketplace.

This manual provides instruction on your presentation of the Liberty® brand.

Please see the specifications for canopies, signs, and pumps, and all other aspects of Liberty® branding which are detailed in this manual. If further information is needed, please contact Liberty® management or Eddie Edwards Signs for clarification.

## Liberty® Approved Logos

Art files for the approved Liberty® logos are available online at [www.libertypetroleum.com](http://www.libertypetroleum.com). To ensure the proper results please consult the end user of the file for their preferred format and color mode.



**Liberty® imaging for canopies, dispensers, and exterior/interior building and site signs is provided by:**

### Eddie Edwards Signs, Inc.

Contact information:

Phone: 1-800-697-7446

Email: [www.eesigns.biz](http://www.eesigns.biz)

[brunion@eesigns.biz](mailto:brunion@eesigns.biz)

[omccaul@eesigns.biz](mailto:omccaul@eesigns.biz)



Eddie Edwards Signs, Inc. provides assistance in determining the optimum sign package for each site. Site photos and surveys of prospective sites provide the necessary information for the creation of drawings, digitally edited images, and shop drawings required for customer approvals and permitting.

## Liberty® Colors

The Liberty® blue and red PMS colors have been selected specifically for the Liberty® brand to provide a brilliant image.

 Liberty® Red is PMS 185C

 Liberty® Blue is Reflex Blue C

 Liberty® White is AKZO 00

All vertical surfaces (canopy columns, light poles, price sign post, vent pipes, pump island protectors, etc.) are painted white.

## Canopies

A fascia of 42" in height is standard. A free standing canopy is required at all Liberty® locations.

Both illuminated and non-illuminated canopy signage is available. LED lettersets are preferred and vinyl graphics are available.

The Liberty® stripes are available for application to customer-prepared panels, and are also available pre-applied to panels ready for installation. Illuminated flex faces with stripes are available when reimaging an existing site that has illuminated canopy fascias.

## LIBERTY BRANDING OVERVIEW

*Continued*

### Signs

Sign faces are manufactured from the preferred 3/16" acrylic sign substrate, and will provide years of exceptional service free of deterioration and yellowing.

Signage for new Liberty® sites can be selected from the standard Liberty® signage package presented in the later sections of this manual, available on the Liberty® Petroleum website or by contacting Eddie Edwards Signs, Inc. at [www.eesigns.biz](http://www.eesigns.biz) or 1-800-697-7446. If the standard sizes do not meet local ordinances or maximize the signage requirements of a particular site, custom signage is available through Eddie Edwards Signs, Inc.

### Dispensers

A minimum of two MPDs with card readers are required. Dispenser graphic packages are available for every brand and model of dispenser. In cases where standard graphic packages will not fit, custom sized graphics are also available.

The dispenser must display all acceptable credit/debit/priority cards. All dispenser accessories (nozzle covers, splash guards, hoses) shall be black.

### Additional Signage

Illuminated and non-illuminated signs are also available for both building exteriors and interiors. Eddie Edwards Signs, Inc. will work with you to use existing layouts or incorporate your specific logos for all signage in and around your Liberty® site.

### Miscellaneous

All Federal, State and local required legal and safety notices are to be prominently displayed at all fueling stations (turn engine off, no smoking, emergency shut-off, no filling unauthorized containers, etc.).

Windshield cleaning materials and trash cans (with cover-up) shall be provided at all fuel islands.

### Rebranding

We understand many Liberty® sites are rebranded sites and require custom signage or a re-facing application. The Liberty® image has been designed to be retrofitted into most branded sign packages and Eddie Edwards Signs, Inc. has the experience and expertise to assist in rebranding these sites. Generally, a site survey and photos of the existing signage are all that is required.

## BRANDING A NEW SITE

1. Determine signage that will be allowed in the locality
2. Contact Eddie Edwards Signs with this information and the following:
  - a. Freestanding sign size and quantity
  - b. Freestanding sign content — provide non-Liberty® logos and colors as needed
  - c. Canopy size and quantity
  - d. Canopy elevations requiring image
  - e. Dispenser brand and model numbers and quantity of each
  - f. Let EES know if dispensers are imaged by the manufacturer in the factory
  - g. Miscellaneous Signs — Let EES know of any specialty signage that may be needed that includes Car Wash, Auto Service, C-Store, ATM, etc. and interior signage.
3. A sign plan will be developed to maximize the amount of signage that will meet the local ordinances.
  - Standard Liberty® sizes will be used whenever possible.
  - Custom sizes are available as needed.
4. A material and installation summary will be developed with pricing for customer review and approval.
5. Once approved, sign and installation drawings will be provided to apply for and secure permits.
6. Once permits are obtained, the final material and pricing summary will be adjusted as needed. A contract will be presented to the customer for approval with the required deposit. Once the signed quote and deposit is received, the order will be placed into production.
7. Vinyl graphics will be shipped within 10 business days. Faces and electric components will be shipped in approximately 3 weeks.
8. There is an Eddie Edwards Signs project manager available to answer questions concerning image and installation anytime. Cell numbers will be provided for after hours inquiries.

## REBRANDING AN EXISTING SITE

1. Determine signage that will be allowed in the locality. Can the existing signage be refaced?
2. Have your local sign company survey the site.

**Survey** — Measure all signs for FACE REPLACEMENT (must measure the sign face in addition to the cabinet)  
*Contact Bob at Eddie Edwards Signs for Survey Forms*

**Photograph** — all signs, canopies, buildings, site and specialty items. Please include the following photos:

- a. Straight on photos of every sign face, canopy elevation, building elevation, dispenser and specialty item
- b. Close up of each sign face and canopy or building elevation
- c. Distance photo that shows entire sign, canopy, building, etc.
- d. Panoramic photos from every corner looking toward the center of the lot
- e. Lot lines showing entrances
- f. Dispensers:
  - Dispenser brand and model numbers and quantity of each

- Overall photo of every dispenser
  - Close up photos of the CRIND area, nozzle nest and skirt
- g. Specialty items — photos of anything out of the ordinary or items requiring special signage
  - h. Miscellaneous Signs — Any specialty signage that may be needed that may include Car Wash, Auto Service, C-Store, ATM, etc. and interior signage.
3. Contact Eddie Edwards Signs and email the survey information and the photos
  4. A sign plan will be developed for the site that will maximize amount of signage the site needs and meet the local ordinances.
    - Standard Liberty® sizes will be used whenever possible.
    - Custom sizes are available as needed.
  5. A material and installation summary with pricing will be developed for customer review and approval. The Photographs taken in Step 2 will be used to create photo renderings showing the rebranded site for review and approval.

6. Once approved, sign and installation drawings will be provided to apply for and secure permits. Permit drawings and photos are included in the sign package.  
*NOTE: There may be additional charges for Architectural Review Board, Council, etc. Hearings and the documentation required are generally extensive. In the Mid-Atlantic region, EES is experienced in applying for and representing customers at signage hearings, and will be available to assist as needed.*
7. Once permits are obtained, the final material and pricing summary will be adjusted as needed. A quotation will be presented to the customer for approval with the required deposit. Once the signed quote and deposit is received, the order will be placed into production.
8. Vinyl graphics will be shipped within 10 business days. Faces and electric components will be shipped in approximately 3 weeks. Installation drawings and help sheets will be included with every shipment.

At any time, a customer or installer may contact a project manager at Eddie Edwards Signs for assistance. Cell phone numbers will be made available for after hours installation questions.

**LIBERTY® IMAGE SPECS — 1**

**ID Faces**

Material: 3/16” Acrylic  
 Copy: Embossed  
 Second Surface Paint: Translucent Akzo Grip Flex

ID faces are manufactured with 3/16” acrylic to provide a glossy final product that will not yellow from UV rays. This is important to keep the Liberty® logo and white stripes white. Liberty® on ID faces is to be embossed (raised) to accentuate the logo. The faces are painted with Grip Flex Liberty® Blue and Red colors that are specific to the Liberty® image.

**Pricer Faces (Static Font)**

Material: 3/16” Acrylic  
 Copy: Not Embossed  
 Second Surface Paint: Translucent Akzo Grip Flex

Pricer and ancillary faces are manufactured with 3/16” acrylic to provide a glossy final product that will not yellow from UV rays. This is important to keep the Liberty® logo and white stripes white.

**Pricer Faces (LED Pricer)**

Material: .150” Polycarbonate UV Resistant  
 Copy: Not Embossed  
 Second Surface Paint: Translucent Akzo Grip Flex

Pricer faces that house LED pricer modules can be manufactured with UV resistant polycarbonate. This will allow openings to be cut and drilled into the faces for mounting the LED modules with a lower risk of face breakage. There is a minimal amount of white (product names) in the pricer faces that will be at risk of yellowing (a trait of polycarbonate)

**Cabinets**

Frame: Extruded Aluminum  
 Retainers: Recessed  
 Construction: Welded  
 Illumination: DHO lamps  
 Power source: Advance Electronic Ballast  
 UL listing: Required  
 Paint: Acrylic Polyurethane Liberty® White

Sign cabinets are fabricated with extruded aluminum sign frames and retainers. They are illuminated with Daylight High Output fluorescent tubes and electronic ballasts. LED illumination may be substituted.

**LIBERTY® IMAGE SPECS — 2**

<p><b>Vinyl</b>                  3M Scotchcal Graphic Film                  3M Controltac Graphic Film with Comply Adhesive                  3M Scotchcal Translucent Graphic Film</p>	<p>Vinyl graphics are used on dispensers, canopies, buildings and miscellaneous signs on station premises. High performance, cast vinyl will resist fading, cracking, peeling and shrinkage if properly applied. All vinyl applications are to be consistent with 3M vinyl Application Procedures found on the 3M website under Technical Information. Liberty® Blue and Red are standard 3M vinyl colors.</p>
<p><b>Illuminated Channel Letters</b>                  Illumination: Sloan White LED                  Face: White Acrylic                  Face Trim: Jewelite 1" Dark Sapphire Blue                  Can Backs: Prepainted White 050" Aluminum                  Cans: .040" Aluminum Painted Acrylic Polyurethane Liberty® Blue                  Construction: Riveted                  UL Listed: Required:</p>	<p>Internally illuminated lettersets are used for canopy signage. The lettersets are manufactured to the Liberty® logo design. Any variations in size must maintain the logo proportions to prevent distorting the logo. Vinyl graphics are used on dispensers, canopies, buildings and miscellaneous signs on station premises. High performance, cast vinyl will resist fading, cracking, peeling and shrinkage if properly applied. All vinyl applications are to be consistent with 3M vinyl Application Procedures found on the 3M website under Technical Information. Liberty® Blue and Red are standard 3M vinyl colors.</p>
<p><b>Station Color Instructions</b></p>	<p>The following elements are to be painted in the Liberty® White:</p> <ul style="list-style-type: none"> <li>• Canopy columns</li> <li>• Sign support poles</li> <li>• High poles</li> <li>• Bumper posts</li> <li>• Island frames</li> <li>• Curbs</li> </ul>