

A blue-toned photograph of a Marathon gas station. The station has a modern design with a glass-enclosed entrance. A fuel pump on the left is labeled 'ENDURANCE'. The word 'Marathon' is visible on the building's facade. The foreground is a paved area with a white curved line.

Endurance Image Standard



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Overview

Marathon Brand Retail Image

This guide is designed to assist with branding and maintaining the Marathon Endurance Image. Included are the Marathon Brand Image Standards and guidelines for execution.

Approved Vendors

We are proud to partner with our single-source image vendors, Federal Heath and Everbrite. All image materials (full-site and maintenance) must be ordered through these approved vendors.



Canopy fascia, channel letters, column cladding, lane identifiers, dispenser valance, risers, bezel, lower door, and island equipment

Email: MarathonQuotes@FederalHeath.com



Price signs, high rise signs, and electronic message centers

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Paint Specs



Marathon Blue

Material / Color Match
Pantone 11-0601 TCX
3M Film - 3630-57
ACM - Special Match Color



Paint Spec

Sherwin Williams
RAL5002

Color Usage at station
Canopy Fascia, Dispenser, Blade Sign, MID Panels, Store Fascia



Marathon Canopy Deck White

Material / Color Match
Pantone 11-0601 TCX Bright White
Sherwin Williams
SW4089 Pure White
Satin Finish



Marathon Store Gray

Material / Color Match
Pantone Cool Gray 7 C Match
Sherwin Williams
SW7056 Gray Matters

Satin Finish
Color Usage at station
Store Fascia



Marathon White

Material / Color Match
Pantone 11-0601 TCX Bright White
Sherwin Williams
SW7006 Extra White

Satin Finish
Color Usage at station
Canopy Columns, Site Poles, Dispenser, MID, Store Walls, Vinyl on Blade Signs, Store Sign Graphics



Paint Spec

Sherwin Williams
SW7086 Grizzle Gray

Satin Finish
Color Usage at station
Canopy Island Curbs, Bollards



Marathon Dark Gray

Material / Color Match
Pantone Cool Gray 10 C
Sherwin Williams
SW7088 Gravel Gray

Satin Finish
Color Usage at station
Diesel Columns, Diesel Canopy Deck



Marathon Black

Material / Color Match
Black 6 C Match
Sherwin Williams
SW4090 Black

Satin Finish
Color Usage at station
Diesel Columns, Diesel Canopy Deck

Endurance Image Elements

Main ID Sign

- Logo Faces
- Grade Panels
- Internal Retrorayz Lighting Kit

Canopy Columns

- Painted White
- Or White Column Cladding (Optional Upgrade)
- Lane IDs



Canopy Fascia & Lit Elements

- 3 Dimensional ACM Canopy System (standard)
 - Blue Eyebrow Lighting
 - Marathon Shields
 - Illuminated Wordmark
 - Illuminated Stripes
- Or Backlit Canopy System (replacements only)
 - Marathon Shields
- LED Canopy Lights

Dispenser

- Valance
- Door skins
- Risers
- Overlays
- Pump Toppers

Amenity Bins - Gray



Main ID Guidelines

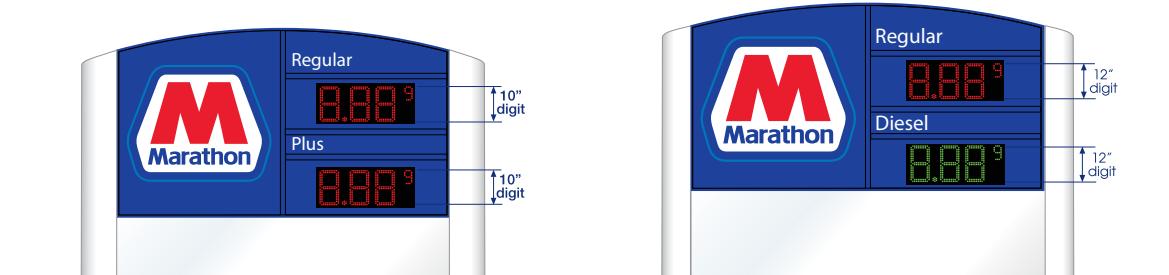


Standard:

- The Marathon logo in the primary, top position.
- Gasoline product price digits must be red.
- Diesel product price digits must be green.
- Main ID sign poles must be painted white.
- Supplemental signage attached to the MID is not permitted.

Guidelines

- Custom MID panels may be used, but must be placed below all product price panels.
- Cash/Credit toggle price display is available, but must be approved by the Brand Performance Team.
- Electronic Message Centers are approved for use in the bottom position of the MID



Sign systems approved by exception only:

- Canopy pricer
- Monument system
- All other non-standard price sign models as required per zoning, ordinance, etc.

Approved Grade Panels

| | | | |
|---------------------|-------------|----------------|---------------|
| Regular | Plus | Premium | Diesel |
| Regular Cash | Plus Cash | Premium Cash | Diesel Cash |
| Regular Credit | Plus Credit | Premium Credit | Diesel Credit |
| 90 Rec | 90 Extra | E15 | Rewards Price |
| Regular Non Ethanol | | | |

**Rewards Price panel available with Marathon approval*

**90 Extra available for TN locations only*

– Unbranded Options



Canopy Guidelines



3 Dimensional ACM Canopy System



Backlit Canopy System



Standard:

- 3 Dimensional screen-printed ACM on a minimum of three sides.
The backside of the canopy can be flat ACM, but must have graphics.
- A minimum of one (1) illuminated Wordmark
- Two (2) Marathon logo shields
- Three (3) illuminated Stripes
- Blue eyebrow lighting
- White canopy decking
- LED canopy deck lighting

Canopy Upgrade Option:

- A Backlit Canopy is an approved upgrade option

Guidelines:

- All retail locations are required to have at least one branded canopy. Exceptions granted for marinas, bulk plants, and local ordinance/zoning issues.
- Diesel canopies may have black or white canopy decking and columns

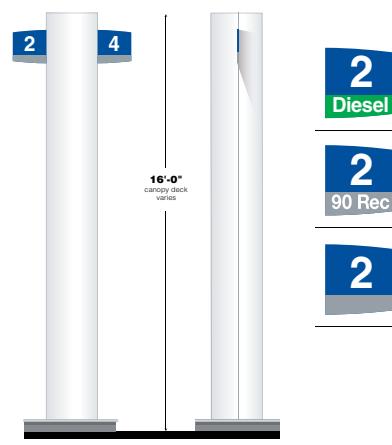
Exceptions to the standard requires Brand Performance approval.

Canopy Columns

- All white painted columns
- Brick/Stone
- No washer bucket or signage allowed on columns. Exceptions are lane IDs, no smoking signage and handicap signage.
- Hand sanitizer stations are permitted. Either free-standing or pole-attached are approved. The items would need to be provided by a third-party vendor.
- Lane IDs required and should call-out each dispenser. Lane ID decals are not to be placed on dispenser valances.

Canopy Column Upgrade Option:

- Column Cladding



Dispenser Guidelines

- Fully branded valance (both sides)
- White dispenser risers
- Fully branded bottom dispenser door
- Professional signage only
- Dispenser face – all black

***Mechanical or Electronic dispensers that are non-compatible with pay-at-the-pump technology will not be allowed under the Branded canopy**



- Each dispenser under the Marathon® branded canopy shall dispense only Marathon® branded fuel, except for a dispenser of “Renewable Fuel” in compliance with the following requirements.
- A dispenser of Renewable Fuel may be included under the Marathon branded canopy, provided the dispenser and advertising of the Renewable Fuel complies with the following:
 - A dispenser of Renewable Fuel under the Marathon® branded canopy must clearly display the disclaimer “NOT A MARATHON BRAND PRODUCT”, and should not include colors that will be confused with MPC’s Marathon brand image colors.
 - If the Renewable Fuel price is advertised, the MID price sign product panel should also clearly display the disclaimer “NOT A MARATHON BRAND PRODUCT” in connection with the advertised price.

“Renewable fuel” means (i) E-85 or (ii) biodiesel containing 20% or greater biofuel.

- Dispensers not under the Marathon® branded canopy may dispense unbranded diesel (including K-1) and racing fuel with prior written approval of MPC and also provided the dispenser and advertising of the unbranded fuel comply with the following requirements:
 - The dispenser must clearly display the disclaimer “NOT MARATHON BRAND PRODUCT”, and should not include colors that will not be confused with MPC’s Marathon brand image colors.
 - If the unbranded fuel price is advertised, the MID price sign product panel should also clearly display the disclaimer “NOT A MARATHON BRAND PRODUCT” in connection with the advertised price.

Prior approval by MPC of the storage, sale and dispensing of unbranded products (other than Renewable Fuels) at a Branded Outlet may be revoked by MPC at any time.

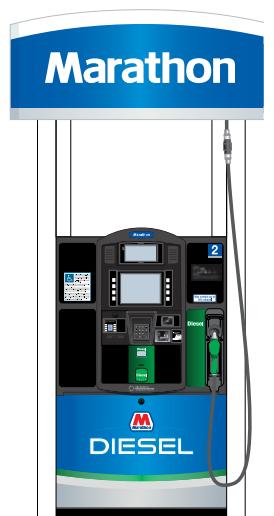
Nothing in this Image Standards shall be deemed to permit the storage, distribution, dispensing or sale of unbranded gasoline at a Retail Outlet.



3 Product Dispenser (3+0)



3 Product Dispenser with Diesel (3+1)



Diesel Only



Kerosene Only



Unbranded K-1

Dispenser Guidelines

Pump Toppers

- All dispensers must have one pump topper frame installed.
- 50% of the graphics in the frame must be the most current material provided by Marathon in the seasonal POP kit. The other 50% of the frames can be used to promote non-fuel items. All graphics must be professionally produced.
- Ultra high-wind pump topper frames are available. Contact Brand Performance or your Territory Manager for details.



Dispenser Decals

- Stations will be responsible for displaying required state or local municipality decals.
- All industry standard decals are available from the Federal Heath image portal or by calling your Federal Heath rep.
- Marathon Brand Decals include Top Tier and We Accept/Bank Holds.
 - Top Tier Decals are only applied to gasoline dispensers.



Gilbarco Encore Decal Sample

Wayne Ovation Decal Sample

Fuel Island Guidelines

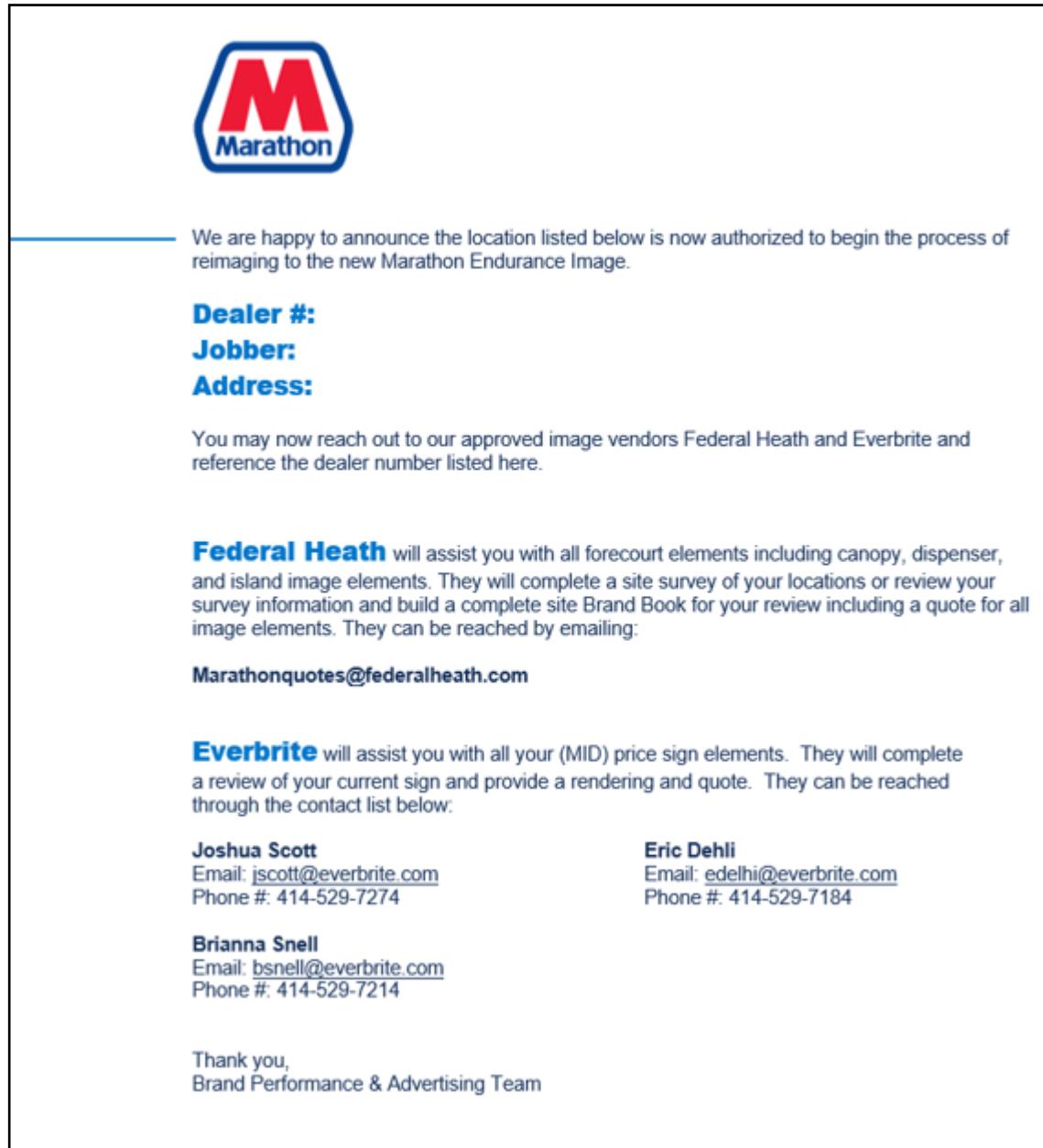
Guidelines

- Bollards, if present, must be painted Marathon dark gray or stainless steel.
- Professional advertising on the bollards is acceptable.
- Curbing must be concrete, stainless steel or painted Marathon dark gray.
- The island surface must be black, dark gray, or concrete.
- Light poles must be painted black or white.
- Trash receptables and customer convenience stations are to be gray, black, brick or stone and must have a lid.



Imaging Process

- When you are ready to begin the imaging process, reach out to your Territory Manager and they will add your location(s) to the production schedule.
- On the 1st working day of your scheduled imaging month, the designated contact will receive the below email announcing that they can begin the imaging process. The letter directs the customer to reach out to both Federal Heath and Everbrite to begin the imaging process.



The image shows an email template for Marathon. It features the Marathon logo at the top left. The main content area contains the following text:

We are happy to announce the location listed below is now authorized to begin the process of reimaging to the new Marathon Endurance Image.

Dealer #: [Redacted]
Jobber: [Redacted]
Address: [Redacted]

You may now reach out to our approved image vendors Federal Heath and Everbrite and reference the dealer number listed here.

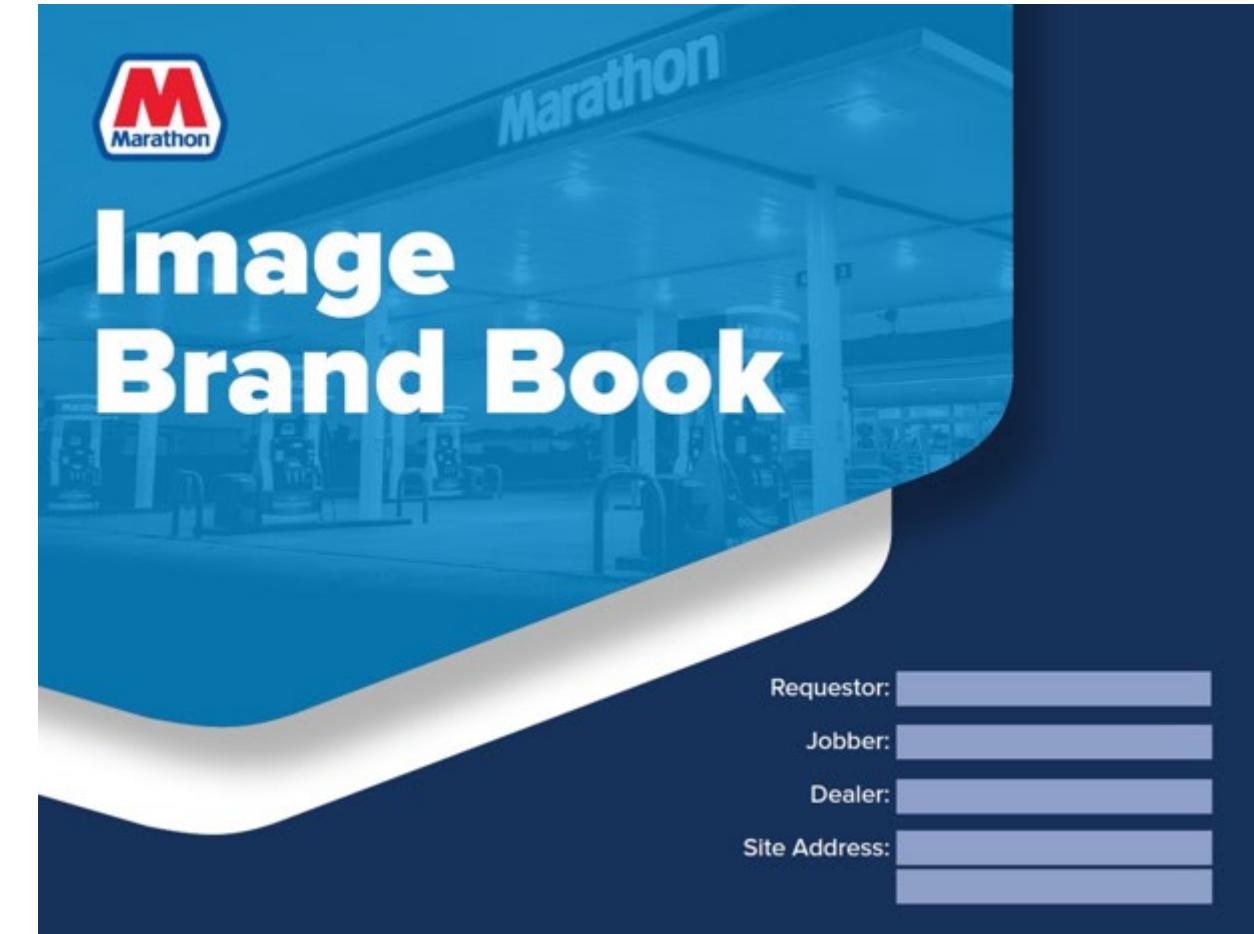
Federal Heath will assist you with all forecourt elements including canopy, dispenser, and island image elements. They will complete a site survey of your locations or review your survey information and build a complete site Brand Book for your review including a quote for all image elements. They can be reached by emailing: Marathonquotes@federalheath.com

Everbrite will assist you with all your (MID) price sign elements. They will complete a review of your current sign and provide a rendering and quote. They can be reached through the contact list below:

| | |
|--|---|
| Joshua Scott Email: jscott@everbrite.com Phone #: 414-529-7274 | Eric Dehli Email: edelhi@everbrite.com Phone #: 414-529-7184 |
| Brianna Snell Email: bsnell@everbrite.com Phone #: 414-529-7214 | |

Thank you,
Brand Performance & Advertising Team

- Survey information will be requested by Federal Heath and Everbrite so that the location can be quoted.
 - Survey information can either be gathered by the customer/contractor or they can request Federal Heath to organize a survey to be conducted.
- Once the survey information is provided to Federal Heath and Everbrite, they will provide the customer/contractor the quotes and brand book / rendering.



The image shows a template for an 'Image Brand Book'. It features the Marathon logo at the top left. The main title 'Image Brand Book' is displayed in large, bold, white letters. The background of the template is a blurred image of a Marathon gas station. On the right side, there is a dark blue sidebar with four input fields for contact information:

Requestor: [Redacted]
Jobber: [Redacted]
Dealer: [Redacted]
Site Address: [Redacted]

- Once the quote is approved and signed by the customer / contractor, the order will be put into production.

NOTE – Quotes can be provided by Federal Heath and Everbrite for prospect locations without adding the location to the production schedule. Once the prospect location decides to convert the location to Marathon, the TM can add the location to the production schedule.

*All information included herein is current as of
February 2023 and is subject to change at any time.*

