

PHILLIPS 66 LUBRICANTS

FLEET IDENTIFICATION PROGRAM



Lubricants



APPLICATION AND PLACEMENT GUIDE

Delivery Vehicles

Support Vehicles

2013 - 2014

FINELINE GRAPHICS 800-345-0641

www.finelineonestop.com

LOGO GUIDELINES

Phillips 66® Lubricants has developed Graphic Standards for each brand that will provide you with the company image standards for use when presenting any of the brand identities in your communications. The logos of 76®, Conoco®, Kendall®, and Phillips 66® are long trusted symbols. By using consistently across all applications, each will continue to set itself apart from the competition. The following sections will assist you in using the brand identity properly in vehicle advertising applications.

KENDALL®

When using the Kendall® identity it is important that enough space is maintained around the logo to clearly convey the identity without competition. When using the Kendall logo a space equal to half of the height of the Kendall fingers symbol itself should be maintained around the entire logo.

The Kendall® Motor Oil logo should be used in situations where the motor oil product needs to be represented but is not otherwise shown or mentioned. When placing the logo on a dark background, the logotype should be white with red circle and white fingers. The background should be dark enough to allow the type to be read. When placing the logo on a red or midtone background, the logotype can be white or black, an outline must be around the red circle, and the fingers should be white. When placed on a white or light background, the logotype should be black with red circle and white fingers.

The Kendall Two Finger® logo and the Kendall GT-1® logo can be used on it's own as a design element positioned separately from the Kendall® Motor Oil logo on a given piece. However, neither or in conjunction can they be used alone as the only corporate identification without the complete Kendall® Motor Oil logo being represented prominently on the piece as well.

Incorrect usage of the logo include: position on an angle or plane, distort the proportions, reportion or resize any part, add any elements, change any color to anything other than what is accepted, place on a color that will disrupt the Kendall® red/black identity, place on a dark background without making the logo and/or tagline white; and without a properly placed registration mark.

PHILLIPS 66®

To maintain the integrity of the Phillips 66® identity, consistent and proper use of all logo components is essential. Avoid any alterations to the logo components, including changes to color, size or placement that are not specifically defined as correct use variations within these standards. The preferred colors for the Phillips 66® logo are black and Phillips® red.

Incorrect usage of the logo include: hand drawn shield, overlap of logo and secondary graphic, transpose the colors, and embellish with drop shadows.

76®

When using the 76® identity it is important that enough space is maintained around the symbols and logotypes to clearly convey the identity without competition. When using the 76® logo space equal to half of the height of the logo itself should be maintained around the entire logo. For horizontal logo/logotypes an area no less than the height of the capital letters should be maintained around the entire logo. Accurate color reproduction is important in all aspects of the 76® identity system.

When placing the 76® Flat logo on a red or mid-tone background a white stroke matching the width of the stroke around the 76® must be placed around the red circle. When on a blue or black background, no stroke is necessary. Placing the logo on a red background is not recommended.

When placing the 76® Lubricants logo on a background the logotype should be white and the background dark enough to allow the type to be read. When placing the logo on a red or midtone background a white stroke matching the width of the stroke around the 76® must be placed around the red circle. As an alternative, the Seventy Six logo can be used on a blue background and the logotype should be white. When placing the logo on a red or midtone background the logotype can be white or blue.

Incorrect usage of the logo include: position on an angle or plane, add any elements, separate any parts, crop any portion, place on a dark background without making the logo and/or tagline white, change any color to anything other than what is accepted, distort the proportions, reportion or resize any part, place on a color that will disrupt the 76® blue/red identity.

CONOCO®

The Conoco® Capsule signature needs visual clear space around it so it will appear separate from line and pattern designs or other artwork in an effort to be a distinctive and strong brand identifier. The signature should be seen in its entirety and should not be partially hidden by text or competing with other elements. The Conoco® Capsule can be displayed over subtle watermarks, varnished patterns, photos or art as long as they do not actively compete with the Capsule for attention.

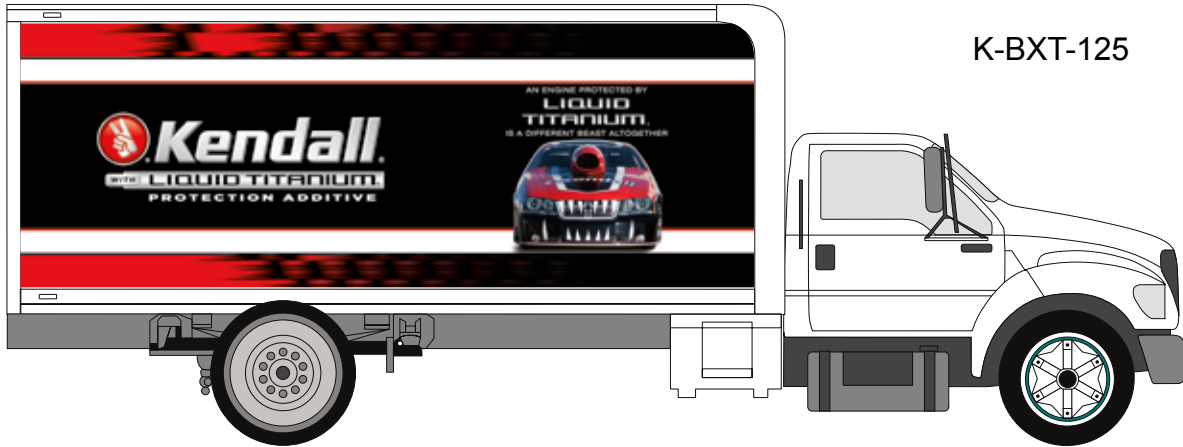
The preferred use of the Conoco® Capsule signature is red or black on a surrounding white background and matching infill and should always have a contrasting background if signature is white with a red or black infill. When using a dark photographic background, the preferred choice is a white Conoco® Capsule. Photographs used as backgrounds must provide enough contrast so that the signature will always be clearly legible. A black signature is the recommended and preferred choice on a light-valued background. The signature should not be placed on top of a pattern, have lines and patterns intrude upon, touch or compete, not be hidden with a photograph or artwork, and not be positioned where a background is divided by color.

Incorrect usage of the logo include: the specialized typeface should not be used without the accompanying capsule shape or border, should not use another typestyle, no other words should appear inside the capsule shape or border, should not be embellished, not reproduced in more than one color, the capsule should not be outlined, distort the proportions, not be altered to read in a vertical position or at an angle and not function as a reading element.

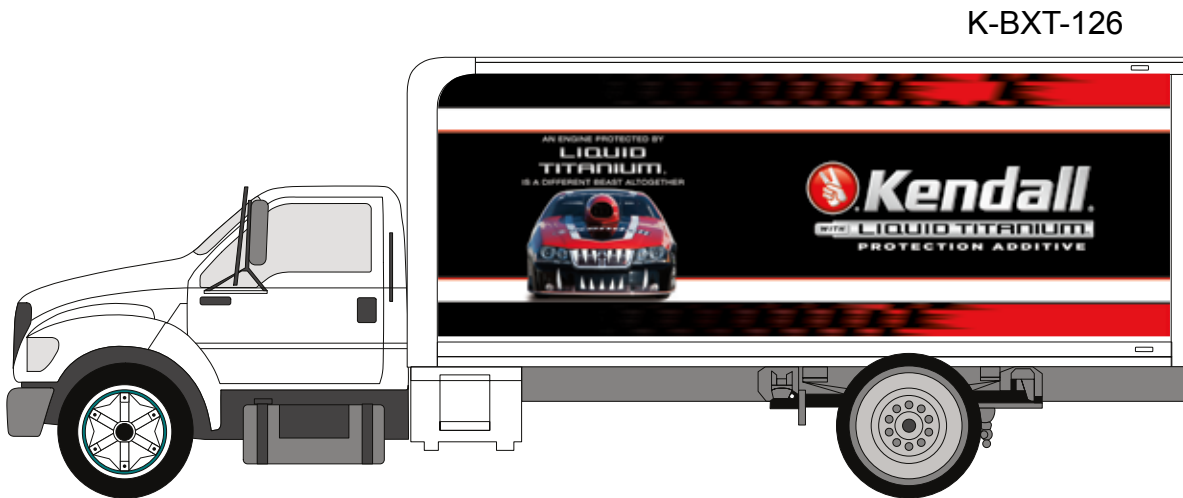
Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

PCMO Liquid Titanium

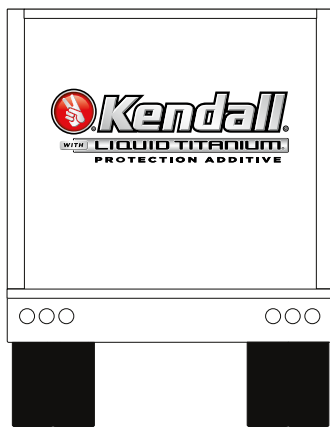
BOX TRUCK



K-BXT-125



K-BXT-126



K-BXT-127

Order by product #

K-BXT-125

K-BXT-126

K-BXT-127

K-BXT-128 Complete Kit
(K-BXT-125, 126 & 127)

Please call **FINELINE GRAPHICS** toll free at **800-345-0641** with any questions.

PCMO Liquid Titanium

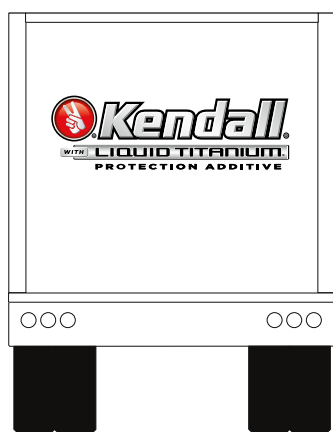
BOX TRUCK



K-BXT-115



K-BXT-116



K-BXT-117

Order by product #

K-BXT-115

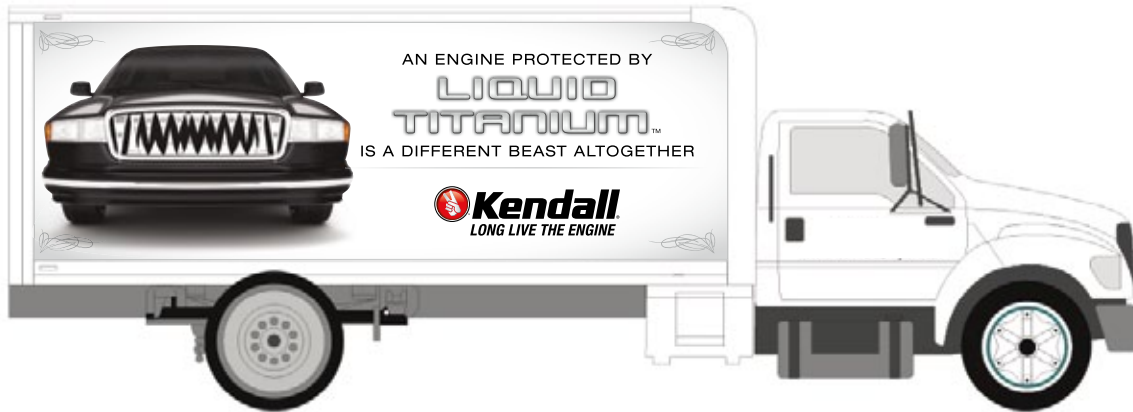
K-BXT-116

K-BXT-117

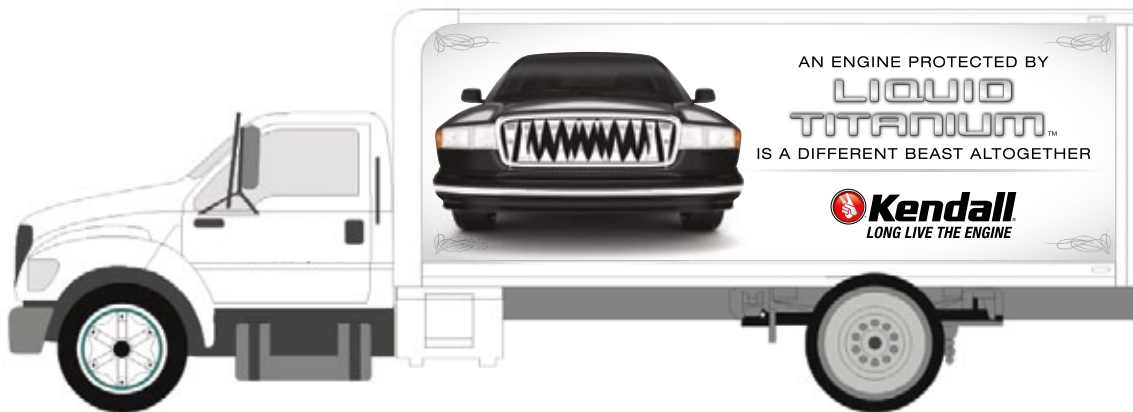
K-BXT-118 Complete Kit
(K-BXT-115, 116 & 117)

Please call **FINELINE GRAPHICS** toll free at **800-345-0641** with any questions.

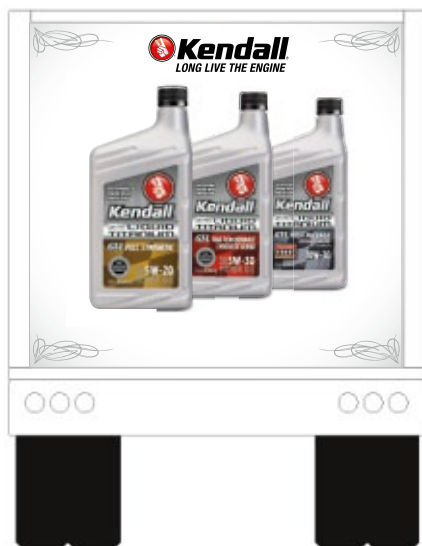
BOX TRUCK



K-BXTX-021



K-BXTX-022



K-BXTX-023

Order by product #

K-BXTX-021

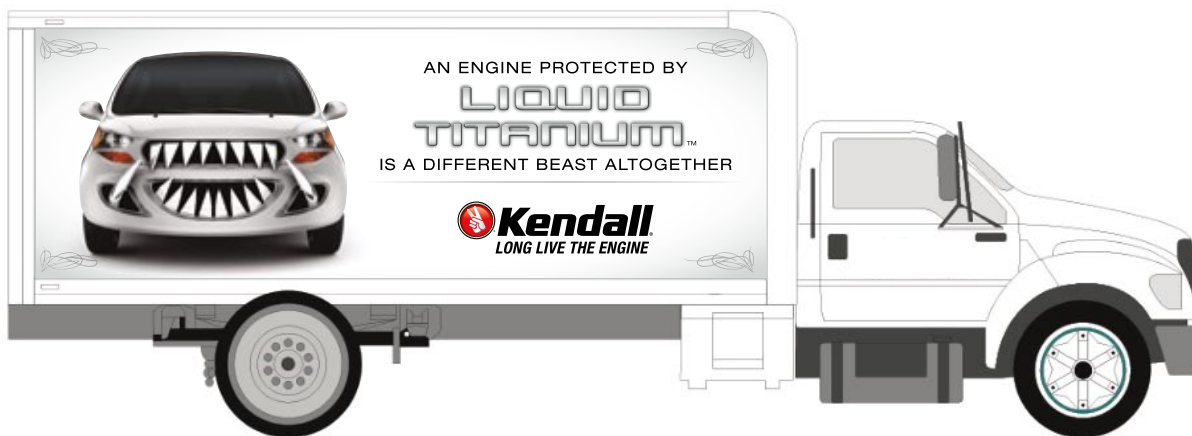
K-BXTX-022

K-BXTX-023

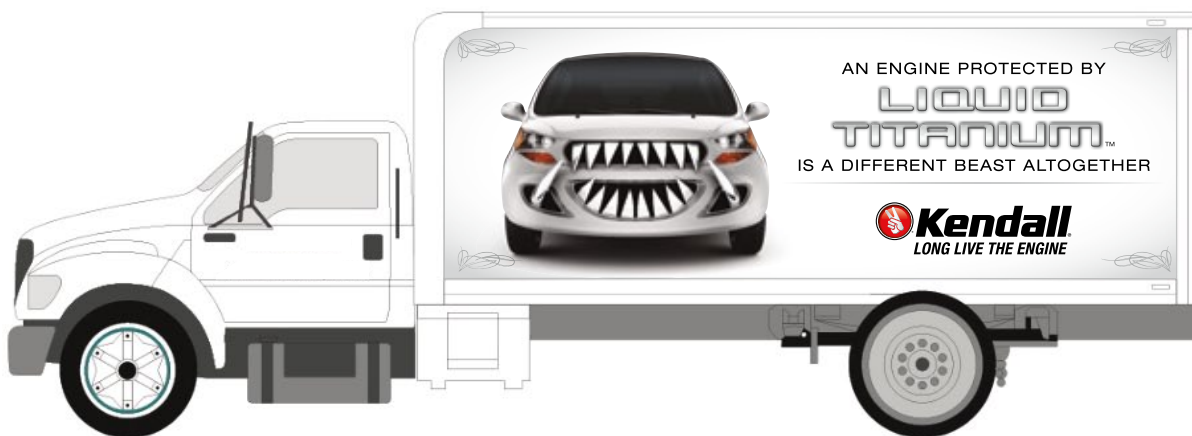
K-BXTX-024 Complete Kit
(K-BXTX-021, 0202 & 023)

Please call **FINELINE GRAPHICS** toll free at **800-345-0641** with any questions.

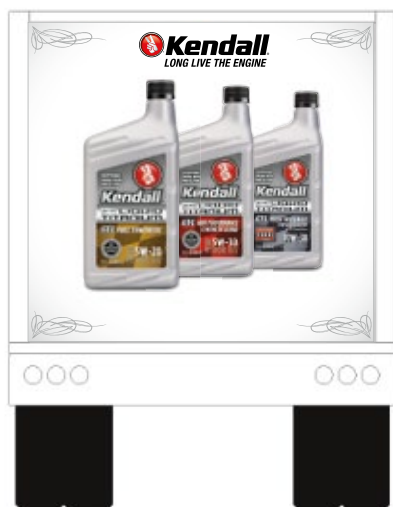
BOX TRUCK



K-BXTX-031



K-BXTX-032



K-BXTX-033

Order by product #

K-BXTX-031

K-BXTX-032

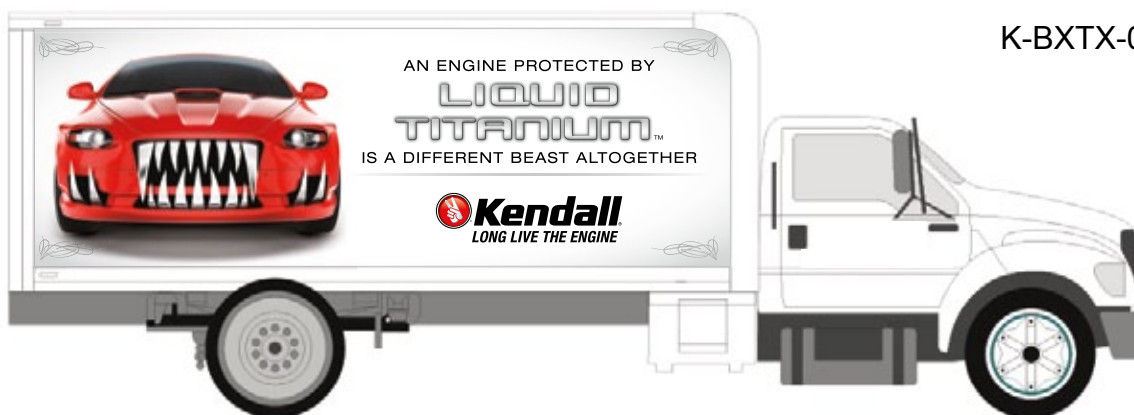
K-BXTX-033

K-BXTX-034 Complete Kit
(K-BXTX-031, 032 & 033)

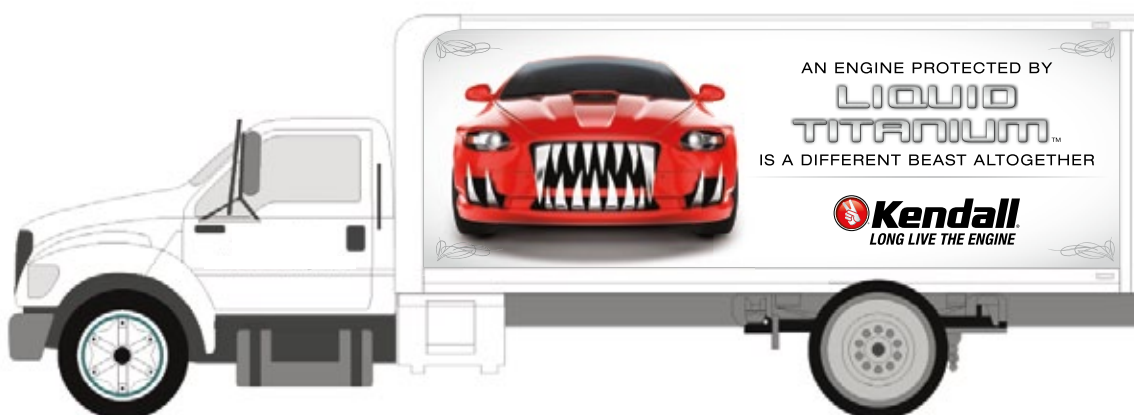
Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

PCMO Liquid Titanium

BOX TRUCK



K-BXTX-011



K-BXTX-012



K-BXTX-013

Order by product #

K-BXTX-011

K-BXTX-012

K-BXTX-013

K-BXTX-014 Complete Kit
(K-BXTX-011, 012 & 013)

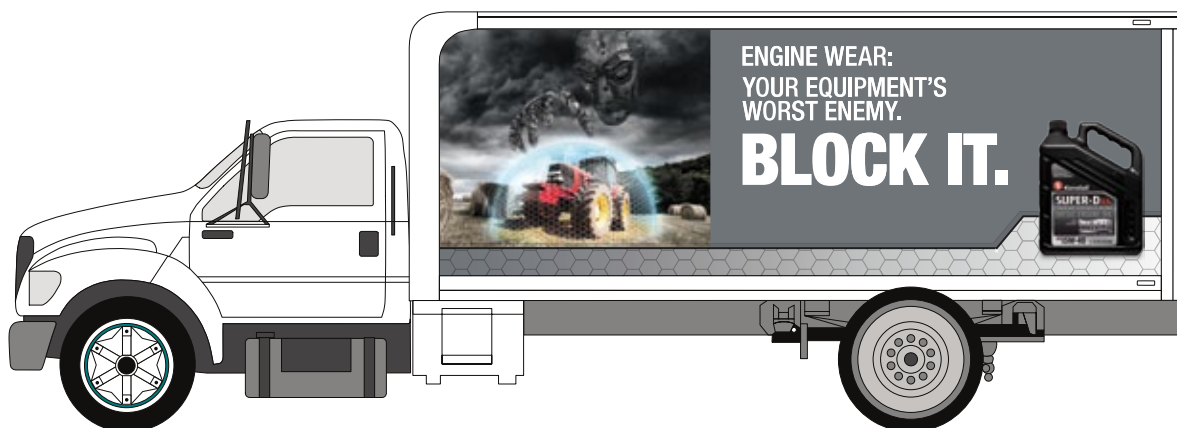
Please call **FINELINE GRAPHICS** toll free at **800-345-0641** with any questions.

BOX TRUCK

K-BXT-015



K-BXT-016



K-BXT-017

Order by product #

K-BXT-015

K-BXT-016

K-BXT-017

K-BXT-018 Complete Kit
(K-BXT-015, 016, 017)

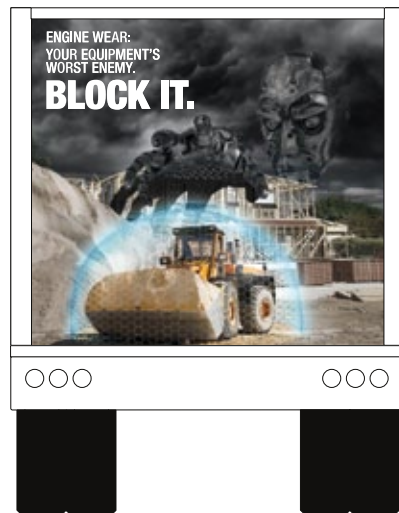
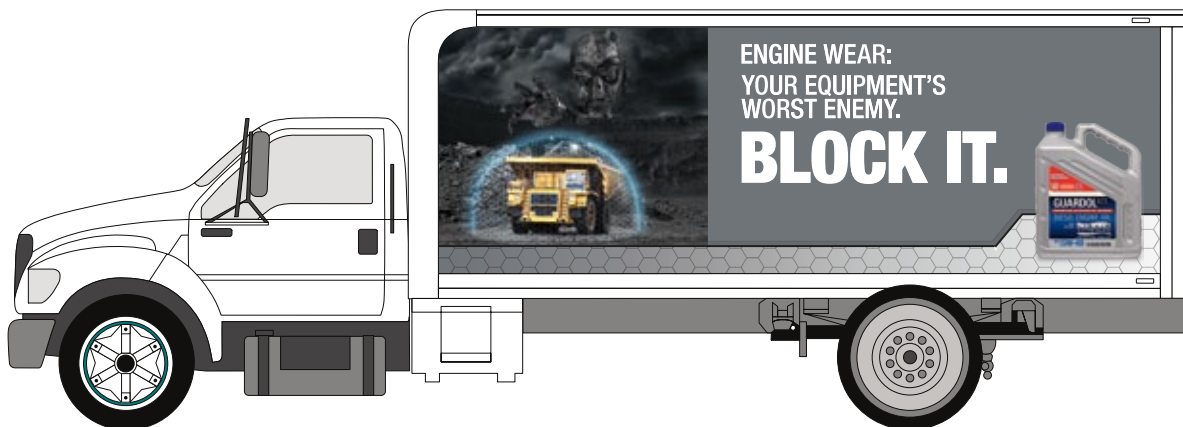
Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

BOX TRUCK

HDEO-BXT-025



HDEO-BXT-026



HDEO-BXT-027

Order by product #

HDEO-BXT-025

HDEO-BXT-026

HDEO-BXT-027

HDEO-BXT-028 Complete Kit
(HDEO-BXT-025, 026 & 027)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

BOX TRUCK

K-BXTX-001



K-BXTX-002



K-BXTX-003

Order by product #

K-BXTX-001

K-BXTX-002

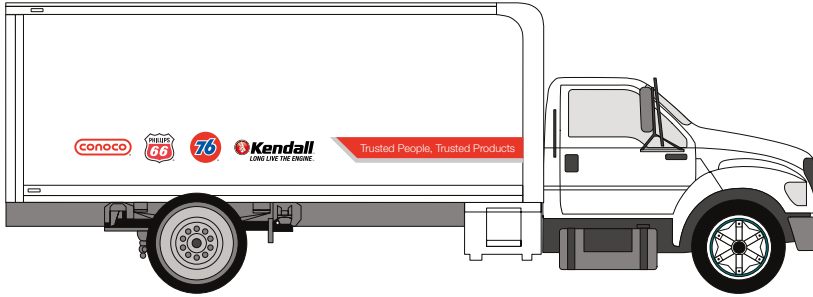
K-BXTX-003

K-BXTX-004 Complete Kit
(K-BXTX-001, 002 & 003)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

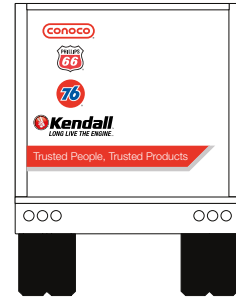
BOX TRUCK

CP-BT-001

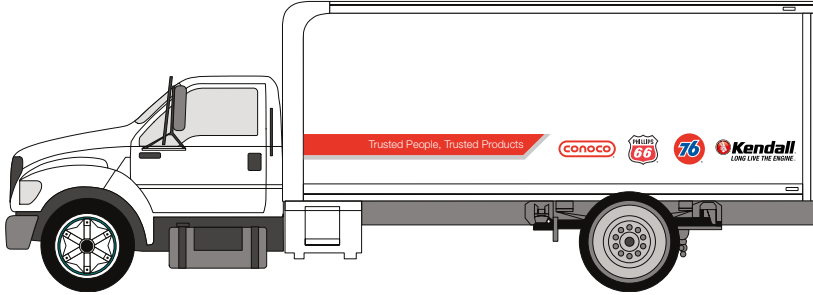


CP-BT-003

CP-BT-004 (No Kendall® logo)



CP-BT-002



Order by product #

CP-BT-001

CP-BT-002

CP-BT-003

CP-BT-004

CP-BT-005 Complete Kit

(CP-BT-001 & 003 - four brands)

CP-BT-006 Complete Kit

(CP-BT-002 & 004 - three brands)

PICK-UP TRUCK

CP-PU-001

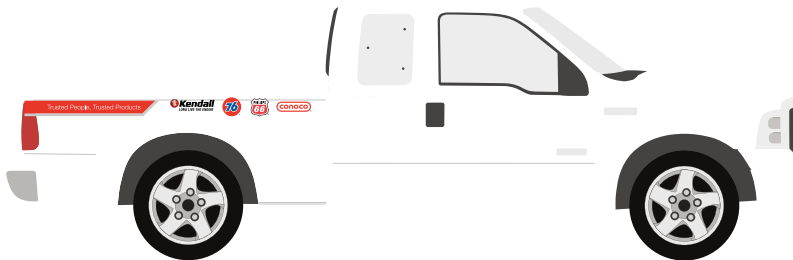


CP-PU-003



CP-PU-006
(Three brand
logos)

CP-PU-002



Order by product #

CP-PU-001 CP-PU-004

CP-PU-002 CP-PU-005

CP-PU-003 CP-PU-006

CP-PU-007 Complete Kit- Four Brand
(CP-PU-001, 002 & 003)

CP-PU-008 Complete Kit- Three Brand
(CP-PU-004, 005 & 006)

CP-PU-004 - Three brand logos - driver side

CP-PU-005 - Three brand logos - passenger side

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

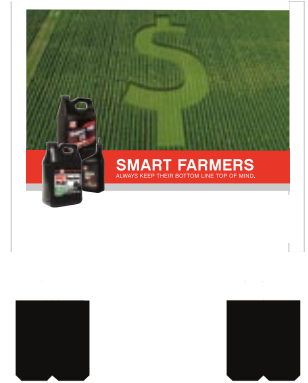


BOX TRUCK

P66-BT-001



P66-BT-004



P66-BT-002



Order by product #

P66-BT-001

P66-BT-002

P66-BT-003

P66-BT-004

P66-BT-003



P66-BT-005 Complete Kit
(P66-BT-001, 002 & 004)

P66-BT-006 Complete Kit
(P66-BT-001, 003 & 004)

P66-BT-007 Complete Kit
(P66-BT-002, 003 & 004)

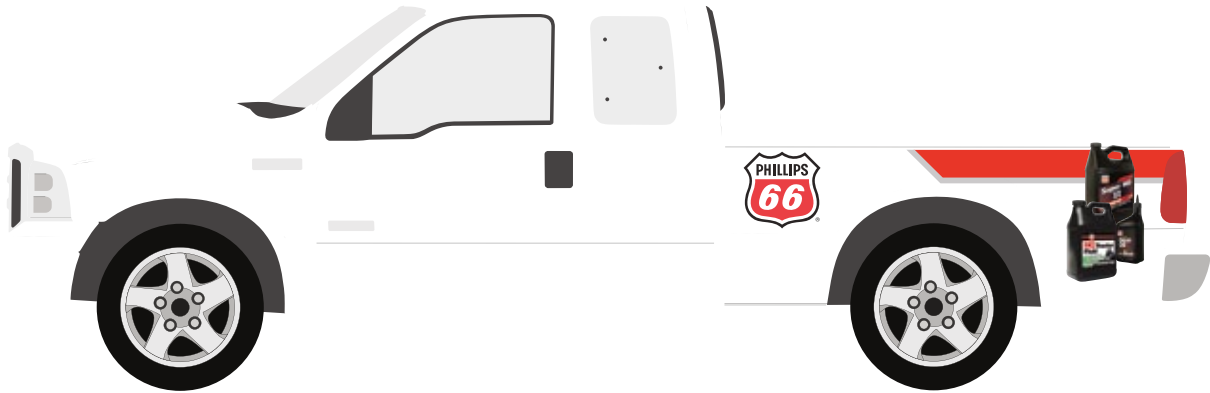
Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.



PICK-UP TRUCK

P66-PU-001 - Driver side

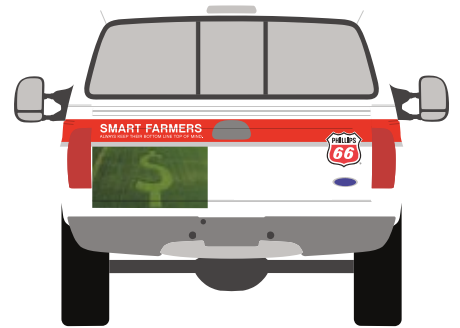
P66-PU-002 - Passenger side



P66-PU-003

P66-PU-004

P66-PU-005



Order by product

P66-PU-001

P66-PU-002

P66-PU-003

P66-PU-004

P66-PU-005

P66-PU-006 Complete Kit
(P66-PU-001, 002 & 003)

P66-PU-007 Complete Kit
(P66-PU-001, 002 & 005)

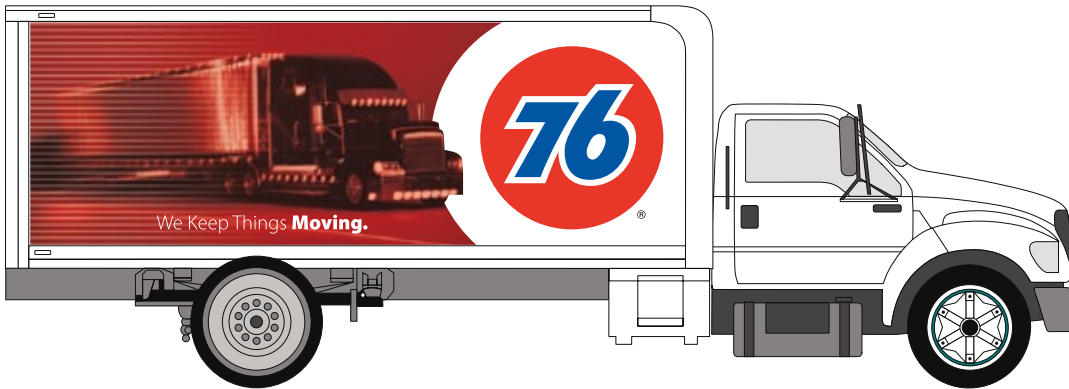
P66-PU-008 Complete Kit
(P66-PU-001, 002 & 005)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

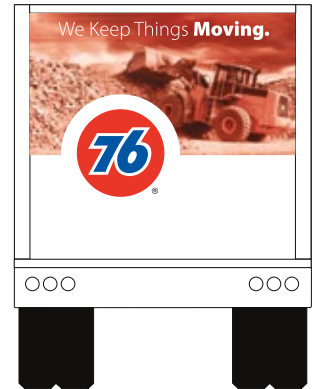


BOX TRUCK

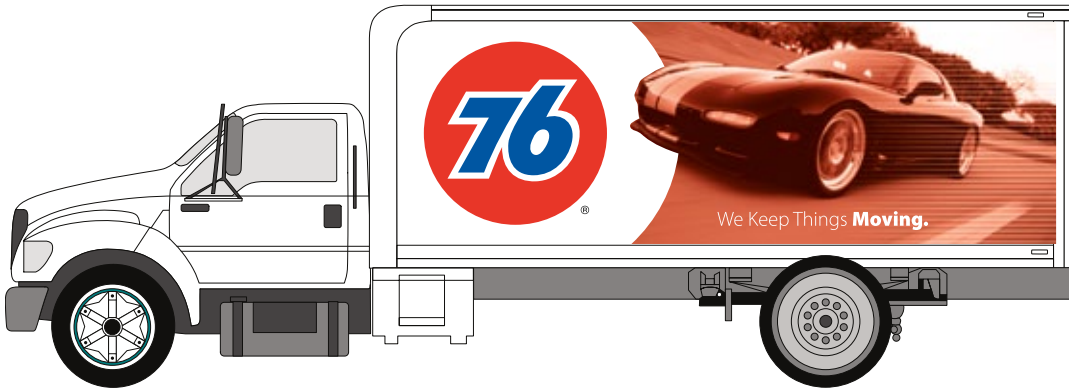
76-BT-001



76-BT-003



76-BT-002



Order by product #

76-BT-001

76-BT-002

76-BT-003

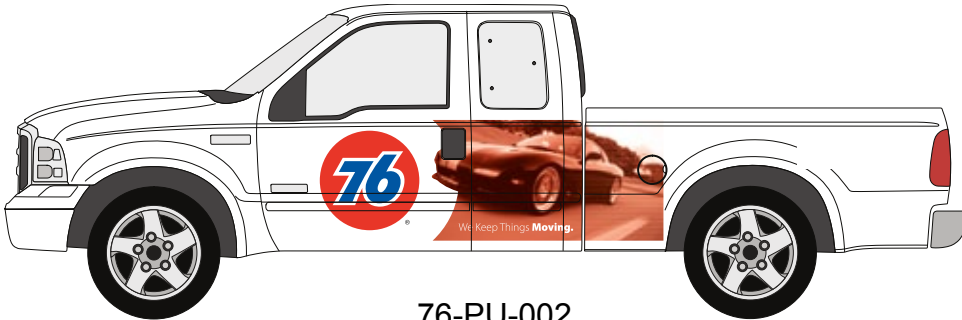
76-BT-004 Complete Kit
(76-BT-001, 002 & 003)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.



PICK-UP TRUCK

76-PU-001



76-PU-003



76-PU-002



Order by product #

76-PU-001

76-PU-002

76-PU-003

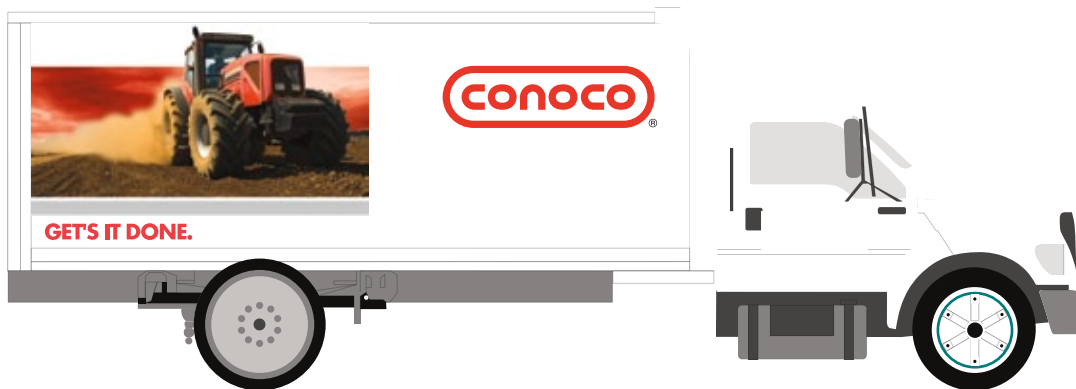
76-PU-004 Complete Kit
(76-PU-001, 002 & 003)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.



BOX TRUCK

C-BT-001



C-BT-003



C-BT-002



Order by product #

C-BT-001

C-BT-002

C-BT-003

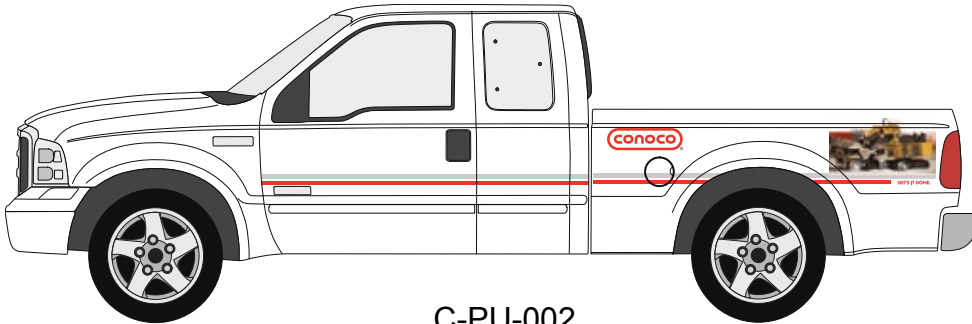
C-BT-004 Complete Kit
(C-BT-001, 002 & 003)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.



PICK-UP TRUCK

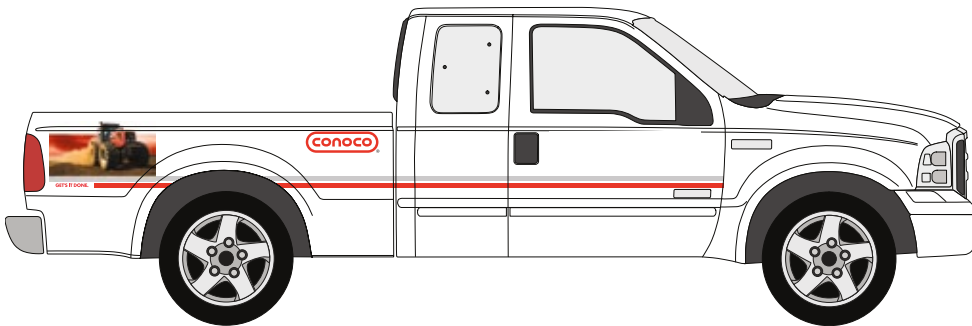
C-PU-001



C-PU-003



C-PU-002



Order by product #

C-PU-001

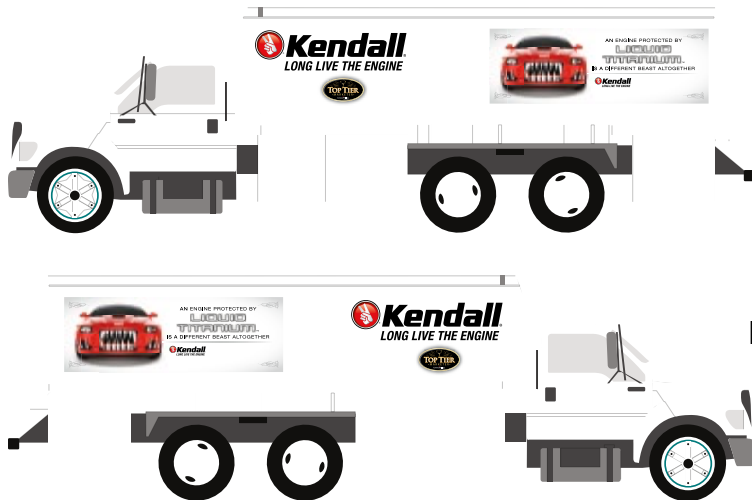
C-PU-002

C-PU-003

C-PU-004 Complete Kit
(C-PU-001, 002 & 003)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

TANKER TRUCKS



KLT-TT-001

KLT-TT-002



Order by product #

KLT-TT-001

KLT-TT-002

KLT-TT-003 Complete Kit
(KLT-TT-001 & 002)



K-TT-001

K-TT-002

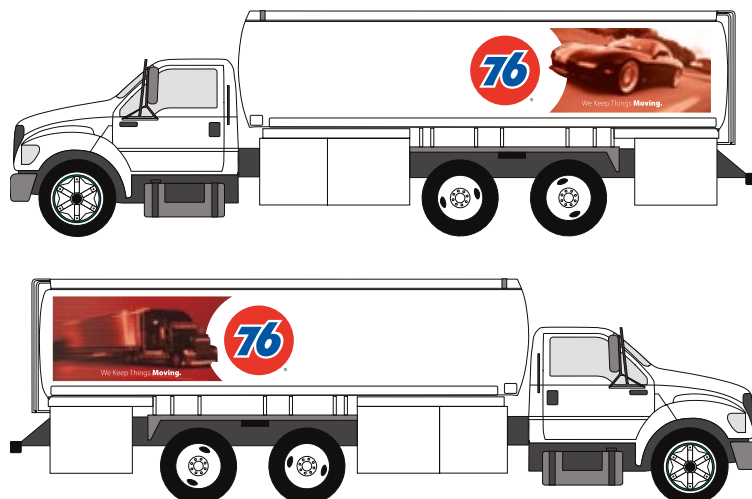


Order by product #

K-TT-001

K-TT-002

K-TT-003 Complete Kit
(K-TT-001 & 002)



76-TT-001

76-TT-002



Order by product #

76-TT-001

76-TT-002

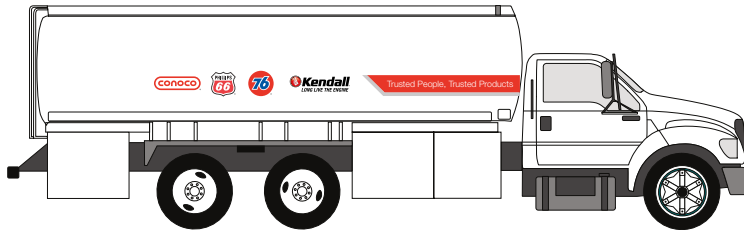
76-TT-003 Complete Kit
(76-TT-001 & 002)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

TANKER TRUCKS



CP-TT-001



CP-TT-002



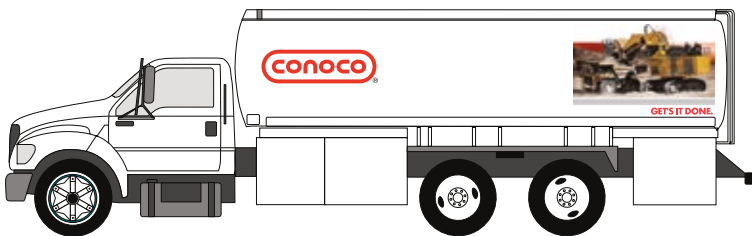
Lubricants

Order by product #

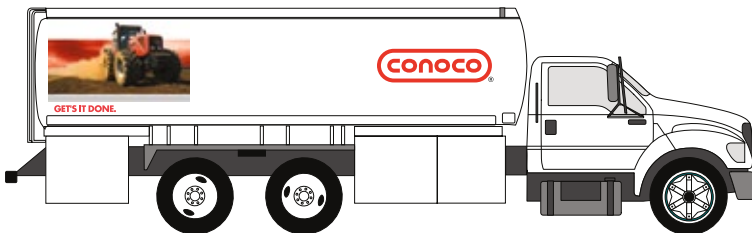
CP-TT-001

CP-TT-002

CP-TT-003 Complete Kit
(CP-TT-001 & 002)



C-TT-001



C-TT-002

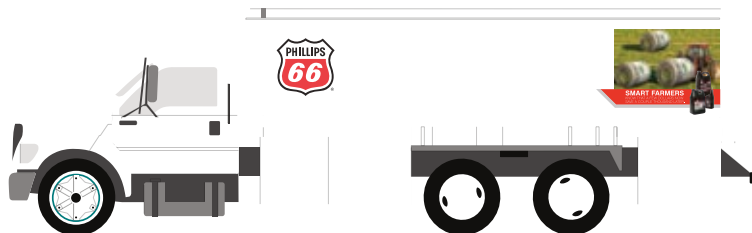


Order by product #

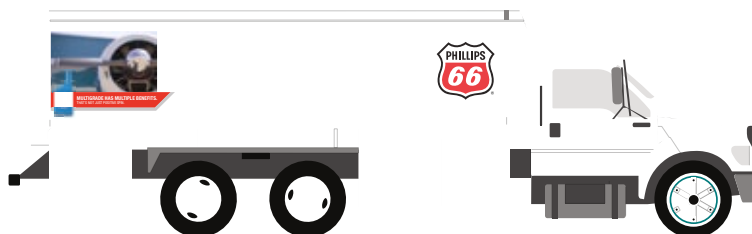
C-TT-001

C-TT-002

C-TT-003 Complete Kit
(C-TT-001 & 002)



P66-TT-001



P66-TT-002



Order by product #

P66-TT-001

P66-TT-002

P66-TT-003 Complete Kit
(P66-TT-001 & 002)

Please call FINELINE GRAPHICS toll free at 800-345-0641 with any questions.

FLEET IDENTIFICATION/ MAINTENANCE

Program Definitions

Delivery Vehicles – This includes any vehicle where the primary purpose is to deliver product to a retail account. These vehicles may include box trucks, delivery vans, or over-the-road semis. Rear-loading trailers with the primary purpose of making large bulk drops of product to retailers are included in this category.

Support Vehicles – These vehicles are used primarily to support distributor activities other than delivering product to retail accounts. Such vehicles include staff autos, pick-ups, and other utility vehicles.

Ordering Process

To order, call toll free (800) 345-0641 for direct contact with the decal manufacturer, Fineline Graphics, which is located in Colorado. Fineline Graphics uses material from 3M in all installation practices. If purchasing standard design vinyl graphics as found in this booklet, the products will ship within 2-3 weeks from receipt of your order. Any custom changes will lengthen the delivery schedule. Fineline will invoice you directly for the cost of the graphics and shipping.

Installation

To schedule installation, contact Fineline Graphics at (800) 345-0641, and they will help refer you to a certified installer in your area.

Vehicle Preparation Specifications

Remove all old decals and any paint that is peeling. If planning to repaint surface, paint components must meet or exceed OEM guidelines for material. Do not wax vehicle prior to installation.

Maintenance Of Graphics

These guidelines are based on information gathered from 3M Products.

Power Washing – Power washing, or pressure washing, may be used. Aggressive washing can damage the graphic. Excessive pressure during washing can damage the graphic by forcing water underneath the graphic. Water lessens the adhesion of the graphic to the substrate allowing the graphic to lift or curl. To avoid lifting or other damage to the graphics, follow these steps:

- Use a spray nozzle with a 40-degree wide spray pattern.
- Use a pressure of 2000 psi or less.
- If the system is heated, limit the water temperature to 180-degrees or less.
- Hold nozzle at least 12 inches away from and perpendicular to the graphic.
- Do not direct the water stream at a sharp angle to the edge of the graphic.

Automatic Brush Washing – Automatic brush washing may be used, but can cause damage if brushes catch a loose edge of the graphic and brushes can dull the finish of the graphic.

Hand Washing – Flush the graphic with clean water to remove loose dirt particles. Use a mild detergent and water solution and wash the graphic with a soft brush, rag or sponge. Wash thoroughly from the top down and avoid abrading the graphic by unnecessary scrubbing. After applying the cleaning solution, keep a steady stream of water flowing on the graphic to wash away dirt particles. Rinse the entire graphic thoroughly with clean water. Allow to dry naturally.

Removing Contaminants – *Some contaminants may remain after following the normal cleaning procedures.* Most contaminants can be removed using one of these methods. Other cleaning products and methods should be used only on a test-and-approve basis with 3M and Fineline Graphics.

To remove tar, oil, diesel smut or bituminous material:

- Wipe with citrus-based industrial cleaner or a rag dampened with kerosene, mineral spirits, heptane, or VM&P naphtha.
DO NOT USE OTHER SOLVENTS.
- Wash immediately with detergent and water, and then rinse with clean water.

To remove pollen and fungus:

- Wash the graphic with a 3 to 5 percent sodium hypochlorite (full-strength household bleach) solution or mild liquid detergent and water.
- Rinse with clean water immediately.

To remove crayon, lipstick, or similar materials:

- Select an appropriate solvent and test it in an inconspicuous area to ensure it removes the contaminant without damaging the graphic.
This must be done on a test and approve basis while working with 3M and Fineline Graphics.
- Wash immediately with mild liquid detergent and water, and then rinse with clean water.

Kendall Product Guidelines

The illustrations found under the Kendall® brand identity are those that have been accepted by Phillips 66 Lubricants® Company. These designs have been approved to be used as an individual brand or in combination with other brand identities found in the program.

Phillips 66 Lubricants® Company has granted Fineline Graphics development of custom designs for brand Marketers based on strict design guidelines. All design changes must have approval from Phillips 66 Lubricants® Company.

The following changes will be allowed under the agreement as a preferred vendor:

- A Marketer can take the accepted layout as found in the booklet and modify the design by converting the layout with different images that must be supplied.
- Adjust the current location of the graphic on the vehicle.
- Design a whole new concept with input from Marketer. Must meet all guidelines for logo usage.

These changes can be done at an additional expense.

Phillips 66 Product Guidelines

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76 Product Guidelines

The illustrations found under the 76® brand identity are those that have been accepted by Phillips 66 Lubricants® Company. These designs have been approved to be used as an individual brand or in combination with other brand identities found in the program.

Phillips 66 Lubricants® Company has granted Fineline Graphics development of custom designs for brand Marketers based on strict design guidelines. All design changes must have approval from Phillips 66 Lubricants® Company.

The following changes will be allowed under the agreement as a preferred vendor:

- A Marketer can take the accepted layout as found in the booklet and modify the design by converting the layout with different images that must be supplied.
- Adjust the current location of the graphic on the vehicle.
- Design a whole new concept with input from Marketer. Must meet all guidelines for logo usage.

These changes can be done at an additional expense.

Conoco Product Guidelines

The illustrations found under the Conoco® brand identity are those that have been accepted by Phillips 66 Lubricants® Company. These designs have been approved to be used as an individual brand or in combination with other brand identities found in the program.

Phillips 66 Lubricants® Company has granted Fineline Graphics development of custom designs for brand Marketers based on strict design guidelines. All design changes must have approval from Phillips 66 Lubricants® Company.

The following changes will be allowed under the agreement as a preferred vendor:

- A Marketer can take the accepted layout as found in the booklet and modify the design by converting the layout with different images that must be supplied.
- Adjust the current location of the graphic on the vehicle.
- Design a whole new concept with input from Marketer. Must meet all guidelines for logo usage.

These changes can be done at an additional expense.

Phillips 66 Lubricants Top Tier Marketer Decal Price Information



6.6" x 12"

1-10	\$9.00 ea.
11-25	\$7.00 ea.
26+	\$5.00 ea.



13.3" x 24"

1-10	\$24.00 ea.
11-25	\$20.00 ea.
26+	\$16.00 ea.



20" x 36"

1-10	\$45.00 ea.
11-25	\$40.00 ea.
26+	\$35.00 ea.



26.6" x 48"

1-10	\$80.00 ea.
11-25	\$70.00 ea.
26+	\$60.00 ea.



40" x 72"

1-10	\$160.00 ea.
11-25	\$140.00 ea.
26+	\$120.00 ea.

Call Fineline at 800-345-0641