

CITGO Illuminate Reimage Program FAQ (Marketer/Retailer)

GENERAL

What is the CITGO Illuminate Reimage Program?

The goal of the CITGO Illuminate Reimage Program is to upgrade the existing Centennial image to the new Illuminate brand image, which features brushed aluminum elements on the canopy and dispensers instead of white.



When are existing locations eligible for the program?

Existing rack-and-rebate locations renewing their CITGO brand commitment after May 1, 2020, will receive all elements as part of their renewal package. Locations renewing prior to May 1 will be addressed on a case-by-case basis.

The Brand Equity department will work with the Alternative Pricing Committee (APC) to determine a schedule for converting existing formula/Market Related Pricing (MRP) customers to the new image.

What is included in the Illuminate Reimage Program?

The following brand elements will be included and amortized:

- **Canopy** – eyebrow lighting, ACM or vinyl decals and Triform vinyl decals
- **Dispensers** – valances, pump skirts, product ID/octane code decals, brushed aluminum risers (e.g., aluminum cladding for Wayne Ovation pumps, decals for all others) and pole-mounted flag IDs
- **Paint** – White under deck canopy primer/paint and gray paint for canopy/MID poles and bollards

Marketers will be reimbursed for installation costs of program materials upon submission and approval of site completion photos. The credit amount will be amortized against the location for 60 months.

MID sign, pricers, canopy channel letters/Trimark and C-store back court striping are not included in the program.

Are all locations required to reimage?

All locations must upgrade to the Illuminate image by 2027.

What is the duration of the program?

The Illuminate Reimage Program will be complete by 2027. A review will take place at the end of this 7-year period to address locations that have not reimaged.

What if a location isn't scheduled to renew until after the 2027 deadline?

If a location isn't scheduled to renew until after 2027, your TSM and Brand Manager will work with you on the appropriate time to schedule a reimage prior to program deadline.

Will brand materials and installation be amortized?

Yes. Brand materials and reasonable installation costs will be amortized against each location for 60 months.

Will CITGO manage the installation process?

No. You are responsible for coordinating the install of materials at the location. Based on past experience, this is the preferred and most cost-effective method for managing installations. However, CITGO will continue to maintain a list of CITGO-certified Installers on the MarketNet® homepage for reference.

What do I need to submit for installation reimbursement?

The Brand Manager must sign off on the scope of work before installation begins. Once installation is complete, you must submit completion photos and installation invoices—one from the Marketer company to CITGO with the invoiced amount; one from the Installer to the Marketer company reflecting work done/charges—to the Brand Manager.

BUDGETING

What is the average installation cost for the Illuminate image?

Average installation costs will vary based on scope of work. CITGO will cover reasonable installation costs for existing locations, with the Brand Manager signing off on the scope of work beforehand.

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CANOPY & DISPENSERS

Why did CITGO go to brushed aluminum versus white?

The brushed aluminum image reflects the lighting features of the image and provides a stronger visual appeal 24/7. Also, when tested head to head, the brushed aluminum image reflected less dirt compared to the white vinyl, reducing maintenance costs.



Brushed aluminum vinyl



White vinyl

Why aren't the CITGO channel letters and Trimark included in the Illuminate Reimage Program?

The CITGO channel letters and Trimark are part of the sign package, which is not included in the program. However, new channel letters and Trimark will be included as part of the reimage in the following instances:

- Existing channel letters are vinyl or plastic
- Existing channel letters and/or Trimark are missing, broken, faded or require maintenance
- New ACM is ordered for the canopy

Templates needed to reinstall existing channel letters and Trimark are available for order via MarketNet.

What canopy material options are available for order?

We offer three material options based on the age/condition of the existing canopy.

- **Vinyl** – Recommended for canopies in great condition (e.g., 1 layer of ACM)
- **Capped ACM** – Recommended for canopies in good/fair condition (e.g., 2-3 layers of ACM)
- **ACM** – Recommended for ground-up canopies or those in poor condition (e.g., 4 or more layers of ACM)

What is the difference between Capped ACM and ACM?

While both are similar, Capped ACM is a more cost-efficient method for installing the image without a major overhaul of the canopy infrastructure. Capped ACM is 'capped' over the existing ACM and should always be used unless the canopy is being built from the ground up or the existing canopy ACM is no longer viable.

Is ACM better than vinyl?

Both materials provide an excellent branding solution. And, when installed properly, should last many years without wear or fading. On average, the life-span is 7-10 years for vinyl and 10-12 years for ACM.

What if a site is in a permitted area that only allows a solid color on the canopy?

In these instances, our recommendation is a solid red canopy, and red vinyl and ACM solutions are available for order in MarketNet. If red is not allowed, we also offer brushed aluminum vinyl and ACM solutions.

Do canopies with radius (rounded) corners need to be squared off?

No. A location may keep its radius corners unless eyebrow lighting is being installed. There is no requirement to square off the corners if eyebrow lighting is not being installed.

Can I still order white decals?

Yes, we will continue to offer the existing Centennial image white vinyl decals for maintenance repairs only.

Can I upgrade my canopy and not my dispensers?

No. Locations participating in the Illuminate Reimage Program are required to upgrade both the canopy and dispensers.

Does a site need to change the pole-mounted flag IDs?

Yes. The flag IDs are included in the Illuminate Reimage Program. They were updated from white to brushed aluminum in 2018 when the dispenser image was enhanced.

I recently upgraded my dispensers, will I have to reimage them again?

If new dispensers were purchased through the CITGO Dispenser Program (beginning 2018), they should already have the Illuminate image. If they don't, or if graphics are fading, peeling, etc., new material should be ordered.



Dispenser with Illuminate image



Dispenser with Centennial image

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When did CITGO change the dispenser image?

The dispenser image changed from white/red to brushed aluminum/red in 2018, when we launched the CITGO Dispenser Program. CITGO required locations to upgrade to the new dispenser image if they were new-to-CITGO or as existing dispenser decals began to fade, peel, etc. White/red brand material for dispensers is no longer offered.

How do I start the order process?

The order process is the same as it has been for the past several years. However, it is important for you and your installers to provide an accurate canopy survey when ACM or eyebrow lighting is being installed. Please contact your Brand Manager with additional questions or for a copy of the canopy survey.

Can I order Illuminate image material before a contract has been signed?

No. Illuminate image material orders submitted will not be approved until the Brand Manager has confirmed that a contract has been signed.

EYEBROW LIGHTING

What is the benefit of canopy eyebrow lighting?

Canopy eyebrow lighting brightens up the visual appeal of a location at night and also has the added benefit of reducing streaking and other discoloration on canopy fascia, which reduces maintenance costs over the long term.



Canopy with eyebrow lighting



Canopy without eyebrow lighting

Will eyebrow lighting be installed on all sides of the canopy?

Eyebrow lighting is typically installed on three sides of the canopy—front primary and two secondary. However, if your C-store sits under the canopy or is in a position that requires additional lighting, the eyebrow can be installed on all four sides.

My location recently installed eyebrow lighting on the white/red canopy. Do I have to order new lighting?

No. The eyebrow and canopy imaging can remain white/red. However, it will need to be reimaged to the Illuminate image when the canopy vinyl/ACM becomes worn. A brushed aluminum vinyl strip is available to convert the white eyebrow to the Illuminate image.

STREET SIGN

Will the CITGO street sign change?

No. The CITGO street sign is not changing at this time. However, if maintenance to an existing sign is required, please contact your Brand Manager.

BUILDING

What is required for the building?

There are no CITGO trade dress requirements for the building. However, we do offer a medium-red decal with a gray accent on the bottom for the fascia as well as white paint for the building.

Is there any change to the optional CITGO interior graphics?

Enhancements to optional interior graphics will be communicated later in 2020.

NEW-TO-CITGO LOCATIONS

When are new-to-CITGO locations eligible for the Illuminate image?

New-to-CITGO locations will receive all elements of the Illuminate image effective March 1, 2020.

Is installation covered for all new-to-CITGO locations?

Please contact your TSM to determine if your new-to-CITGO location qualifies for installation reimbursement.

