



VP Racing POWERWASH Brand Standards

Version 1 – Release November 2019

Image Overview

The VP Racing Fuels POWERWASH™ brand has been developed to provide car wash owners with an exciting new alternative that leverages VP Racing Fuels' reputation for performance using a professional, yet edgy and modern look. The Brand Standards outlined in this manual have been developed for our operators to project a consistent image of the VP POWERWASH brand across all markets. The Brand 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 Fuels

POWERWASH logo treatment, which includes the traditional blue "VP" on a red oval paired in a "lock-up" with the name "POWERWASH."

These standards have been developed to address the most common car wash applications. Because each POWERWASH location is different, it's impossible to depict exactly what your site will look like. However, the following pages outline requirements related to Brand 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 VP Racing Fuels POWERWASH supplier unless otherwise agreed upon, in writing, by VP Racing Fuels.

These requirements apply to both new POWERWASH facilities as well as those undergoing major or minor conversions (e.g. signage replacement, painting, refurbishment of building, etc.).

Please contact your VP Racing Fuels POWERWASH representative for guidance on any special circumstances that need to be addressed beyond these Brand Standards.

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

ments 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 Racing Fuels®, 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. VP Racing Fuels' heritage in racing and recognition as a technological leader in fuels worldwide

can now be seen and experienced in everything VP does. From fuel additives to coolants to automotive motor oils, to small engine fuels and lubricants, VP Racing Fuels' expertise stands out. More recently, VP's technological expertise and demand for excellence can be experienced at VP Racing Fuels gas stations and convenience stores, at VP FASTLUBES™ and at VP POWERWASH™ car washes.

With its position at the technological forefront of performance fuels secure, VP applied its race technology to developing a full line of consumer automotive additives and coolants, broadening the brand appeal to everyday drivers. With this growing consumer following, 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 and with the success of VP FASTLUBE oil change centers, VP Racing Fuels POWERWASH facilities emerged as a natural extension. Leveraging the same strengths on which VP Racing Fuels retail branding program was based, VP Racing Fuels POWERWASH facilities will become the next major car wash brand.



VP Racing Fuels' Mad Scientist®

The "Mad Scientist" name had its origins in VP Racing Fuels' 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 Racing Fuels' 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 Racing Fuels' 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 Racing Fuels branded gas stations, convenience stores, FASTLUBE and POWERWASH facilities. VP Racing Fuels' focus is on helping our distributor and retail partners optimize their performance – to make their business more competitive and more profitable.

VP Racing Fuels 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 their passion in life. The Mad Scientist, therefore, symbolizes VP Racing Fuels' 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 Racing Fuels branded gas stations, FASTLUBE and POWERWASH facilities where our customers will encounter various representations of the Mad Scientist – on exterior signage, counter mats, posters and more. As VP Racing Fuels' "spokesperson," the Mad Scientist will communicate VP Racing Fuels' 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 Racing Fuels branded facility, the goal is for the customer to feel positive about themselves, feel good about the VP Racing Fuels brand and remember the facility as the "destination that defines winning performance, every day."



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Defining the Brand Identity



“I’ve got a lot to say ...”

Images 'At-A-Glance' – Exterior



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.



Logo Suite 'At-a-Glance'

Main/Primary Signage Logo

The only accepted logo for building and the family of signs is the horizontal POWERWASH, underscored by *THE SCIENCE OF CLEAN™*. Deviations are not acceptable.

The Mad Scientist logo may be used on promotional signage, menu boards, directional signs, etc., as illustrated in this document. At no time should the Mad Scientist be used as building signs or for the family of signs.

Logo CLEAR SPACE - The minimum clear space defined below applies to all VP Racing Fuels POWERWASH logos



Logo Suite / Primary ID Sign – ‘VP Racing Fuels POWERWASH’ Logo

Main/Primary ID Sign

The only accepted logo for the main/primary family of signs is the horizontal POWERWASH, underscored by *THE SCIENCE OF CLEAN™*. Deviations are not acceptable.



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, canopies or equipment.

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
Primary ID Sign Non-Illuminated VP POWERWASH Logo on Signage		186c	c0 m100 y81 k4	r227 g24 b55	E31837
		Reflex Blue-C	c100 m73 y0 k2	r0 g84 b164	0054A4
		White	—	—	—
Facility Exterior Sign Illuminated VP POWERWASH Logo on Signage		186c	c0 m100 y81 k4	r227 g24 b55	E31837
		300c	c87 m56 y0 k0	r0 g110 b199	006EC7
		288c	c100 m90 y20 k8	r0 g48 b130	003082
		White	—	—	—
VP POWERWASH Logo Gradient Breakdown (to emulate chrome component in logo)		White	—	—	—
		427 C	c18 m12 y13 k0	r206 g209 b210	CED1D2
		428 C	c24 m17 y16 k0	r193 g196 b199	C1C4C7
		430 C	c55 m41 y38 k5	r125 g133 b139	7D858B
		Black 6 C	c82 m71 y59 k75	r25 g30 b37	191E25
VP POWERWASH Logo Bubbles Breakdown		7457 C	c26 m4 y7 k0	r194 g218 b228	C2DAE4
		305 C	c58 m0 y6 k0	r130 g199 b230	82C7E6
		306 C	c81 m4 y5 k0	r75 g177 b224	4BB1E0
		7466 C	c96 m1 y31 k0	r37 g171 b185	25ABB9

continued on next page >

		PMS	CMYK	RGB	HEX
The Mad Scientist Illustration (to be digitally printed for signage)		185c	c0 m94 y100 k0	r255 g23 b61	61#ff173d
		293c	c100 m57 y0 k2	r0 g107 b250	250#006bfa
		20% of 293	c20 m11 y0 k0	r198 g210 b200	—
		Process Cyan-c	c100 m0 y0 k0	r0 g166 b214	214#00a6d6
		Process Yellow-c	c0 m1 y100 k0	r247 g224 b23	23#fce016
		4665c	c0 m18 y32 k10	r230 g188 b156	156#e6bc9c
		50% of 4665c	c0 m9 y16 k5	r241 g220 b200	—
Curbs, Bollards		Cool Gray 10c	c0 m2 y0 k60	r128 g127 b131	807F83
Sign Cabinets		Cool Gray 7c	c0 m0 y0 k37	r173 g175 b178	ADAF82
Sign Poles, Columns		Cool Gray 7c	c0 m0 y0 k37	r173 g175 b178	ADAF82
		300c	c100 m44 y0 k0	r0 g110 b199	006EC7
		White	—	—	—
Channel Letter Face		White	—	—	—

Color and Material Specifications

Material and Product Specifications

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

		PMS	Vinyl – Translucent	Vinyl – Opaque	ACM	Paint
Illuminated VP POWERWASH Logo on Signage		Cool Gray 10c	—	—	—	Jones Blair – Dark Gray 4560-001, or; Sherwin-Williams SHER-CRYL HPS, BBBW311 (for formula, contact: brand@vpracingfuels.com)
		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: brand@vpracingfuels.com)
		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
Only Non- Illuminated		Reflex Blue-c	3M – Sultan Blue 3630-157	3M – Sapphire Blue 7725-37	—	Jones Blair 4550-001 (IR BLUE)
Channel Letter Face		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
Curbs, Bollards		Cool Gray 10c	—	—	—	Jones Blair – Dark Gray 4560-001, or; Sherwin-Williams SHER-CRYL HPS, BBBW311 (for formula, contact: brand@vpracingfuels.com)
Sign Cabinets		Cool Gray 7c	—	—	—	Jones Blair – Light Gray 45585, or; Sherwin-Williams SHER-CRYL HPS, B66W311 (for formula, contact: brand@vpracingfuels.com)
Sign Poles, Columns		Cool Gray 7c	—	—	—	Jones Blair – Light Gray 45585, or; Sherwin-Williams SHER-CRYL HPS, B66W311 (for formula, contact: brand@vpracingfuels.com)
		300c	—	3M – Intense Blue 7725-47	—	Jones Blair A2N5010, or; Sherwin-Williams Hi-Solids Urethane, B65T304 (for formula, contact: brand@vpracingfuels.com)
		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

Design Intent Only – Not for Fabrication

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New Standard Signs

Main / Primary ID Sign

The new sign standard for VP Racing Fuels POWERWASH facilities is a double pole, pylon or custom, stylized sign, similar to that depicted on page 2.3. The size and overall height of a new sign may be driven by local sign codes. When necessary a monument sign can be used in place of a pylon or stylized sign.

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

When replacing the sign face on an existing sign, refer to the sign retrofit section on page 2.3.

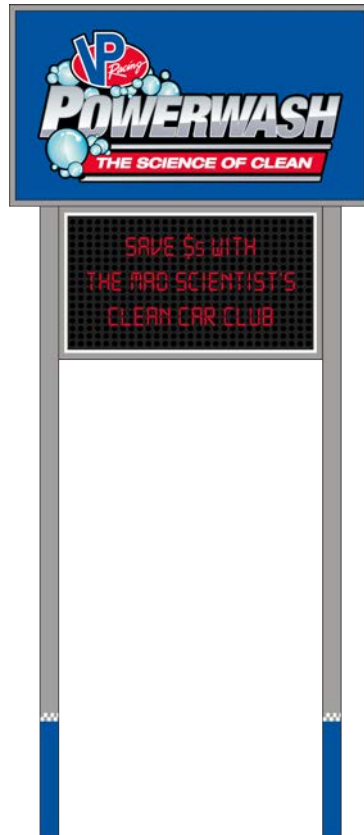


Retrofit Signs

Pylon Sign & Stylized Sign

Proper Sizing of Retrofit Sign Faces

When retrofitting an existing sign face, the VP Racing Fuels POWERWASH logo must be presented as shown.



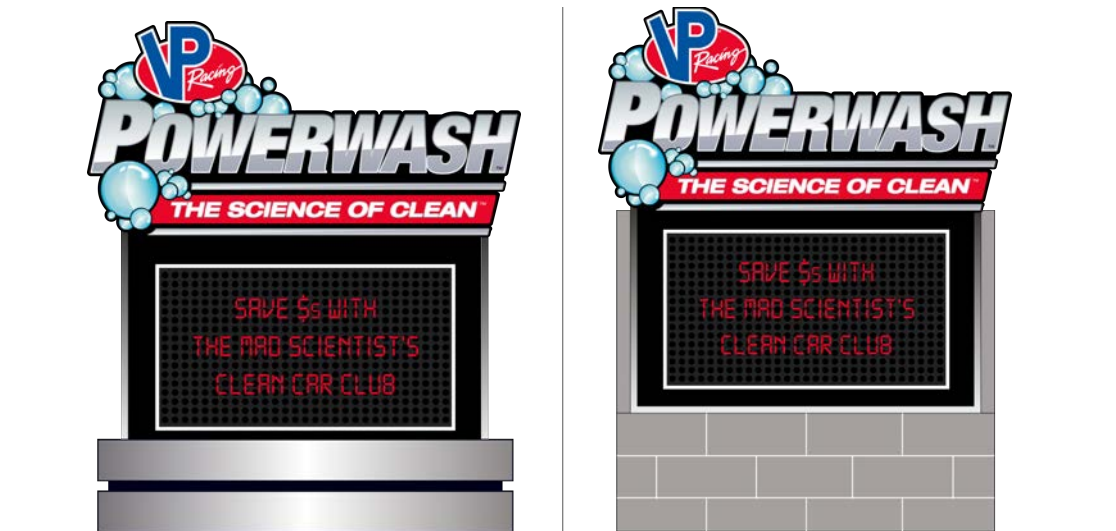
Retrofit Signs

Monument Signs

Horizontal / Square Monument Sign Face

The monument sign is designed for those situations when a larger sign may not be used due to local sign codes, or in addition to a larger sign. Similar to a new monument sign, the VP Racing Fuels POWERWASH logo is translucent and internally illuminated. This helps to highlight the VP Racing Fuels POWERWASH logo at night.

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.



Facility Exterior



Building Sign



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Accepted Signage Treatment Exterior Wall

Illuminated Logo

The VP Racing POWERWASH logo lock-up will be constructed of an internally illuminated sign cabinet. THE positioning of the VP Racing POWERWASH logo lock-up in relation to the buildings edge may be adjusted depending on the orientation 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 POWERWASH letters are translucent gradient silver with opaque white returns.

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



Promotional Signs

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



Entry Door Decals

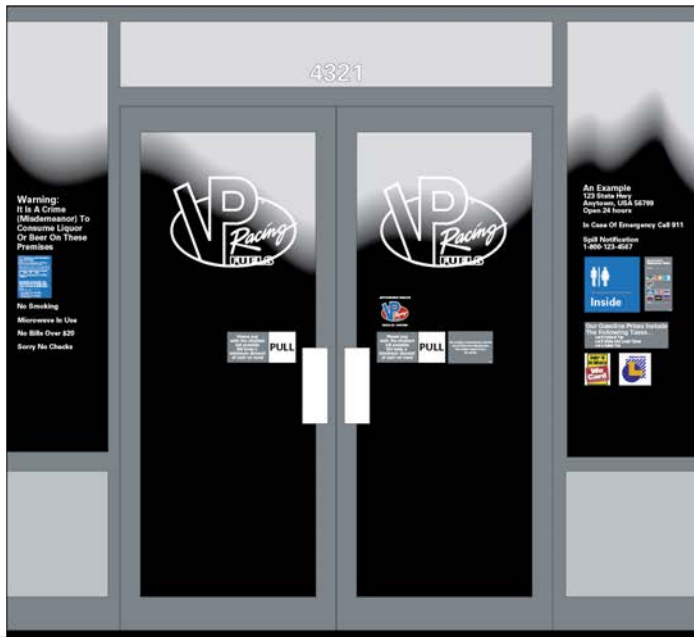
The entrance to a VP Racing Fuels POWERWASH facility can often become cluttered with vendor promotions, regulatory messaging, and miscellaneous decals. To minimize visual clutter and maximize consumer messaging, VP Racing Fuels requires that all non-essential decals,

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.

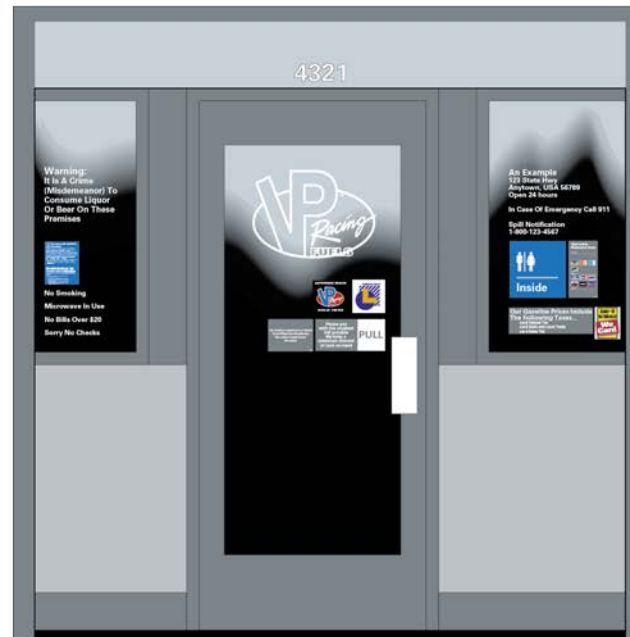
VP Fuel Cube Door Decal

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

Option 1 – Double Door Entry



Option 2 – Single Door Entry



Facility Interior



Family of Signs



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Reception Area / Service Counter

The following are required in the reception area of all VP Racing Fuels POWERWASH facilities:

1. VP POWERWASH sign – consult with your VP Racing Fuels representative regarding appropriate size and materials for reception areas of various sizes.
2. Wall Posters:
 - 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 Racing Fuels representative regarding space constraints.
4. VP Counter Mat – if space permits

Other discretionary posters are available. Consult with your VP Racing Fuels representative and/or see your VP Racing Fuels POWERWASH 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 Racing Fuels POWERWASH logo. Consult with your VP Racing Fuels representative regarding appropriate size and materials for the price menu sign. NOTE: Illustration for Design Intent Only.



VP Racing Madditives Poster



VP Racing Lubricants Poster



VP Power Center Rack



VP Racing Fuels Counter Mat



VP Racing POWERWASH Price Menu

Contact Information



Approved Vendors and Suppliers

POS Computer Software

Sage Microsystems, Inc.

Robert Sampson, President

bsampson@sagesystem.com

Chuck Brewer, Sales Manager

cbrewer@sagesystem.com

(800) 724-7400 or (610) 524-1300

(610) 524-3234 fax

18 North Village Avenue
Exton, PA 19341



Credit Card Processing

CardConnect -

A First Data Company

*Questions on the VP Racing
merchant program, please*

contact the Preferred Client

Group at 866-470-3347

or your VP Racing Sales Agent



License Plate Recognition

DRB Systems

Sales: 800.336.6338

Knowledge Center: 330.645.3299

Main Office Fax: 330.645.2299

Knowledge Center Fax:

330.645.447

3245 Pickle Rd.

Akron, OH 44312



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Approved Vendors and Suppliers

Signage and Graphics Manufacturers

SIGNAGE FABRICATOR

Comet Signs

Pete Sitterle
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
 (818) 792-1792

10601 Tierrasanta Blvd,
 San Diego, CA 92124



SIGNAGE FABRICATOR

Everbrite, LLC

Jennifer Cottrill
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
 (503) 339-6674

418 45th Ave NE
 Salem, OR 97301

SIGNAGE FABRICATOR

Federal Heath Sign Company

Peggy Newland
PNewland@FederalHeath.com
 (903) 589-2156
 (903) 589-2101 fax

1500 N. Bolton Street
 Jacksonville, TX 75766



FLAG POLES

Dixie Flag Manufacturing Co.

Rosie Mendoza,
 Customer Sales Director
rosie@dixieflag.com
 (210) 227-5039
 (210) 227-5920 fax
 (800) 356-4085 toll free

1930 N. Pan Am Expressway
 San Antonio, TX 78208



SIGNAGE FABRICATOR

Pattison Sign Group

David Brewster
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
 (210) 784-6708

– Southeast
 Ted Tritt
Ted.tritt@vpracingfuels.com
 (210) 510-8409

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

– West
 Gary Jaiman
Gary.jaiman@vpracingfuels.com
 (210) 216-5022

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Approved Vendors and Suppliers

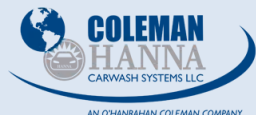
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Suppliers

ACM
Mitsubishi Composites
 Dave Cousminer
DavidCousminer@m-chem.com
 (281) 970-4572
 (888) 966-0298 fax
 7 Cardinal Bend Lane
 Houston, TX 77070



CAR WASH EQUIPMENT
Coleman Hanna
 (713) 683-9878
 (713) 683-9624 fax
 (800) 999-7878 toll free
 5842 West 34th Street
 Houston, TX 77092



ACM – REYNOBOND
Reynobond Alcoa
 Jessica Williams
Jessica.williams@alcoa.com
 (478) 448-4766
 (325) 690-0418 fax
 50 Industrial Blvd.
 Eastman, GA 31023



CAR WASH EQUIPMENT
Coleman Hanna Distributor
 Scott Rider, Chairman – CEO
 Rider Oil & Wash Group, LLC
 Austin - DFW - Houston
 (512) 330-4602
 (214) 801-5823 cell
 912 South Hwy 183, Suite 210
 Austin, TX 78741



PAINT
Jones-Blair Paint Company
 Will Dryden
wdryden@jones-blair.com
 (214) 353-1634
 (214) 350-7624 fax

2728 Empire Central
 Dallas, TX 75235



CAR WASH EQUIPMENT
ModernWash
info@modernwash.net
 (800) 511-7208 toll free
www.modernwash.net

5220 Scottsville Road
 Bowling Green, KY 42104



PAINT
Sherwin-Williams Company
 David Edwards
swrep8339@sherwin.com
 (210) 654-1481

4243 Industrial Center
 San Antonio, TX 78217



CAR WASH EQUIPMENT
Sonny's The CarWash Factory
 (800) 327-8723 X139 toll free
www.sonnysdirect.com

5605 Hiatus Road
 Tamarac, FL 33321



VP Racing Fuels, Inc.

BRAND INQUIRIES
VP Racing Fuels – Global Headquarters
brand@vpracingfuels.com
 (210) 635-7744 x217
 (210) 437-0475 fax

204 East Rhapsody
 San Antonio, TX 78216

