



**SITE
IMAGE
MATERIALS
MAINTENANCE**

PBL #: 330761

BRAND: EXXON

PROJECT LOCATION:
8920 US 401 NORTH,
FUQUAY VARINA, NC, 27526

DATE: 07_19_2023

REVISION #: ORIGINAL

PROJECT OVERVIEW

- A** Main ID Visuals
- B** Site Configurations
- C** Aperture Specifications
- D** Dispenser Visuals/Amenity Bins
- E** Paint Specifications/Change Log

ExxonMobil

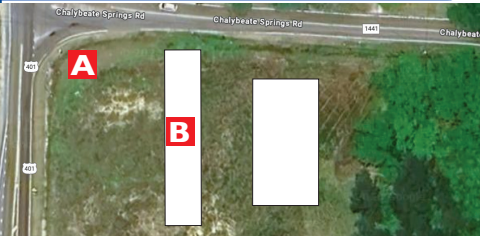


**BIG RED
ROOSTER FLOW**

Marmon Retail Solutions – Berkshire Hathaway

approval signature
*I have reviewed the visuals within this document and I
approve the designs and scope of work listed within.*

A MAIN ID VISUALS



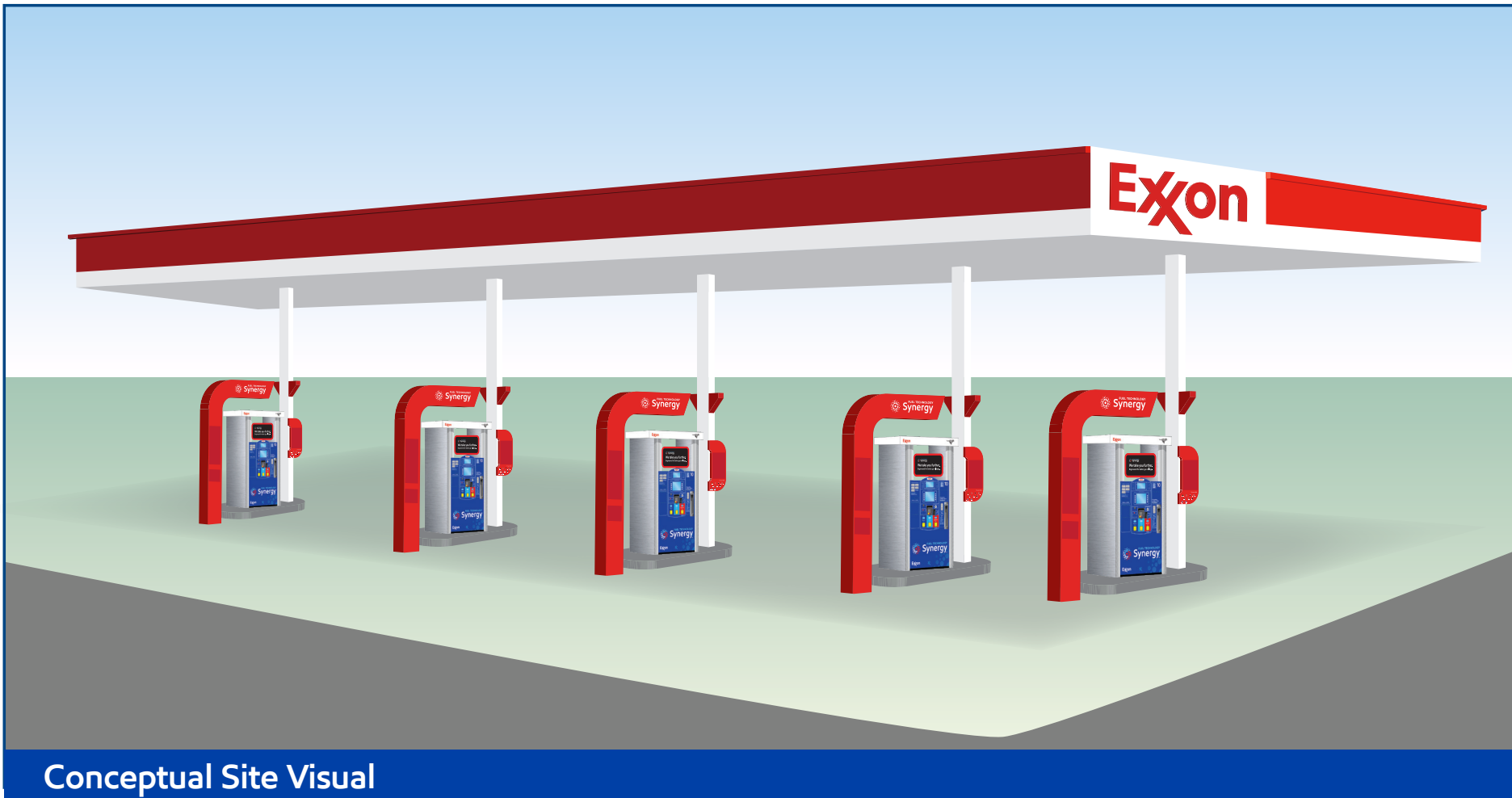
Site Map: **A** Main ID **B** Forecourt

TBD

Proposed Sign Reface

Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	2 OF 17	

B RETAIL CANOPY

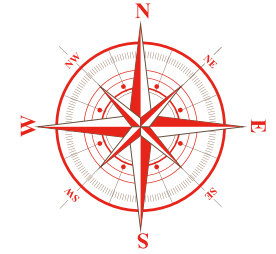


Conceptual Site Visual

Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	3 OF 17	

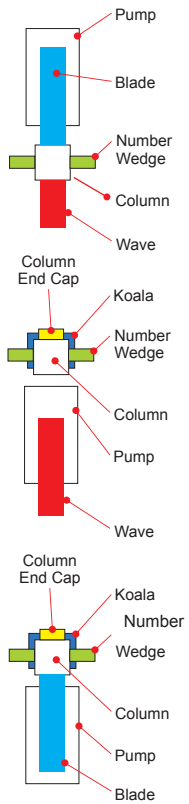
B SITE CONFIGURATIONS

CHALYBEATE SPRING RD



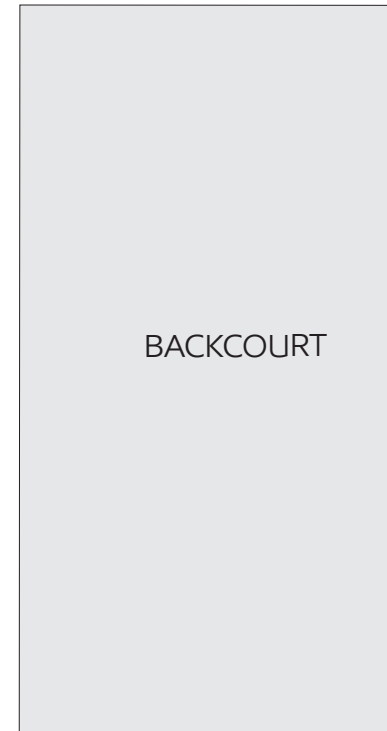
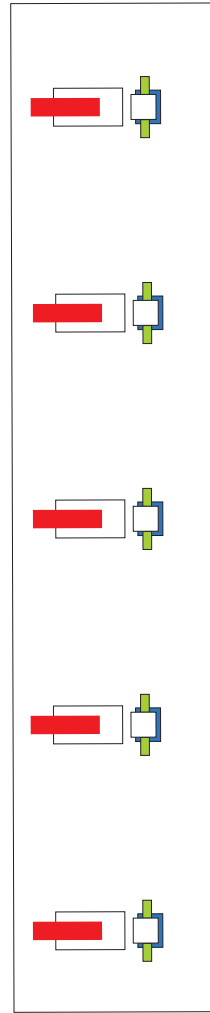
Site Key

- Wave
- Blade
- Koala
- Number Wedge
- Column End Cap



US HWY 401

Traffic Flow



Project Name

ExxonMobil

Revision #

Original

PBL #

330761

Date

07_19_2023

Customer

ExxonMobil

Scale

NA

Created by

B.Dighero

Page #

4 OF 17

ExxonMobil Brand Book

Site Image Materials Maintenance

Big Red Rooster Flow

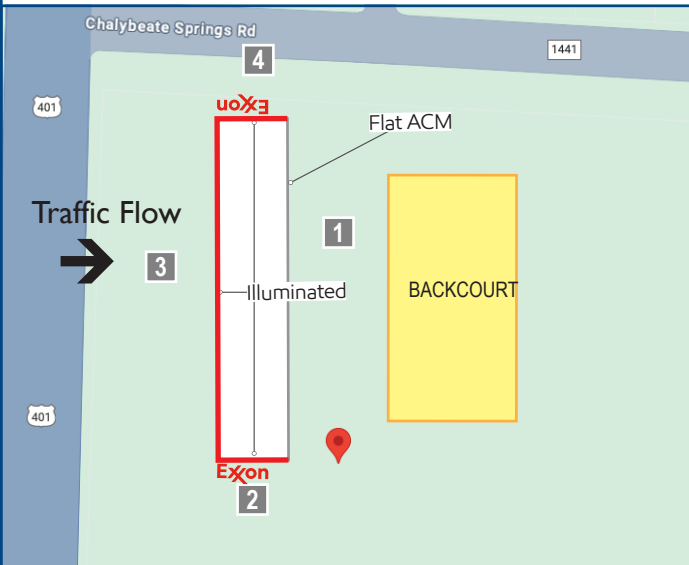
2 Northfield Plaza, Ste 250

Northfield, IL 60093

P: (847) 441-1818 F: (847) 592-9564

B SITE CONFIGURATIONS

Canopy fascia artwork for visualization purposes only

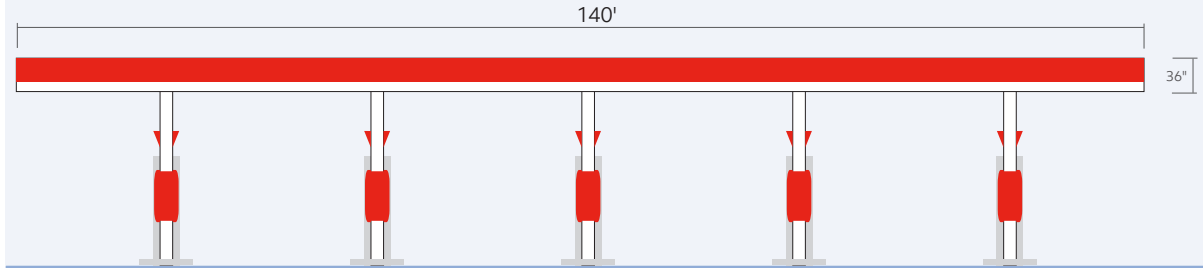


Overhead Map

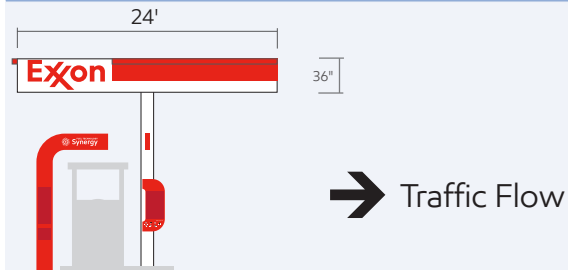


Canopy Perspective

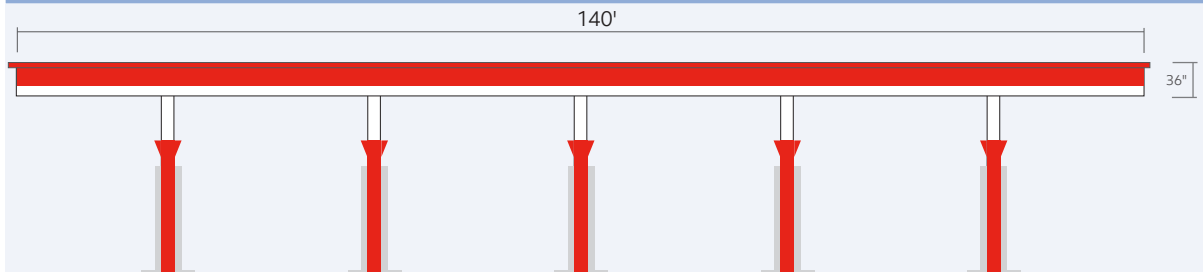
1 | BACK ELEVATION



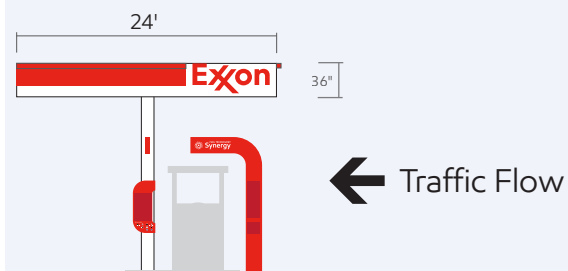
2 | RIGHT ELEVATION



3 | FRONT ELEVATION



4 | LEFT ELEVATION



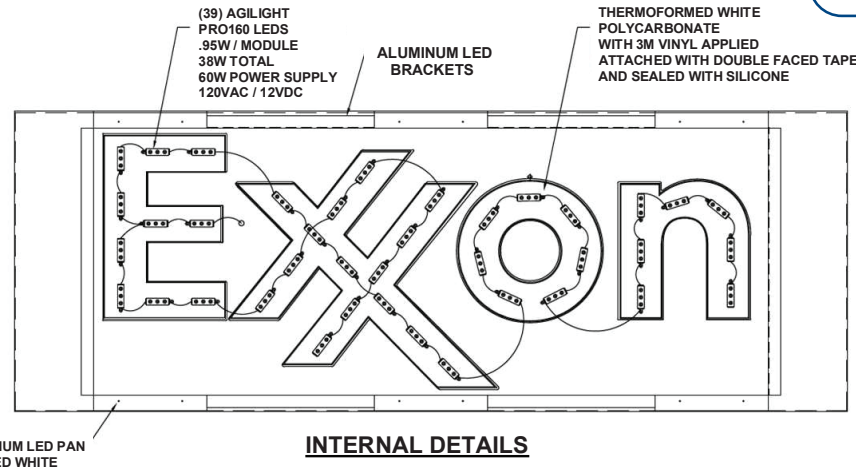
Project Name	PBL #	Customer	Created by
ExxonMobil	330761	ExxonMobil	B.Dighero
Revision #	Date	Scale	Page #
Original	07_19_2023	NA	5 OF 17

ExxonMobil Brand Book
Site Image Materials Maintenance

Big Red Rooster Flow
2 Northfield Plaza, Ste 250
Northfield, IL 60093
P: (847) 441-1818 F: (847) 592-9564

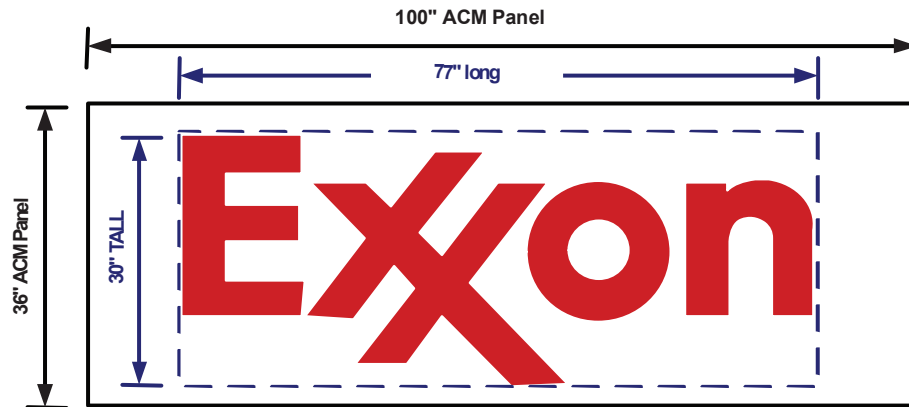


NIGHT VIEW

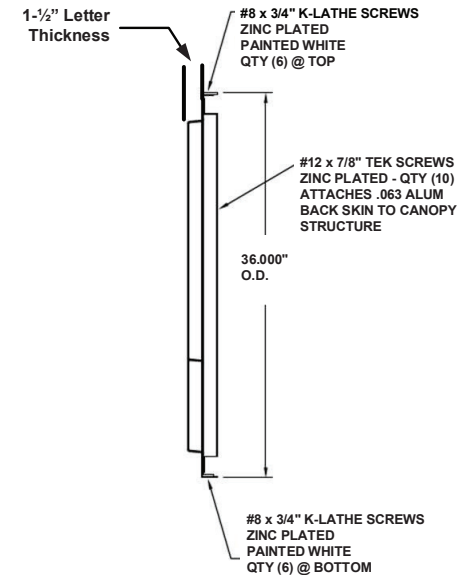


INTERNAL DETAILS

**SQUARE FOOT CALCULATION
PUSH THRU LETTERS
30" TALL X 77" LONG = 16 SF**



PUSH THRU LETTERS MEASUREMENT



SECTION VIEW

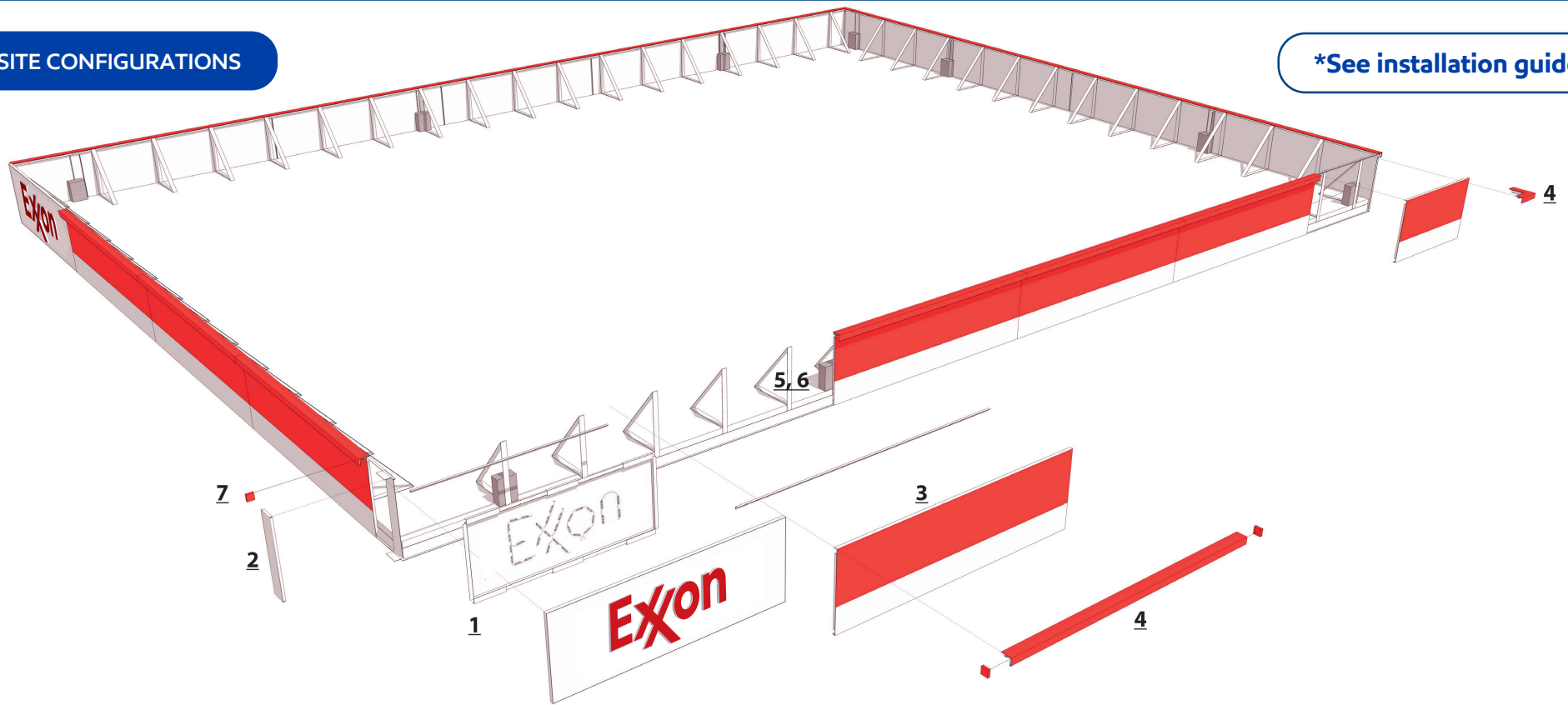
Project Name	PBL #	Customer	Created by
ExxonMobil	330761	ExxonMobil	B.Dighero
Revision #	Date	Scale	Page #
Original	07_19_2023	NA	6 OF 17

ExxonMobil Brand Book
Site Image Materials Maintenance

Big Red Rooster Flow
2 Northfield Plaza, Ste 250
Northfield, IL 60093
P: (847) 441-1818 F: (847) 592-9564

B SITE CONFIGURATIONS

*See installation guide



Step 1. Begin with installing any logos (left or right Exxon or Mobil):
back skin, side return, LED tray, power supplies and face.

Step 2. Install logo corner panels on either side of the logo and the ends of each run.

Step 3. Install mounting brackets and 120" ACM panels, cutting one panel per side to fit.

Step 4. Install LED corners first, then install 118" LED downlight starting with ACM panel next to the logo. Install short downlight, cut to length or overlap as required on each side for site conditions.

Step 5. Install (1) power supplies every other panel and connect to LEDs. Each corner downlight comes with their own power supply.

Step 6. Install junction box power circuits every 200 feet for each side as required by site layout.
Electrician to connect to 120VAC.

Step 7. Install end caps.

Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	7 OF 17	

WAVE

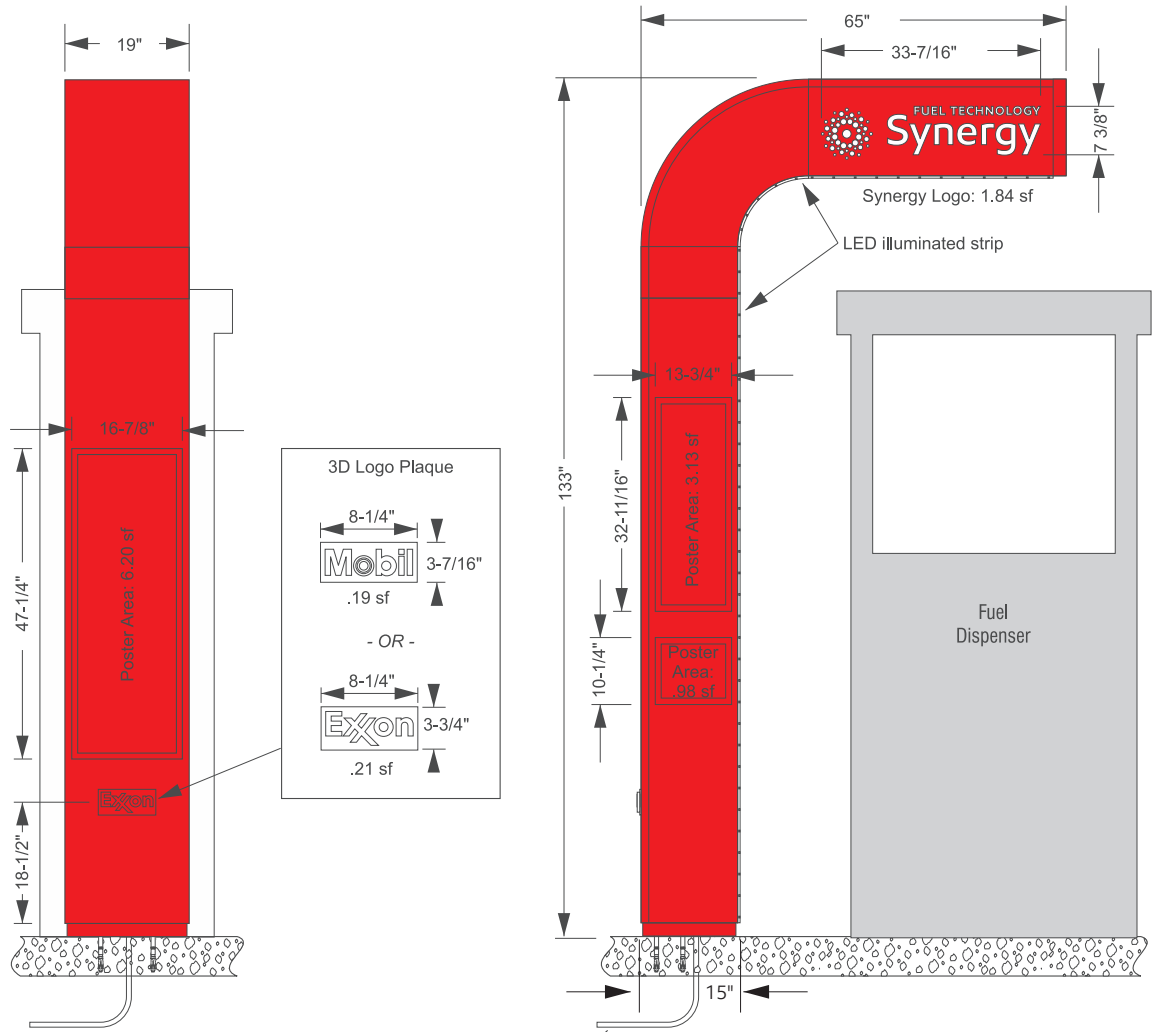
Medium Wave

Electrical Spec:

- Power supply Input 100-240VAC, 50/60Hz
- Output to LED's - 8.56 Watts or .071 Amps
- 544 lumen output
- IP68 rating
- -40c to +70c operating temp.
- White illumination

Structural Spec:

- Aluminum truss core
- Acrylonitrile butadiene styrene (ABS) outer skin
- 178 lbs total weight
- Structure rated at 120mph windload



120 VAC primary for "new build" construction. Optional "Power Pod" system available for existing sites.

Project Name	PBL #	Customer	Created by
ExxonMobil	330761	ExxonMobil	B.Dighero
Revision #	Date	Scale	Page #
Original	07_19_2023	NA	9 OF 17

ExxonMobil Brand Book
 Site Image Materials Maintenance

Big Red Rooster Flow
 2 Northfield Plaza, Ste 250
 Northfield, IL 60093
 P: (847) 441-1818 F: (847) 592-9564

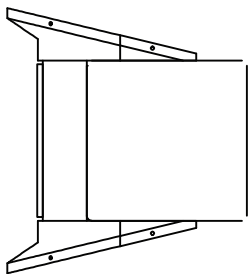
C APERTURE SPECIFICATIONS

***See installation guide**

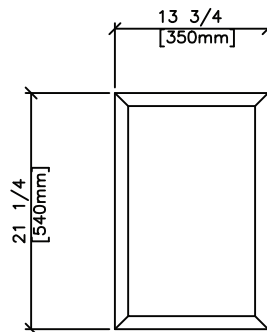
KOALA



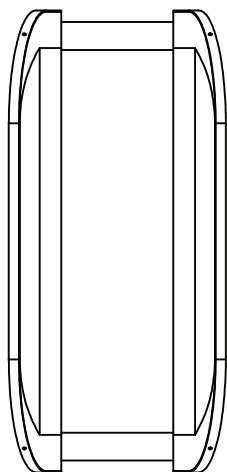
KOALA_S



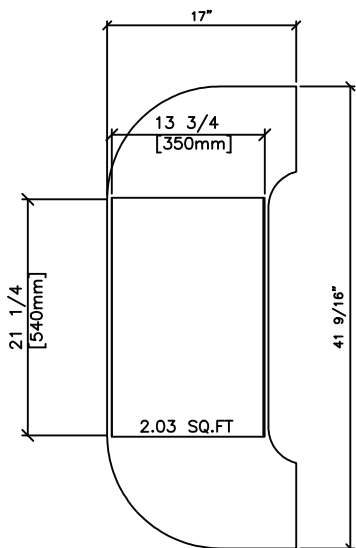
KOALA_S_LG



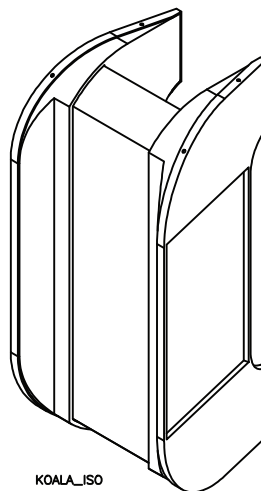
MD. POSTER:
2.03 SQ.FT



KOALA_B



KOALA_B



KOALA_ISO

KOALA ELEVATION
SCALE: 1"=1'-0"

Extra Small

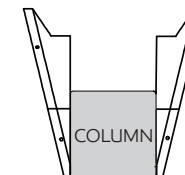
Ears Only

Rectangular Column

7"-9"

Round Column

7"-9"



Small

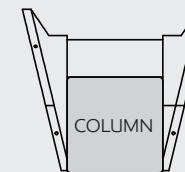
Koala with small back and two posters

Rectangular Column

10"-13"

Round Column

10"-13"



Large

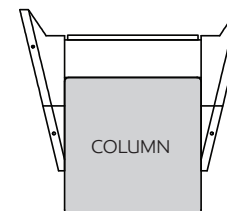
Koala with large back and three posters

Rectangular Column

13.1"-14.5"

Round Column

13.1"-16.5"



Extra Large

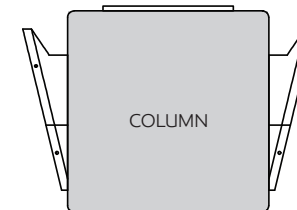
Koala with ears and three posters

Rectangular Column

>14.5"

Round Column

>16.5"



Project Name	PBL #	Customer	Created by
ExxonMobil	330761	ExxonMobil	B.Dighero
Revision #	Date	Scale	Page #
Original	07_19_2023	NA	10 OF 17

ExxonMobil Brand Book
Site Image Materials Maintenance

Big Red Rooster Flow
2 Northfield Plaza, Ste 250
Northfield, IL 60093

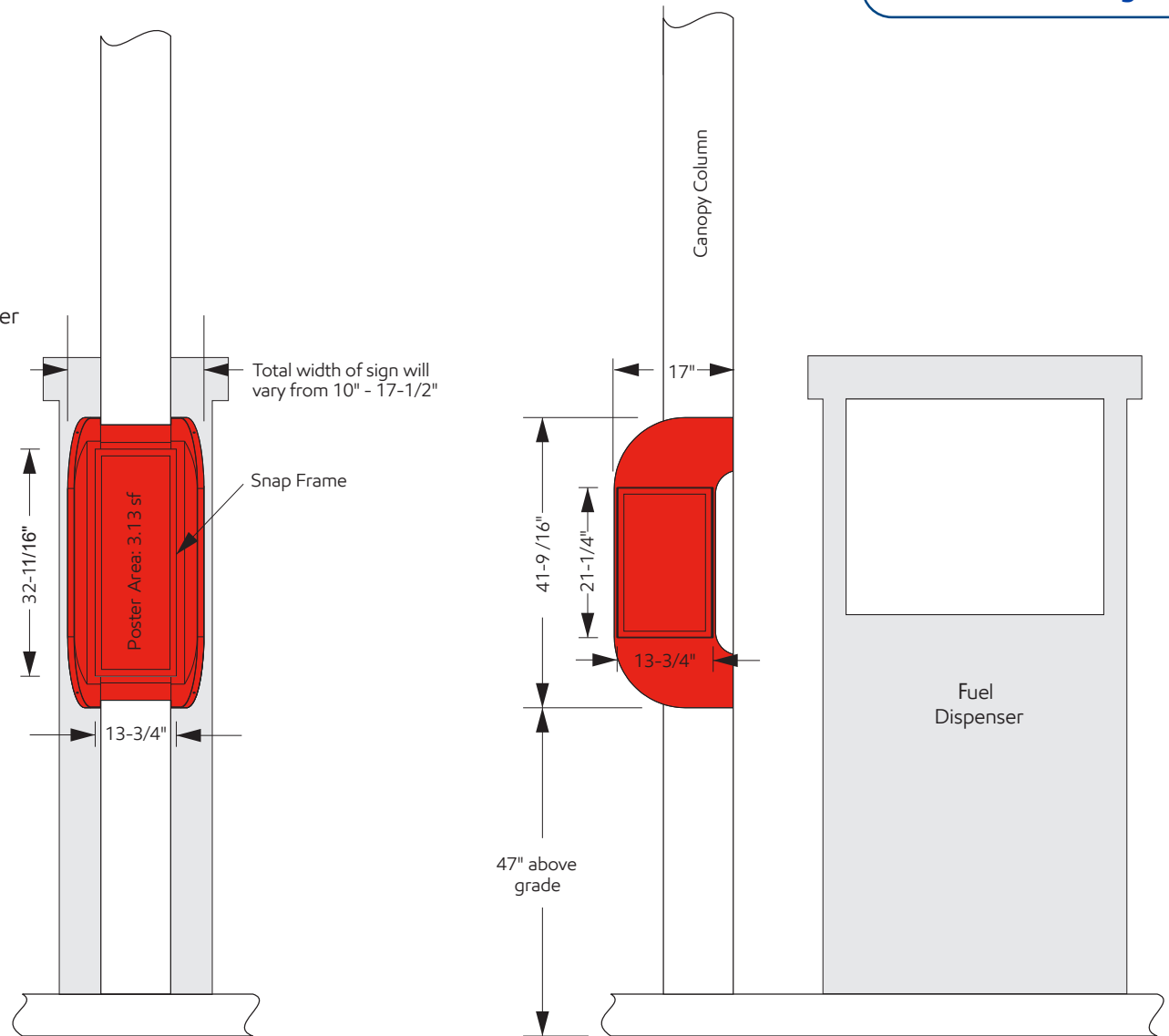
P: (847) 441-1818 F: (847) 592-9564

KOALA

Koala with Back

Structural Spec:

- Non-illuminated Koala has 3 sides, each with a poster
- Acrylonitrile butadiene styrene (ABS) outer skin
- 24 lbs total weight
- Structure rated at 120mph wind load



Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	11 OF 17	

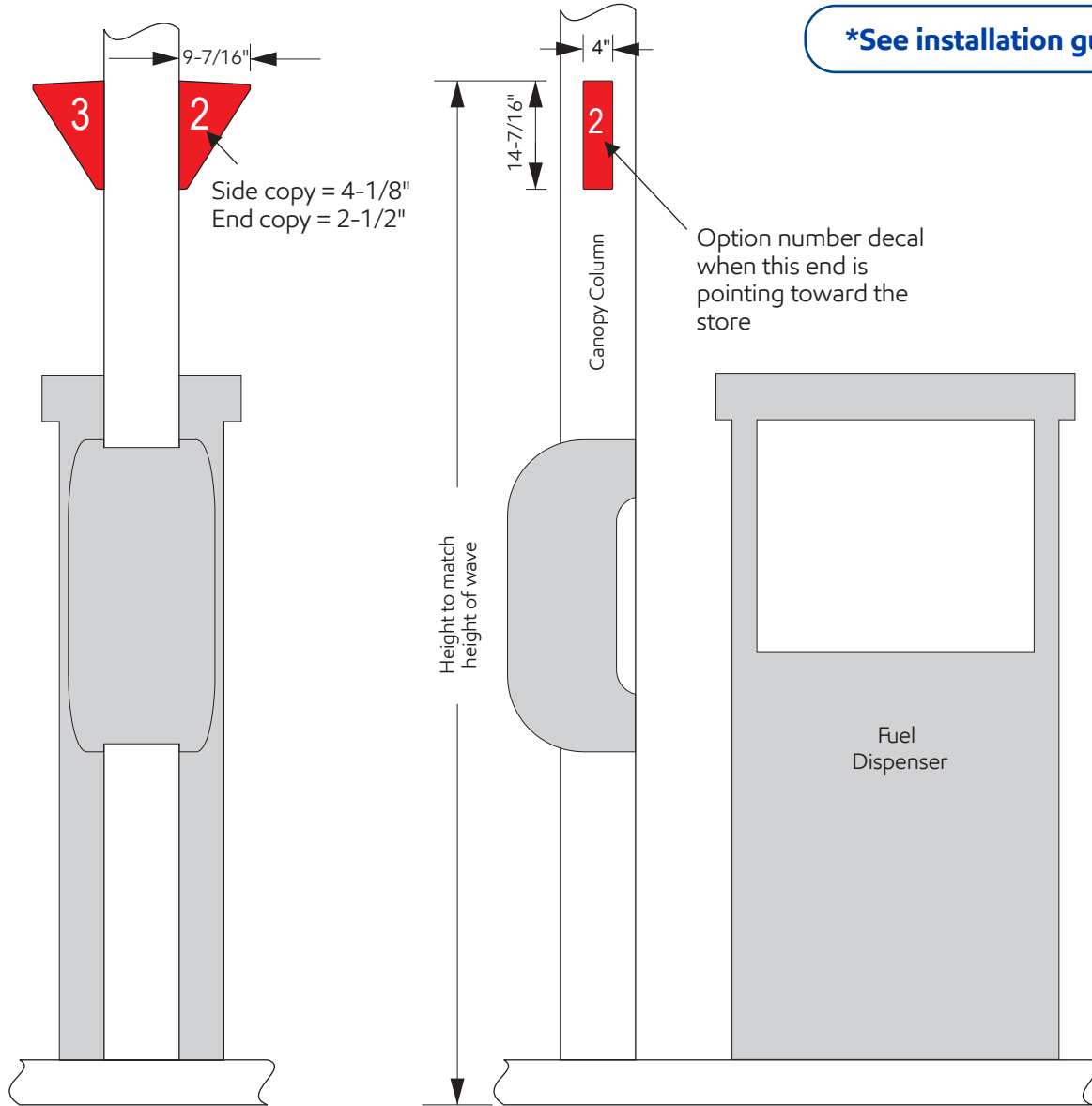
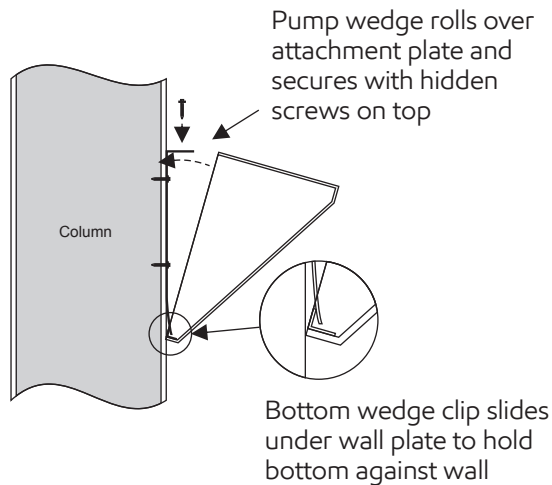
C APERTURE SPECIFICATIONS

NUMBER WEDGE

Structural Spec:

- Wedges are 2 sided, non-illuminated, with white vinyl graphics
- Acrylonitrile butadiene styrene (ABS) skin with aluminum mounting plate
- 2 lbs total weight
- Structure rated at 120 mph wind load

Mounting Detail



***See installation guide**

Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	12 OF 17	

D DISPENSER

Gilbarco | Encore 500/700 S with EPP 3 Product Ancillary decals placement

Note: Please make sure the dispenser surface is cleaned prior to applying any of the adhesive backed or sponge tape decals.

- A. Pump number (dispenser mounted)
- B. Nozzle instruction
- C. Site experience decal and EZ Enroll decal
- D. Card reader graphic
- E. Pump operation message - defined as needed
- F. Receipt decal
- G. Safety/caution message - as defined per legal requirements
- H. Customer assistance decal, if applicable
- I. Product content - ethanol %, bio %, sulfur ppm, if applicable
- J. ExxonMobil-related only marketing program, instructions (within dotted area at right)
- K. Marketing/loyalty stickers (within dotted area at right; K2 is for the Smart card program)
- L. Apple App Clip QR code, Speed pass QR code, and G Pay QR code
- M. Clean air nozzle decal, Temperature notice decal, Oxygenated gas decal, etc. dotted area (within at right; Motor fuel decal goes here, if required, M2 is alternate placement)
- N. Local regulatory decals, e.g. Weights and Measures (within dotted area at right)
- O. Dispenser manufacturing decals (within dotted area at right)
- P. "Gasoline" decal, California-only and on mixed fuel dispensers only
- Q. Florida-only ADA decal
- R. Valance logos - as defined by brand (positioned per graphic below)
- S. "Use your cell phone to enroll..." Decal

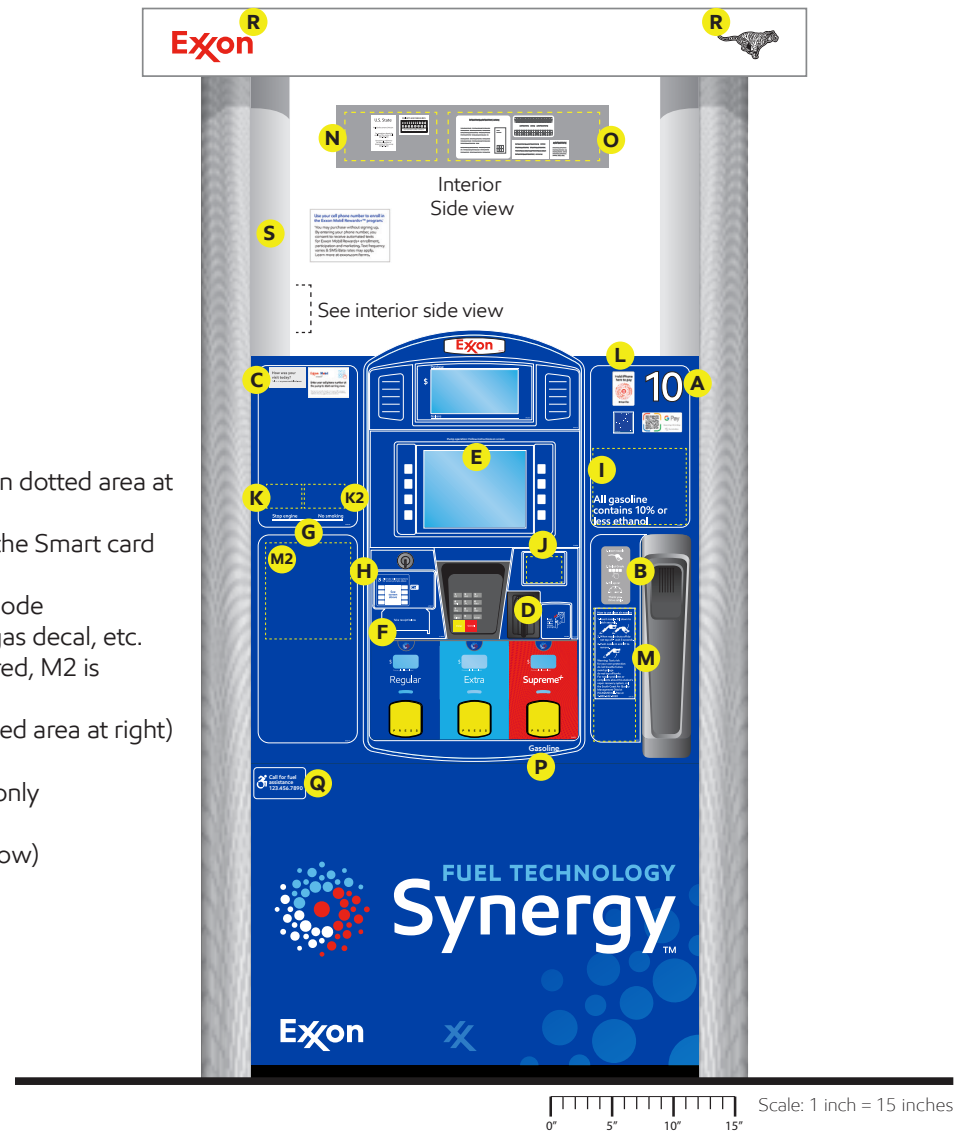


Align with top of E in Exxon



Vertically center the Tiger

Ensure these instructional decals and application holders are removed from all Synergy imaged dispensers



Project Name	PBL #	Customer	Created by
ExxonMobil	330761	ExxonMobil	B.Dighero
Revision #	Date	Scale	Page #
Original	07_19_2023	NA	13 OF 17

ExxonMobil Brand Book
Site Image Materials Maintenance

Big Red Rooster Flow
2 Northfield Plaza, Ste 250
Northfield, IL 60093
P: (847) 441-1818 F: (847) 592-9564

D DISPENSER

Gilbarco | Encore 500/700 S with EPP 3 Product +1

Ancillary decals placement

Note: Please make sure the dispenser surface is cleaned prior to applying any of the adhesive backed or sponge tape decals.

- A. Pump number (dispenser mounted)
- B. Nozzle instruction
- C. Site experience decal and EZ Enroll decal
- D. Card reader graphic
- E. Pump operation message - defined as needed
- F. Receipt decal
- G. Safety/caution message - as defined per legal requirements
- H. Customer assistance decal, if applicable
- I. Product content - ethanol %, bio %, sulfur ppm, if applicable
- J. ExxonMobil-related only marketing program, instructions (within dotted area at right)
- K. Marketing/loyalty stickers (within dotted area at right; K2 is for the Smart card program)
- L. Apple App Clip QR code, Speed pass QR code, and G Pay QR code
- M. Clean air nozzle decal, Temperature notice decal, Oxygenated gas decal, etc. dotted area (within at right; Motor fuel decal goes here, if required)
- N. Cetane decal where required (within dotted area at right if diesel is sold on dispenser)
- O. Local regulatory decals, e.g. Weights and Measures (within dotted area at right)
- P. Dispenser manufacturing decals (within dotted area at right)
- Q. "Gasoline" decal, California-only and on mixed fuel dispensers only
- R. Florida-only ADA decal
- S. Valance logos - as defined by brand (positioned per graphic below)
- T. "Use your cell phone to enroll..." Decal

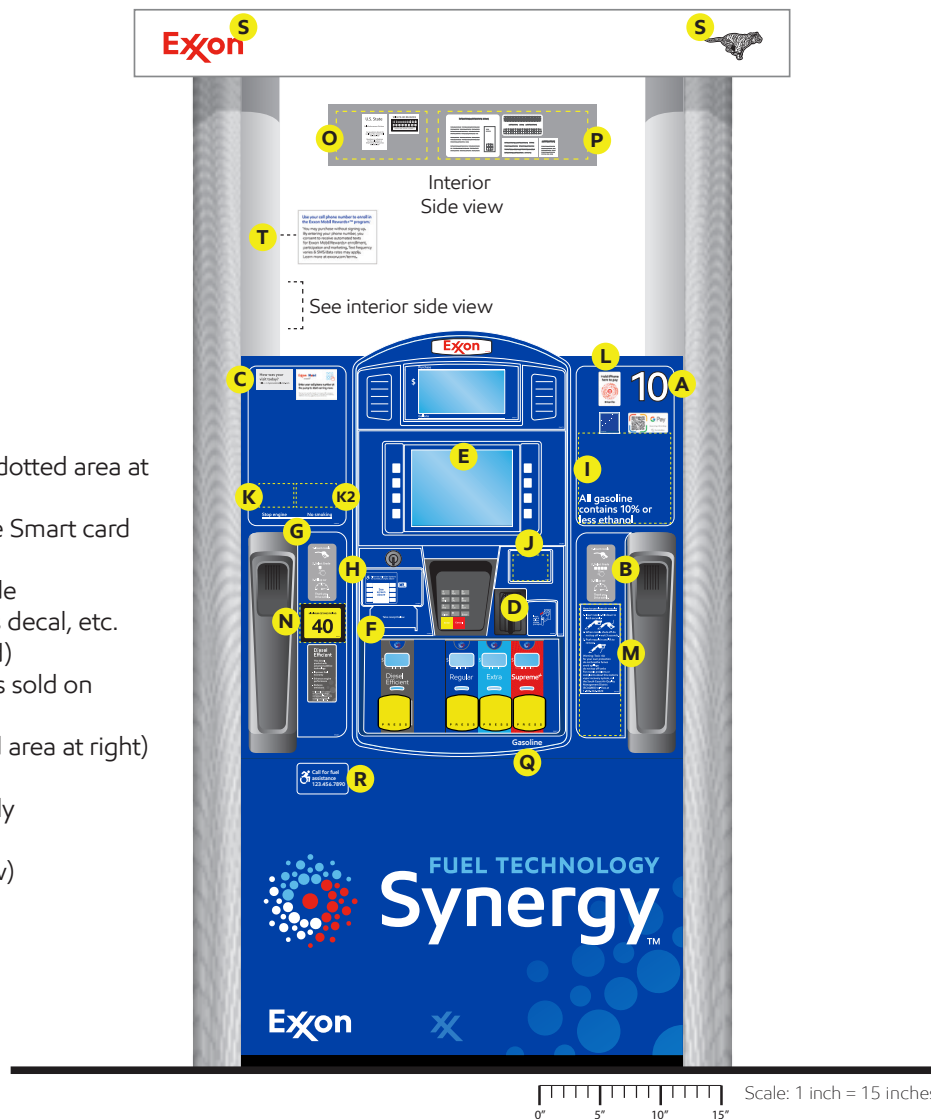


Align with top of E in Exxon



Vertically center the Tiger

Ensure these instructional decals and application holders are removed from all Synergy imaged dispensers



Project Name	PBL #	Customer	Created by
ExxonMobil	330761	ExxonMobil	B.Dighero
Revision #	Date	Scale	Page #
Original	07_19_2023	NA	14 OF 17

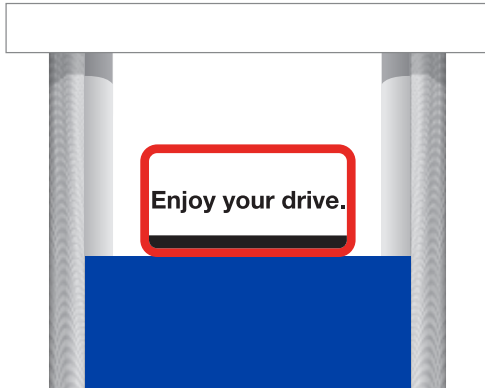
ExxonMobil Brand Book
Site Image Materials Maintenance

Big Red Rooster Flow
2 Northfield Plaza, Ste 250
Northfield, IL 60093

P: (847) 441-1818 F: (847) 592-9564

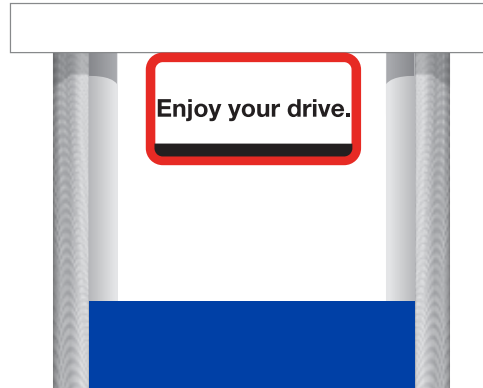
D PUMP TOPPERS

MHD PUMP TOPPERS



QUANTITY:	5
WIDTH:	26.25"
HEIGHT:	12.25"

OVERHEAD PUMP TOPPERS



QUANTITY:	0
WIDTH:	-
HEIGHT:	-

PRICE PUMP TOPPERS



QUANTITY:	0
WIDTH:	-
HEIGHT:	-

Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	15 OF 17	

D AMENITY BINS



ARUBA WASTE/WINDSHIELD CENTER,
42-GALLON DOUBLE-SIDED, OPEN-TOP

BLACK: #75990199

QUANTITY: 0



FIJI WASTE/WINDSHIELD SERVICE CENTER,
40-GALLON SINGLE-SIDED, OPEN-TOP

BLACK: #758901

QUANTITY: 0



HAVEN 2 DOUBLE-SIDE
WASTE/WINDSHIELD
SERVICE CENTER

Black: #75820199

QUANTITY: 0



ARUBA WASTE/WINDSHIELD CENTER,
42-GALLON SINGLE-SIDED, OPEN-TOP

BLACK: #759901

QUANTITY: 0



HARBOR 1 SINGLE-SIDED
WASTE/WINDSHIELD
CENTER

Black: #755101

QUANTITY: 5



42-GALLON SQUARE
WASTE CONTAINER

Black: #732101

QUANTITY: 0



FIJI WASTE/WINDSHIELD SERVICE
CENTER, 40-GALLON DOUBLE-SIDED,
OPEN-TOP

BLACK: #758701

QUANTITY: 0



HAVEN 1 SINGLE-SIDE
WASTE/WINDSHIELD
SERVICE CENTER

Black: #75810199

QUANTITY: 0




42-GALLON WITH DOME OR
ASHTRAY LID

Black: #73300199

QUANTITY: 0


Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	16 OF 17	

E PAINT SPECIFICATIONS

 **Sherwin Williams: P1**
Name: Tan
Pantone: N/A
NCS: 2610-Y11R


Jones Blair: A2W-080101/
 99951 Acrylithane HS2
 Semi-Gloss

Application: Proscenium arch existing buildings

 **Sherwin Williams: P6**
Name: ExxonMobil Red
Pantone: 485C
NCS: 0980-Y81R

Jones Blair: A2N-D10169/
 99951 Acrylithane HS2
 Semi-Gloss

Application: Signage and fascia

 **Sherwin Williams: P13**
Name: Gray
Pantone: N/A
NCS: N/A


Jones Blair: 45604/99951
 Acrylithane HS2
 Semi-Gloss

Application: Exterior walls on existing buildings mullions, door and door frames, building sign frames, curbs, and bollards

 **Sherwin Williams: P8**
Name: Eggshell White
Pantone: N/A
NCS: N/A

Jones Blair: (U.S. only)
 45027/99951 Acrylithane
 1152 Semi-Gloss

Application: All columns shrouds or columns, ID signs/frames (excluding high rise signs) includes any sign with prices and island shelter buildings

 **Sherwin Williams: P9**
Name: Gunmetal Gray
Pantone: N/A
NCS: N/A

Jones Blair: A2N6011/
 99951 Acrylithane HS2
 Semi-Gloss

Application: Sign frames (snap-lock), high rise ID sign poles, frames, yard lights and poles, small free-standing message sign frames, Air & Water stand, trash enclosure, and vent pipes (remote from building)

Islands

Existing painted islands need to be painted P13 gray

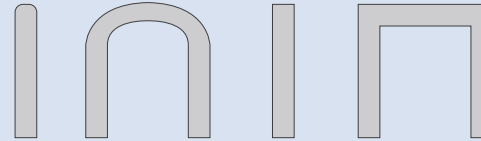


Unpainted and stainless steel islands do not need to be painted

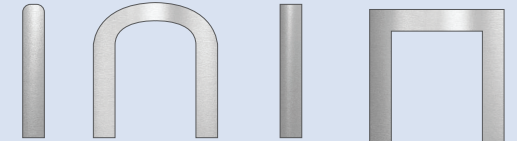


Bollards

Existing painted bollards need to be painted P13 gray



Stainless steel bollards do not need to be painted



CHANGE LOG

For any questions please contact Site Image Materials Maintenance at **866-844-7078**

DATE	CHANGE LOG

Project Name	PBL #	Customer	Created by	ExxonMobil Brand Book Site Image Materials Maintenance Big Red Rooster Flow 2 Northfield Plaza, Ste 250 Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564
ExxonMobil	330761	ExxonMobil	B.Dighero	
Revision #	Date	Scale	Page #	
Original	07_19_2023	NA	17 OF 17	