



## VP Racing FASTLUBE™ Brand Standards

Version 1 – Release November 2019

# Image Overview

The VP Racing FASTLUBE™ brand standards has been developed to provide lube center owners with an exciting new alternative that leverages VP's reputation for performance using a professional, yet edgy and arresting look. The standards outlined in this manual have been developed for our partners to project a consistent image of the VP FASTLUBE brand across all markets. They provide a new benchmark and minimum standard expectation for the visual criteria of our FASTLUBE brand program. The standards have been organized into five key sections: Defining the Image; Primary ID Signs; Facility Exterior; Facility Interior; and Contacts.

An important item to note in these standards is the introduction of the new VP Racing FASTLUBE logo treatment, which includes the traditional blue "VP" on a red oval paired in a "lock-up" with the name "FASTLUBE."

These standards have been developed to address the most common applications in our network. Because each FASTLUBE location is different, it's impossible to show exactly what your site will look like, but the following pages outline requirements related to image standards including, but not limited to, signage and color specifications. All signage and materials necessary to meet VP's image standards must

be obtained through an approved supplier unless otherwise agreed upon, in writing, by VP Racing Fuels.

These requirements apply to both new FASTLUBE facilities as well as those undergoing major or minor conversions (e.g. signage replacement, painting, refurbishment of building, etc.). Please contact your VP representative for guidance on any special circumstances that need to be addressed beyond these standards.

**NOTE:** The VP Racing FASTLUBE Image Standards provide the requirements covering the proper use and display of the VP Racing FASTLUBE brand at each facility. These Image Standards are an important part of your relationship with VP. You are required to be in strict compliance at all times, unless otherwise authorized in writing by VP. Your facility(s) may be inspected from time to time to ensure compliance with the Image Standards. Failure to comply may result in the de-branding of a facility. VP reserves the right to amend, change, or otherwise modify the Image Standards at any time.



# Company Overview

VP Racing Fuels represents the quintessential American success story, starting in the early 1970's with a young racer in San Antonio, Texas. Self-taught in chemistry and physics, Steve Burns became convinced the race fuel manufacturers of the day were falling short in their quest for optimum horsepower. To address this shortcoming, he began experimenting with exotic blends of fuel, much to the dismay of his parents whose garage served as Burns' laboratory. Burns began distributing his blends at local tracks in Texas, where racers tried his fuel, liked the power gains and began racking up wins. His first fuel was christened "C12," the word spread and Burns founded VP Racing Fuels in 1975.

Burns' early work with engine builders in the drag racing market yielded a symbiotic relationship wherein engine advancements led to fuel advancements and vice versa, an evolution that led to numerous championship-winning fuels. Turning his attention next to motorcycles, Burns worked with each of the factory motocross and road racing teams and VP came to dominate that market as well. VP later developed winning fuels for circle track engines, road racing and ultimately the whole spectrum of motorsports.

Today VP is recognized as the world leader in race fuel technology, with a catalog of more than 70 fuel blends.

VP's reputation for product quality, along with superior service and technical support, helped secure its position as the Official Fuel of the WeatherTech SportsCar Championship, AMA Supercross, World of Outlaws and more than 60 other series and sanctioning bodies.

With its position at the technological forefront of performance fuels secure, VP undertook an initiative to "take its brand to the streets." VP leveraged its history, winning tradition and reputation among performance enthusiasts to launch VP-branded retail gas stations and convenience stores across the U.S. VP's retail brand program is unique and innovative, with an attractive

image, cutting-edge marketing support and other elements that major brands can't imitate or follow. In conjunction with this effort, VP Racing FASTLUBE facilities emerged as a natural extension. Leveraging the same strengths on which VP's retail branding program was based, VP Racing FASTLUBE facilities will become the next major quick lube brand.





## VP's Mad Scientist®

The "Mad Scientist" name had its origins in VP founder Steve Burns' expertise in chemistry and passion for performance. As Burns continued to turn out new formulas that generated ever-increasing horsepower, his reputation grew. Over time, he came to be known as the Mad Scientist, a tribute to his "maniacal" focus on "makin' power™" and helping his customers win. This same passion for performance was instilled throughout his company. When VP's customers win races with our fuel, we feel like we're sitting beside them as they cross the finish line to take the checkered flag. We're standing next to them on the podium when they hoist the trophy and get doused with champagne.

VP's whole philosophy is built on helping our customers. For the company's first 40 years, that meant helping racers achieve optimum performance as they pursue their passion. This same mindset is now being carried over to VP-branded gas stations, PowerWash™, and FASTLUBE™ facilities. VP's focus is on helping our distributor and retail partners optimize their performance – to make their business more competitive and more profitable.

VP is also focused on providing a whole new brand experience for our retail customers – to introduce them to the world of high performance and help support them in pursuing whatever is their passion in life. The Mad Scientist, therefore, symbolizes VP's own passion for top performance and our commitment to helping our customers pursue their passion and achieve their goals and dreams.

This will play out at VP-branded gas stations and FASTLUBE facilities where our customers will encounter various representations of the Mad Scientist – on exterior signage, counter mats, posters and more. As VP's "spokesperson," the Mad Scientist will communicate VP's philosophy and brand position to retail customers during their time at our retail locations with phrases such as, "Our passion is your performance™," "Winning is in our DNA" and "There's a little Mad Scientist in all of us."

As they depart from a VP-branded facility, the goal is for the customer to feel positive about their experience, feel good about the VP brand and remember the facility as the "destination that defines winning performance, every day."



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## Defining the Image



*“I’ve got a lot to say . . .”*

# Image 'At-A-Glance' – Exterior



\* Check local laws for legal requirements

# Logo Suite 'At-a-Glance'

## Signage-Only Logos

The stacked version and horizontal versions of the logo are each preferred logo options. They are to be used whenever possible in new and retrofit applications.

View signage logo use guidelines and examples on:

- 2.1-2.3 – Primary ID Signs
- 3.1-3.4 – Facility Exterior Signage

**Stacked Logo** for signage-only applications



**Horizontal Logo** for signage-only applications



## CLEAR SPACE

In all cases, 1.5x the red counter of the 'P' in the VP Racing logo is the determining element defining the amount of clear space around the logo. Sign cabinets, or other outside elements should never intrude into this space.

View signage logo use guidelines and examples on:

- 2.1-2.3 – Primary ID Signs
- 3.1-3.4 – Facility Exterior Signage

Logo CLEAR SPACE - The minimum clear space defined below applies to all VP FASTLUBE logos





# Logo Suite /Primary ID Signs – ‘VP Racing FASTLUBE’ Logos

## PREFERRED LOGO FOR PRIMARY ID SIGNAGE (square or vertical format)

The stacked version of the logo is the preferred logo option. This is to be used whenever possible in new and retrofit applications with square or vertical format.

View signage logo use guidelines and examples on:

- 1.2 Logo Suite At-a-Glance
- 2.1-2.3 Primary ID Signs

## PREFERRED LOGO FOR PRIMARY ID SIGNAGE (horizontal format)

The horizontal version of the logo is the preferred logo option and is to be used whenever possible in new and retrofit applications with a horizontal format.

View signage logo use guidelines and examples on:

- 1.2 Logo Suite At-a-Glance
- 2.1-2.3 Primary ID Signs

Stacked logo for Primary ID signs



Horizontal logo for Primary ID signs



## Logo Suite

## Promotional – Black and White ‘VP Racing Fuels’ Logos

**Black and White Logos**

Promotional VP Racing Fuels logos are only to be used in the retail environment on specific promotional applications. Under no circumstance are these versions of the logo to be used on signs or canopies.

**Clear Space**

Promotional logos follow the same clear space rules as all signage logos. In no application should the clear space be violated by any component frame or mechanical part.




























**KNOCKED OUT BLACK Logo** for Promotional Applications Only**BLACK Logo** for Promotional Applications Only**KNOCKED OUT WHITE Logo** for Promotional Applications Only

## Color and Material Specifications

## Color Specifications (and equivalents)



Some say that I'm, "the most colorful guy you're ever gonna meet". And like me, the VP Racing Fuels brand is very colorful, too! Before starting any project, be sure that all your colors and materials match the approved specs on this, and the next page. – Mad Scientist














		PMS	CMYK	RGB	HEX			PMS	CMYK	RGB	HEX	
Primary ID Sign Non-Illuminated VP FastLube Logo on Signage		186c	c0 m100 y81 k4	r227 g24 b55	E31837	Price Sign Faces, ATM, APC, ACM		186c	c0 m100 y81 k4	r227 g24 b55	E31837	
		Reflex Blue-c	c100 m73 y0 k2	r0 g84 b164	0054A4			300c	c100 m44 y0 k0	r0 g110 b199	006EC7	
		White	—	—	—			288c	c100 m90 y20 k8	r0 g48 b130	003082	
Facility Exterior Sign Illuminated VP FastLube Logo on Signage		186c	c0 m100 y81 k4	r227 g24 b55	E31837	Channel Letter Face		White	—	—	—	
		300c	c87 m56 y0 k0	r0 g110 b199	006EC7		Service Bay Identifiers		186c	c0 m100 y81 k4	r227 g24 b55	E31837
		288c	c100 m90 y20 k8	r0 g48 b130	003082				300c	c87 m56 y0 k0	r0 g110 b199	006EC7
		White	—	—	—			288c	c100 m90 y20 k8	r0 g48 b130	003082	
The Mad Scientist Illustration (to be digitally printed for signage)		185c	c0 m94 y100 k0	r255 g23 b61	61#ff173d			White	—	—	—	
		293c	c100 m57 y0 k2	r0 g107 b250	250#006bfa		Curbs, Bollards		Cool Gray 10c	c0 m2 y0 k60	r128 g127 b131	807F83
		20% of 293	c20 m11 y0 k0	r198 g210 b200	—			Sign Cabinets		Cool Gray 7c	c0 m0 y0 k37	r173 g175 b178
		Process Cyan-c	c100 m0 y0 k0	r0 g166 b214	214#00a6d6	Sign Poles, Columns			Cool Gray 7c	c0 m0 y0 k37	r173 g175 b178	ADAF82
		Process Yellow-c	c0 m1 y100 k0	r247 g224 b23	23#fce016			300c	c100 m44 y0 k0	r0 g110 b199	006EC7	
		4665c	c0 m18 y32 k10	r230 g188 b156	156#e6bc9c			White	—	—	—	
			50% of 4665c	c0 m9 y16 k5	r241 g220 b200	—						

continued on next page >

# Color and Material Specifications

## Material and Product Specifications

ADDITIONAL DATA – For product sell sheets, specifications and / or warranty information, visit: [vpracingfuels.com/branding](http://vpracingfuels.com/branding) for a menu of documents that supplement these specifications.

	PMS	Vinyl – Translucent	Vinyl – Opaque	ACM	Paint
<b>Illuminated VP FastLube Logo on Signage</b>	 Cool Gray 10c	—	—	—	Jones Blair – Dark Gray 4560-001, or; Sherwin-Williams SHER-CRYL HPS, BBBW311 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
	 300c	3M – Intense Blue 3630-127	3M – Intense Blue 7725-47	Alcoa Reynobond 3MM PE Core Std Matte Blue, or; Alpolic DYB Blue	Jones Blair A2N5010, or; Sherwin-Williams Hi-Solids Urethane, B65T304 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
	 White	3M – White 3630-20	3M – White 7725-10	—	Jones Blair White 45011-CA, or; Sherwin-Williams White – Packaged Extra White, SHER-CRYL HPA, B66W311
<b>Only Non-Illuminated</b>	 Reflex Blue-c	3M – Sultan Blue 3630-157	3M – Sapphire Blue 7725-37	—	Jones Blair 4550-001 (IR BLUE)
<b>Price Sign Faces, ATM, APC, ACM</b>	 186c	3M – Tomato Red 3630-33	3M – Tomato Red 7725-13	—	Jones Blair – Manhole Cover SHN 1009, or; Sherwin-Williams Hi-Solids Urethane, B65T304 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
	 300c	3M – Intense Blue 3630-127	3M – Intense Blue 7725-47	Alcoa Reynobond 3MM PE Core Std Matte Blue, or; Alpolic DYB Blue	Jones Blair A2N5010, or; Sherwin-Williams Hi-Solids Urethane, B65T304 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
	 288c	3M – Sultan Blue 3630-157	3M – Sapphire Blue 7725-37	—	Jones Blair 4550-001 (IR BLUE)
<b>Channel Letter Face</b>	 White	3M – White 3630-20	3M – White 7725-10	—	Jones Blair White 45011-CA, or; Sherwin-Williams White – Packaged Extra White, SHER-CRYL HPA, B66W311
<b>Curbs, Bollards</b>	 Cool Gray 10c	—	—	—	Jones Blair – Dark Gray 4560-001, or; Sherwin-Williams SHER-CRYL HPS, BBBW311 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
<b>Sign Cabinets</b>	 Cool Gray 7c	—	—	—	Jones Blair – Light Gray 45585, or; Sherwin-Williams SHER-CRYL HPS, B66W311 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
<b>Sign Poles, Columns</b>	 Cool Gray 7c	—	—	—	Jones Blair – Light Gray 45585, or; Sherwin-Williams SHER-CRYL HPS, B66W311 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
	 300c	—	3M – Intense Blue 7725-47	—	Jones Blair A2N5010, or; Sherwin-Williams Hi-Solids Urethane, B65T304 (for formula, contact: <a href="mailto:brand@vpracingfuels.com">brand@vpracingfuels.com</a> )
	 White	—	3M – White 7725-10	—	Jones Blair White 45011-CA, or; Sherwin-Williams White – Packaged Extra White, SHER-CRYL HPA, B66W311

## Primary ID Signs





# Family of Signs

## APC Signs



### Design Intent Only – Not for Fabrication

These drawings are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes. All dimensions are schematic. Fabricator is responsible for obtaining field dimensions and making adjustments as required for installation.

## Flag Signs

4' Flag Sign



5' Flag Sign



6' Flag Sign



8' Flag Sign



## Monument Signs

4' x 8' Monument Sign



5' x 10' Monument Sign



## New Standard Signs

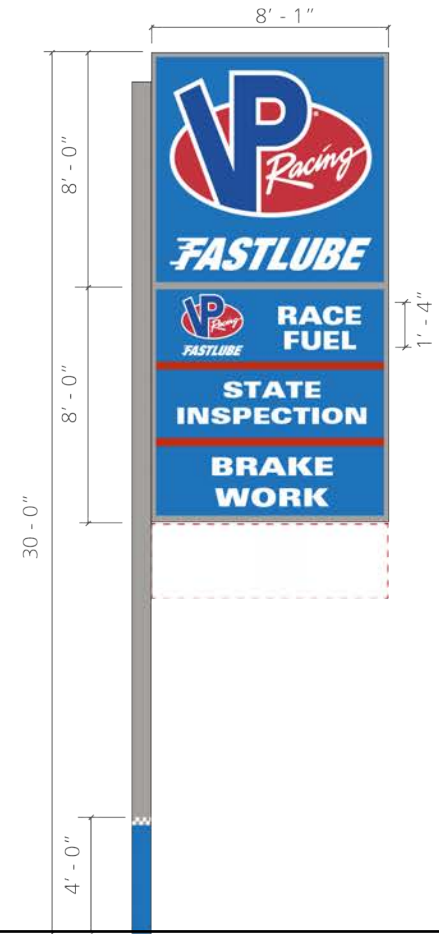
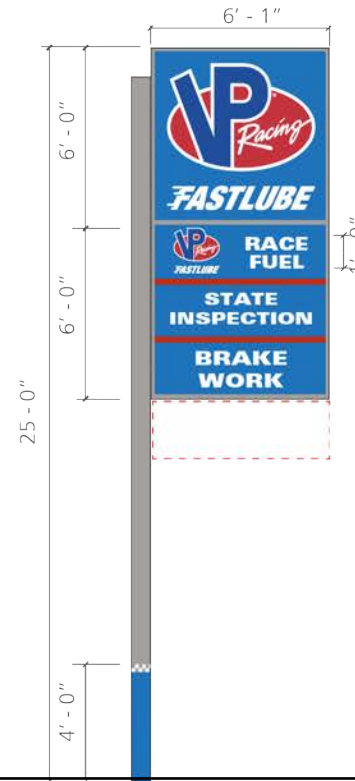
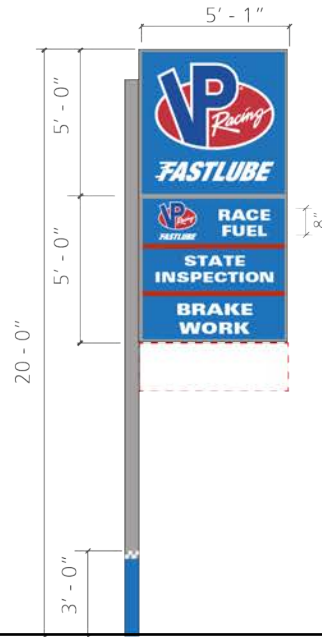
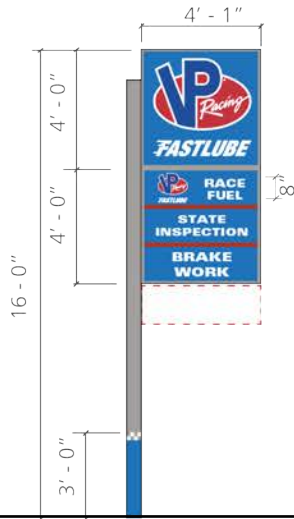
### Flag Signs

#### Flag Signs – 4' to 8'

The new sign standard for VP Racing FASTLUBE facilities is a single pole pylon sign with sign cabinets mounted to one side of the sign pole. As illustrated here, four size options are available: 4' x 16', 5' x 20', 6' x 25', and 8' x 30'. The size and overall height of a new sign will be driven by local sign codes. When necessary a monument sign can be used in place of a pylon sign.

In all cases, the VP Racing FASTLUBE sign face is translucent and internally illuminated. This helps to highlight the logo at night.

When replacing the sign face on an existing pylon sign, refer to the sign retrofit section on page 2.6.



## New Standard Signs

## Monument Signs

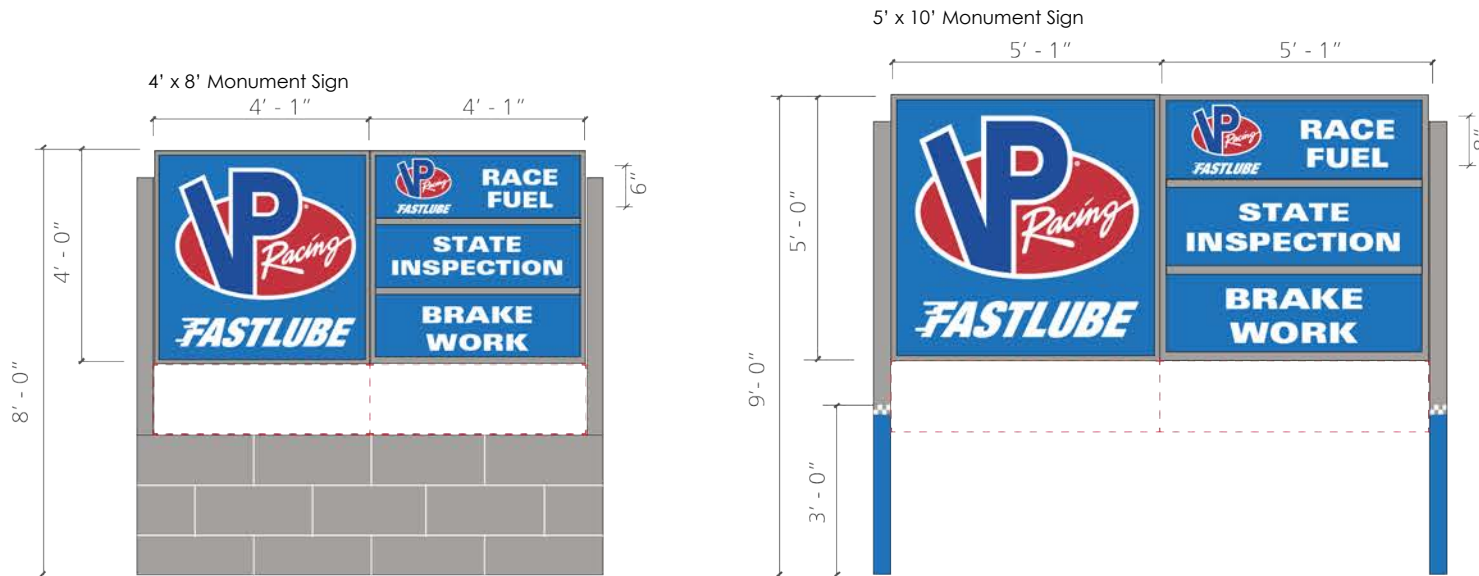
## Monument Signs – 5' x 5' and 10' x 4'

The monument sign is designed for those situations where local sign codes will not allow a taller pylon sign, or can be used in addition to a flag sign. Similar to the new and retrofit pylon, the VP Racing FASTLUBE logo is translucent internally illuminated. This helps to highlight the VP Racing FASTLUBE logo at night.

When replacing the sign face on an existing monument sign, please refer to the sign retrofit section on pages 2.7.

If an additional module is required, it can be added below the VP Racing FASTLUBE logo (as indicated with a red dotted line on this page).

The VP Racing Fuels blue sign pole base and checkered band is not to be used on monument signs.



## New Standard Signs

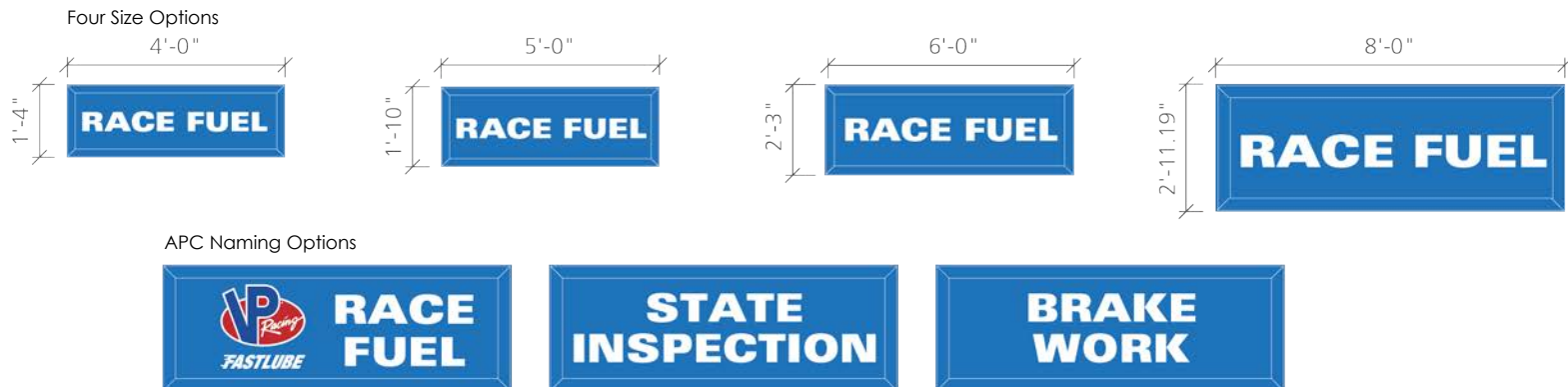
# APC Modules

APC (alternate profit center) modules, such as RACE FUEL, STATE INSPECTION or BRAKE WORK, are available in the same widths as the Primary ID signs: 4'-0", 5'-0", 6'-0", and 8'-0". Each of these modules is available as a new cabinet or as a face replacement for existing signs.

### APC Modules

The APC modules are constructed of white acrylic with translucent blue vinyl with the letters cut out (such as "RACE FUEL"). The sign is internally illuminated for maximum nighttime visibility. The module height may vary depending upon local sign restrictions. Please note that the

APC module is only to be placed at the bottom of the sign below the VP Racing Fuels brand. Please note the limited height available for monument signs. If the face replacement option is chosen, then the sign cabinets and poles must be painted gray, refurbished and re-lamped.



## Retrofit Signs and Non-Standard Dimensions

## Logo Proportion and Scale Specifications

## Proper Sizing of Retrofit Sign Faces

When retrofitting an existing sign face that does not fall within the standard sign sizes for a new sign the VP Racing FASTLUBE logo can be presented in either a stacked or horizontal format. If an existing sign face is not one of the standard VP Racing FASTLUBE sign sizes, please contact your VP Racing Fuels representative for guidance.





## Retrofit Signs and Non-Standard Dimensions

## Pylon Signs

## Horizontal / Square Pylon Sign Faces

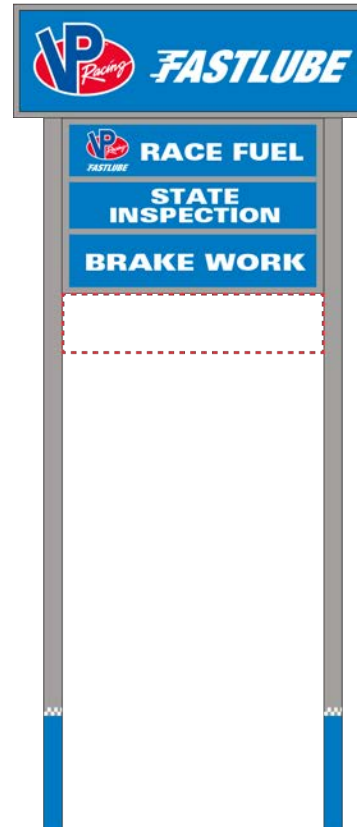
When replacing pylon sign faces on an existing pylon sign, the VP Racing FASTLUBE logo is translucent and internally illuminated. This helps to highlight the VP Racing FASTLUBE logo at night.

The poles must be painted gray and the cabinets must be refurbished and re-lamped.

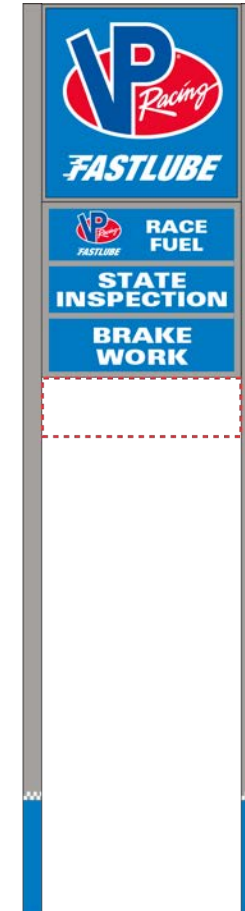
The VP Racing FASTLUBE blue sign pole base and checkered band is to be applied to all retrofit pylon sign poles. See page 2.2 for sizing specifications.

If an additional module is required, it can be added below the VP Racing FASTLUBE logo (as indicated with a red dotted line on this page)

Retrofit – Horizontal Cabinet  
Example - Horizontal VP Racing FASTLUBE logo



Retrofit – Square Cabinet  
Example – Stacked VP Racing FASTLUBE logo



## Retrofit Signs and Non-Standard Dimensions

# Monument Signs

### Horizontal / Square Monument Sign Faces

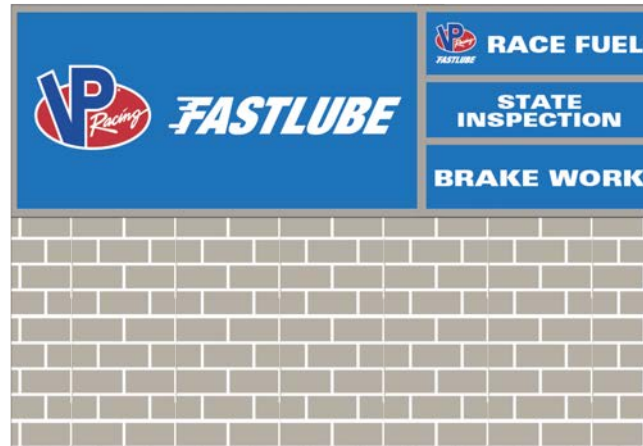
The monument sign is designed for those situations when a pylon sign may not be used due to local sign codes, or in addition to a pylon sign. Similar to a new monument sign, the VP Racing FASTLUBE logo is translucent and internally illuminated. This helps to highlight the VP Racing FASTLUBE logo at night. If an additional sign module is required, consult with your VP representative regarding additional modules.

When replacing a monument sign face, the sign cabinet and poles (if applicable) must be painted gray, and the entire sign must be refurbished and re-lamped.

Example – Stacked VP Racing FASTLUBE logo



Example - Horizontal VP Racing FASTLUBE logo



# Facility Exterior



# Family of Signs

Exterior Banner - VP Racing FASTLUBE Logo and the Mad Scientist



Exterior Banner - VP Racing FASTLUBE Logo only



Exterior Banner – Mad Scientist only



## Design Intent Only – Not for Fabrication

*These drawings are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes. All dimensions are schematic. Fabricator is responsible for obtaining field dimensions and making adjustments as required for installation.*

## Preferred Signage Treatment

# Primary Exterior Wall

### Illuminated Logo & Channel Letters

The minimum length required for display of the VP Racing FASTLUBE logo lock-up together with a Mad Scientist on a horizontal banner is 30' with a minimum width of 36". (For applications less than 30' long, see 3.3 Alternative Signage Treatment). To maximize visibility, 42" or 48"-wide banners are recommended where space permits. In such cases, the minimum length for a 42" banner is 33' and for a 48" banner is 36'.

The VP Racing FASTLUBE logo lock-up resides 3'-0" from the left edge of the banner and will be constructed of an internally illuminated sign cabinet and dimensional channel letters mounted on blue ACM. On longer banners, the positioning of the VP Racing FASTLUBE logo lock-up in relation to the left edge may be adjusted depending on the orientation of the banner and visibility from the street or main entrance. Consult with your VP representative to secure approval prior to making any adjustments.

The face of the VP Racing red oval is translucent with fabricated aluminum, opaque VP Racing blue sides. The FASTLUBE letters are translucent white with opaque white returns. In situations where local codes restrict illuminated signs, the sign and channel letters should still be installed but not illuminated.

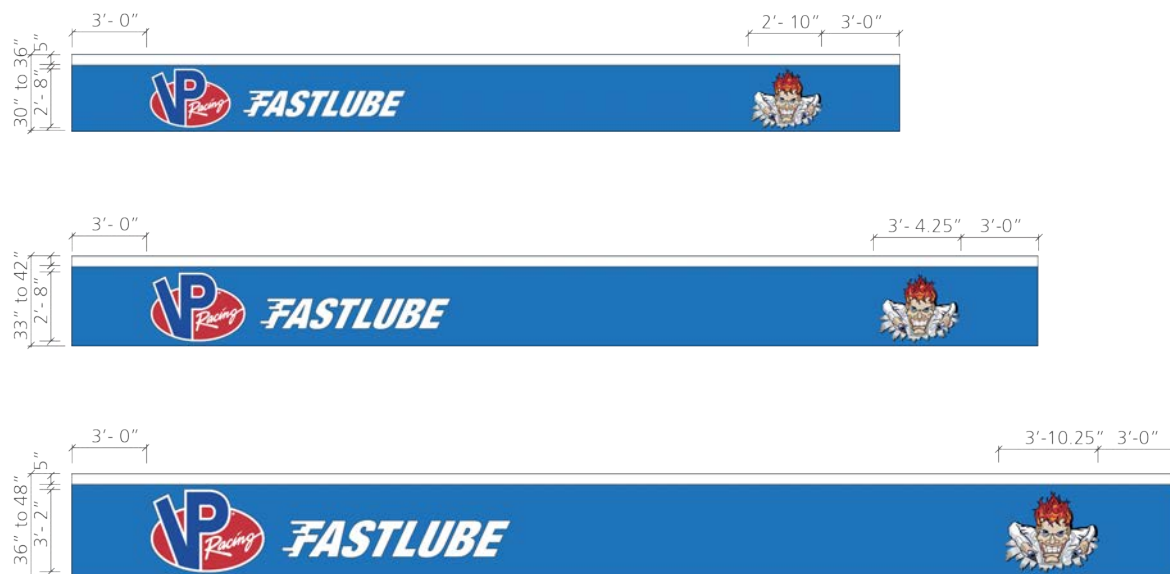
### The Mad Scientist

The Mad Scientist logo is internally illuminated and fabricated with opaque black aluminum returns. To create the appearance of the Mad Scientist exploding through the banner, 'torn metal' is applied to the sides of the sign cabinet. The Mad Scientist logo is placed 3' 0" away from the right end of the banner.

In situations where local codes restrict illuminated signs, the sign should still be installed but not illuminated.

Do not substitute any other form of the VP Racing oval, dimensional letters or the Mad Scientist. Do not alter the placement of the logo, letters or Mad Scientist without prior written approval from VP.

VP Racing FASTLUBE Logo and the Mad Scientist – Horizontal Format



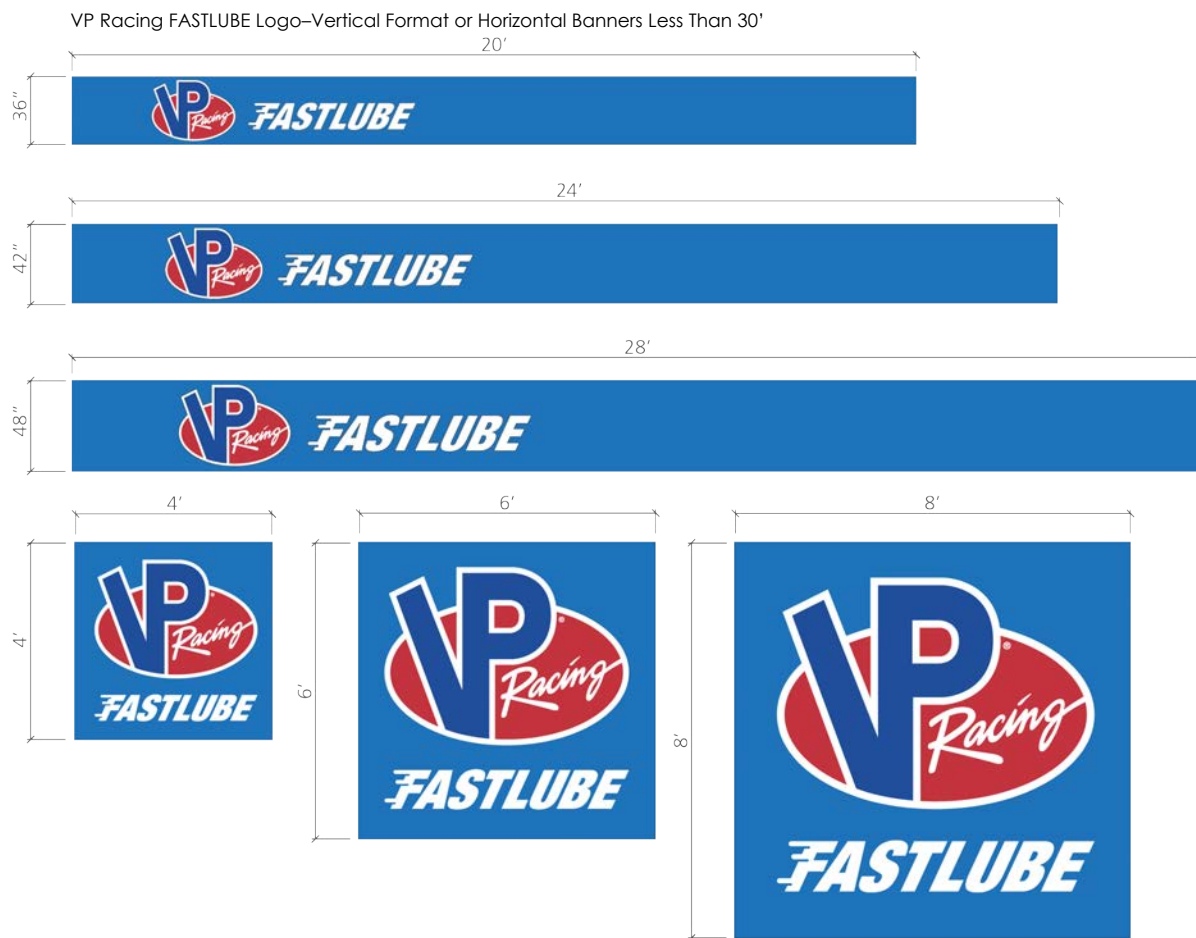


## Alternative Signage Treatment Primary Exterior Wall

### Illuminated Logo & Channel Letters

When space constraints prohibit use of the preferred signage treatment described in section 3.2, alternative vertical or truncated horizontal banner treatments can be used as described here. The treatment for the VP Racing FASTLUBE logo is internally illuminated, with dimensional channel letters mounted on a banner constructed of ACM. The VP Racing Fuels logo lock-up is placed on a blue background in the most prominent position possible on the facility exterior. Consult with your VP Racing Fuels representative to jointly determine the best options for placement. Final placement of the logo/banner requires prior approval by your VP representative.

The face of the VP Racing red oval is translucent with fabricated aluminum, opaque VP Racing blue sides. The FASTLUBE letters are translucent white with opaque white returns. Do not substitute any other form of the VP Racing Oval or dimensional letters. Do not alter the placement of the logo and letters under any circumstance.



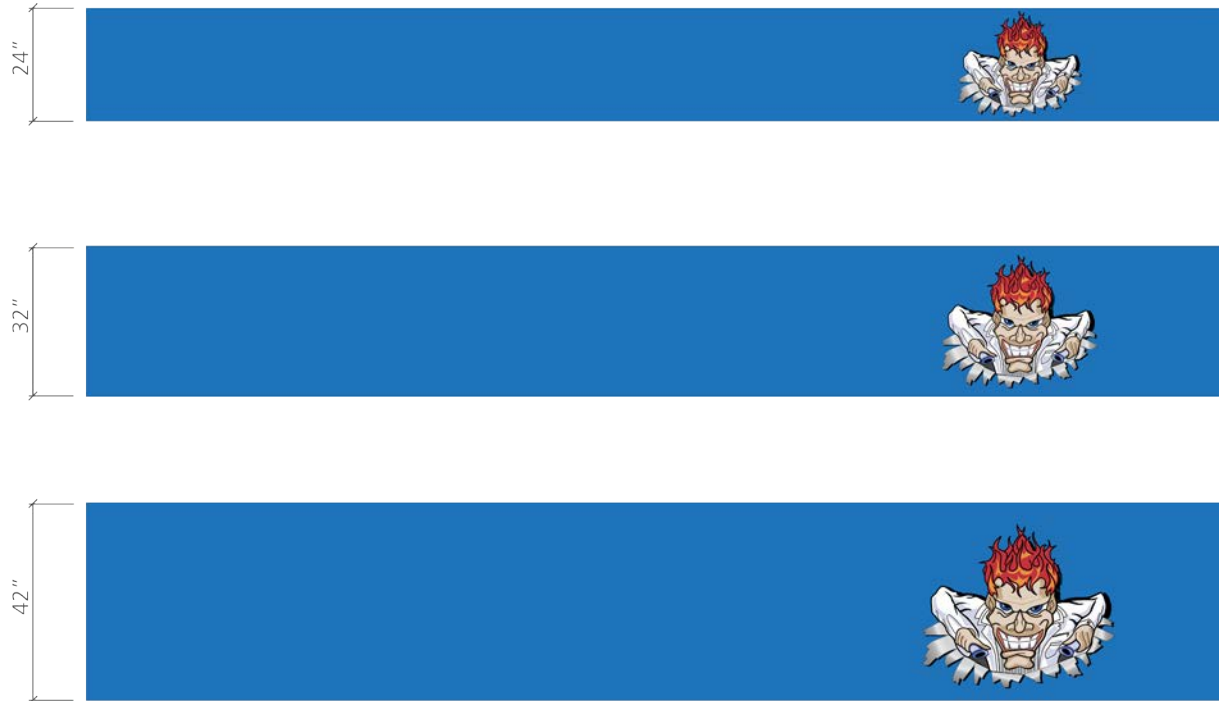
## Alternative Signage Treatment

### Primary Exterior Wall

#### The Mad Scientist

When alternative signage treatment is used for the VP FASTLUBE logo, the Mad Scientist sign must be placed in the next most prominent position on the facility exterior. The minimum height for placement of a stand-alone Mad Scientist sign is 20". Consult with your VP Racing Fuels representative to jointly determine the best options for placement. Final placement of the Mad Scientist sign requires prior approval by your VP representative.

The treatment for the Mad Scientist is internally illuminated. The face of the Mad Scientist is translucent and fabricated with opaque black aluminum returns. To enhance the appearance of the Mad Scientist exploding through the fascia, 'torn metal' is applied to the sides of the sign cabinet.



## Service Bay Signs

Although not required, service bay signs are intended to direct customers to the appropriate bay for the type of service they require. Size of signage will depend on the width and height of the bay entrances, allowing for sufficient clearance for vehicles. While high quality vinyl is recommended, consult with your VP representative regarding the various material options available. In all cases, service bay graphics should be covered with a UV protective clear coat to maintain longevity and help keep them clean. Note that the typeface on each sign option is always centered.

**OIL CHANGE**

**STATE INSPECTION**

**SERVICE CENTER**

**BATTERY REPLACEMENT**

**BRAKE WORK**

## Promotional Signs

Consult with your VP representative regarding graphic designs and various materials available for ad hoc promotional signs.



**FREE TIRE ROTATION  
WITH OIL CHANGE**

# Entry Door Decals

The entrance to a lube center facility can often become cluttered with vendor promotions, regulatory messaging, and miscellaneous decals. To minimize visual clutter and maximize consumer messaging, VP Racing Fuels requires that all non-essential decals, hand written or

miscellaneous signs be removed from the doors and adjacent sidelight windows. Provided here is an example of an approved placement scenario for regulatory and informational decals for single and double door entries.

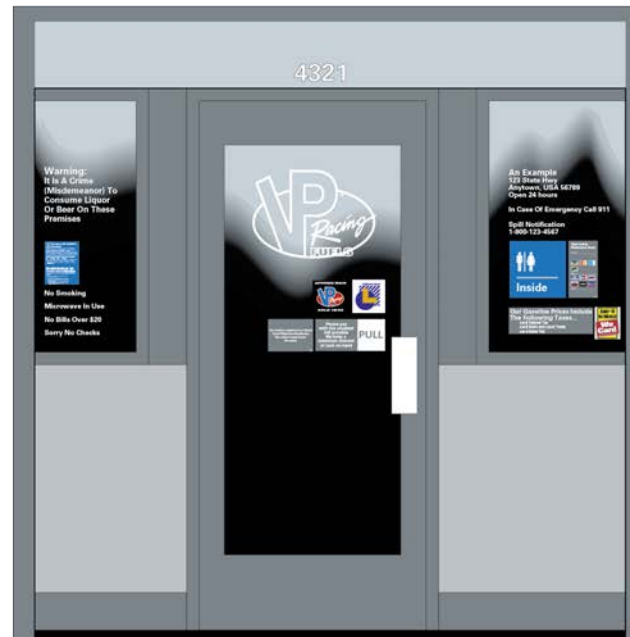
## VP Fuel Cube Door Decal

For facilities that sell VP Racing Fuels in 5-gallon pails from a VP Fuel Cube, an optional entry door decal is available as pictured here.

Option 1 – Double Door Entry



Option 2 – Single Door Entry





# Facility Interior



## Family of Signs



### Design Intent Only – Not for Fabrication

*These drawings are for the sole purpose of expressing visual design intent and are not intended for actual fabrication purposes. All dimensions are schematic. Fabricator is responsible for obtaining field dimensions and making adjustments as required for installation.*

# Reception Area / Service Counter

The following are required in the reception area of all VP FASTLUBE facilities:

1. VP FASTLUBE sign – consult with your VP representative regarding appropriate size and materials for reception areas of various sizes
2. Wall Posters (as updated from time to time):
  - A. VP Racing Lubricants
  - B. VP Madditives
3. VP Power Center display rack – fully stocked. Note if space constraints preclude use of a VP Power Center, a countertop display of VP products may be substituted. Consult with your VP representative regarding space constraints.
4. VP Counter mat – if space permits

Other discretionary posters are available. Consult with your VP representative and/or see your VP FASTLUBE Welcome Kit.

## Price Menu

Although not required, it's recommended a menu reflecting prices for services be displayed in the reception area. If such a menu is displayed, it must include a prominent VP FASTLUBE logo. Consult with your VP representative regarding appropriate size and materials for the price menu sign.



VP Racing Madditives poster



VP Racing Lubricants poster



VP Power Center rack



VPRF counter mat



VP Lubricants counter mat

**Authorized Service Center**

SERVICE	PRICE
Standard Lube & Filter .....	\$25.99
Extreme Service Upgrade .....	\$34.99
Synthetic Service .....	\$49.99
Coolant Flush .....	\$24.99
Engine Flush .....	\$24.99

Customer Logo: Bob's Fast Lube  
123 Avenue St.  
Big City, AZ 81111  
(480) 555-8888

**OUR PASSION IS YOUR PERFORMANCE®**

Price Menu

## Service Bay Area

In the service bay area of all VP FASTLUBE facilities, at least one VP FASTLUBE metal sign is required. Consult with your VP representative regarding appropriate size and placement of the sign.

Other signs and posters are recommended as space permits.



# Contact Information



# Approved Vendors and Suppliers

## POS Computer Software

### Sage Microsystems, Inc.

Robert Sampson, President  
[bsampson@sagesystem.com](mailto:bsampson@sagesystem.com)  
 Chuck Brewer, Sales Manager  
[cbrewer@sagesystem.com](mailto:cbrewer@sagesystem.com)  
 (800) 724-7400 or (610) 524-1300  
 (610) 524-3234 fax

18 North Village Avenue  
 Exton, PA 19341



### Classic Plus Throttle®

Jeff Tremper, VP-Sales  
[jeff@classicplus.net](mailto:jeff@classicplus.net)  
 (800) 966-1661  
 (301) 668-9364 Fax

95 Monocacy Boulevard B20  
 Frederick, MD 21701



## Oil Filters & Hardware

### Service Champ

Dave Everett  
[deverett@servicechamp.com](mailto:deverett@servicechamp.com)  
 (800) 221-0216 - ext 153  
 (800) 344-5823 fax  
 (727) 424-9288 cell

180 New Britain Blvd  
 Chalfont, PA 18914



## Credit Card Processing

### CardConnect - A First Data Company

Questions on the VP Racing merchant  
 program, please contact the Preferred  
 Client Group 866-470-3347  
 or your VP Racing Sales Agent



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# Approved Vendors and Suppliers

## Signage and Graphics Manufacturers

### SIGNAGE FABRICATOR

#### Comet Signs

Pete Sitterle  
[pete@cometsigns.com](mailto:pete@cometsigns.com)  
 (210) 341-7244  
 (210) 341-7279 fax

235 West Turbo  
 San Antonio, TX 78216



### SIGNAGE FABRICATOR

#### SRD Designs (CA, AZ, NV)

Stan Roble  
[srdsignage@gmail.com](mailto:srdsignage@gmail.com)  
 (818) 792-1792

10601 Tierrasanta Blvd,  
 San Diego, CA 92124



### SIGNAGE FABRICATOR

#### Everbrite, LLC

Jennifer Cottrill  
[jcottrill@everbrite.com](mailto:jcottrill@everbrite.com)  
 (414) 529-7183  
 (414) 529-7191 fax

4949 S. 110th Street  
 Greenfield, WI 53228



### SIGNAGE FABRICATOR

#### Nomad Signs (OR, WA)

Larry French  
[larry@nomadsign.com](mailto:larry@nomadsign.com)  
 (503) 339-6674

418 45th Ave NE  
 Salem, OR 97301

### SIGNAGE FABRICATOR

#### Federal Health Sign Company

Peggy Newland  
[PNewland@FederalHeath.com](mailto:PNewland@FederalHeath.com)  
 (903) 589-2156  
 (903) 589-2101 fax

1500 N. Bolton Street  
 Jacksonville, TX 75766



### SIGNAGE FABRICATOR

#### Pattison Sign Group

David Brewster  
[dbrewster@pattisonsign.com](mailto:dbrewster@pattisonsign.com)  
 (866) 635-1110 - ext 4229

520 W. Summit Hill Dr. SW  
 Suite 702, Knoxville, TN 37902



## Financing

### IMAGE FINANCING

#### Allied Brand Capital, LLC

Contact your regional  
 VP Racing Fuels representative:

– Northeast  
 Matt Schuster  
[Matt.schuster@vpracingfuels.com](mailto:Matt.schuster@vpracingfuels.com)  
 (210) 784-6708

– Southeast  
 Ted Tritt  
[Ted.tritt@vpracingfuels.com](mailto:Ted.tritt@vpracingfuels.com)  
 (210) 510-8409

– Central  
 Bryan Noonan  
[bryan.noonan@vpracingfuels.com](mailto:bryan.noonan@vpracingfuels.com)  
 (210) 289-6000

– West  
 Gary Jaiman  
[Gary.jaiman@vpracingfuels.com](mailto:Gary.jaiman@vpracingfuels.com)  
 (210) 216-5022

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# Approved Vendors and Suppliers

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## Suppliers

ACM

### Mitsubishi Composites

Dave Cousminer

[DavidCousminer@m-chem.com](mailto:DavidCousminer@m-chem.com)

(281) 970-4572

(888) 966-0298 fax

7 Cardinal Bend Lane  
Houston, TX 77070



ACM – REYNOBOND

### Reynobond Alcoa

Jessica Williams

[Jessica.williams@alcoa.com](mailto:Jessica.williams@alcoa.com)

(478) 448-4766

(325) 690-0418 fax

50 Industrial Blvd.  
Eastman, GA 31023



PAINT

### Jones-Blair Paint Company

Will Dryden

[wdryden@jones-blair.com](mailto:wdryden@jones-blair.com)

(214) 353-1634

(214) 350-7624 fax

2728 Empire Central  
Dallas, TX 75235



PAINT

### Sherwin-Williams Company

David Edwards

[swrep8339@sherwin.com](mailto:swrep8339@sherwin.com)

(210) 654-1481

4243 Industrial Center  
San Antonio, TX 78217



FLAG POLES

### Dixie Flag Manufacturing Co.

Rosie Mendoza,

Customer Sales Director

[rosie@dixieflag.com](mailto:rosie@dixieflag.com)

(210) 227-5039

(210) 227-5920 fax

(800) 356-4085 toll free

1930 N. Pan Am Expressway  
San Antonio, TX 78208



## VP Racing Fuels, Inc.

BRAND INQUIRIES

### VP Racing Fuels –

Global Headquarters

[brand@vpracingfuels.com](mailto:brand@vpracingfuels.com)

(210) 635-7744

(210) 437-0475 fax

204 East Rhapsody  
San Antonio, TX 78216

