



Marathon

Image Brand Book



Petroleum Marketing Group
Site # 2942
101 Marshbanks St
Lillington, NC 27546
Job No. 25-1034
Date: 04/02/2025

Customer Approval / Date:

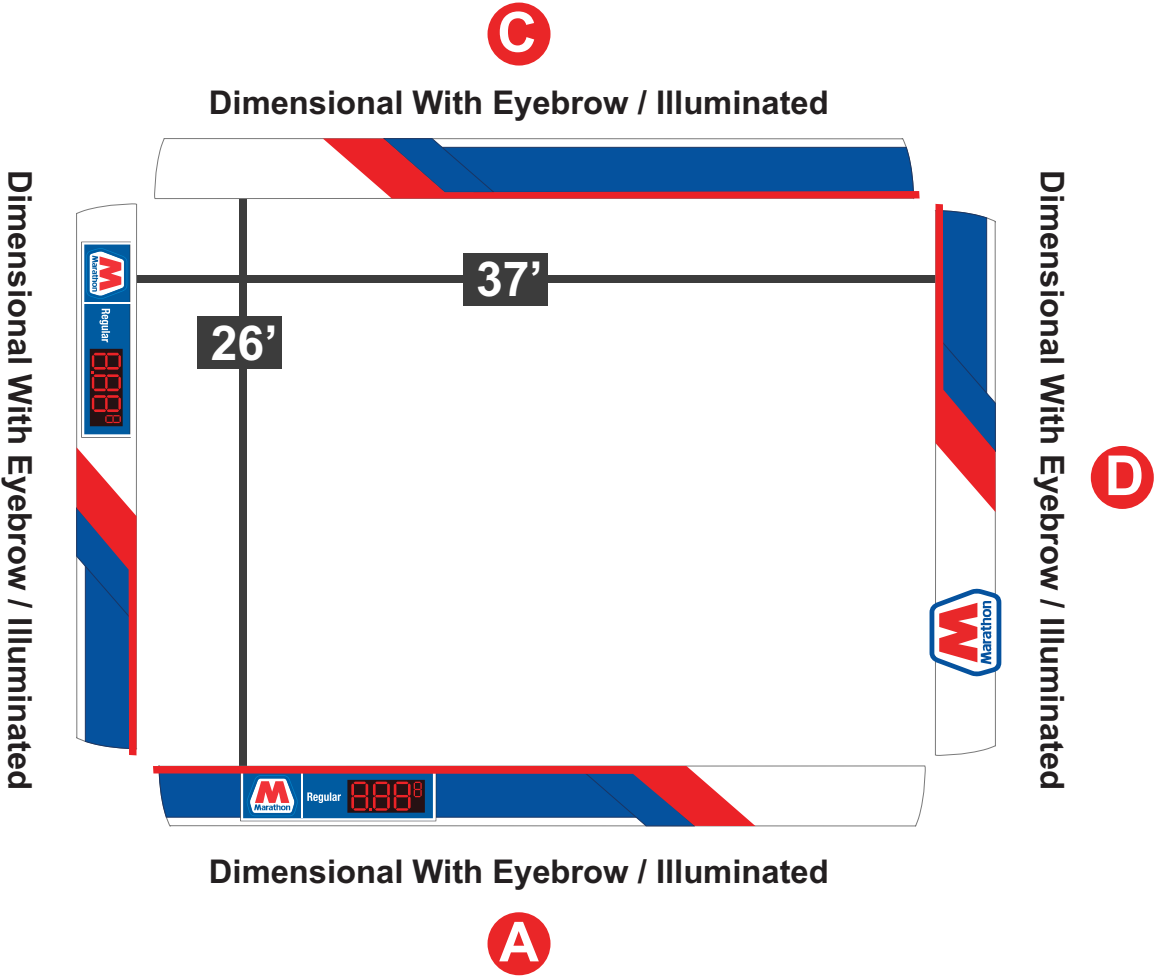
Current Image



Proposed Overview



Road View



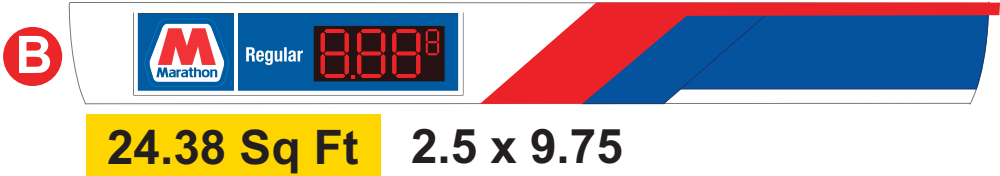
Canopy Information

PROPOSED

37' x 36" / Dimensional With Eyebrow / Illuminated



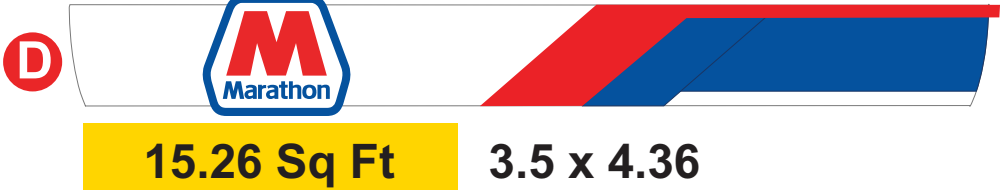
26' x 36" / Dimensional With Eyebrow / Illuminated



37' x 36" / Dimensional With Eyebrow / Illuminated



26' x 36" / Dimensional With Eyebrow / Illuminated



EXISTING

A 16.10 Sq Ft 3.02 x 5.33



B 16.10 Sq Ft 3.02 x 5.33



C



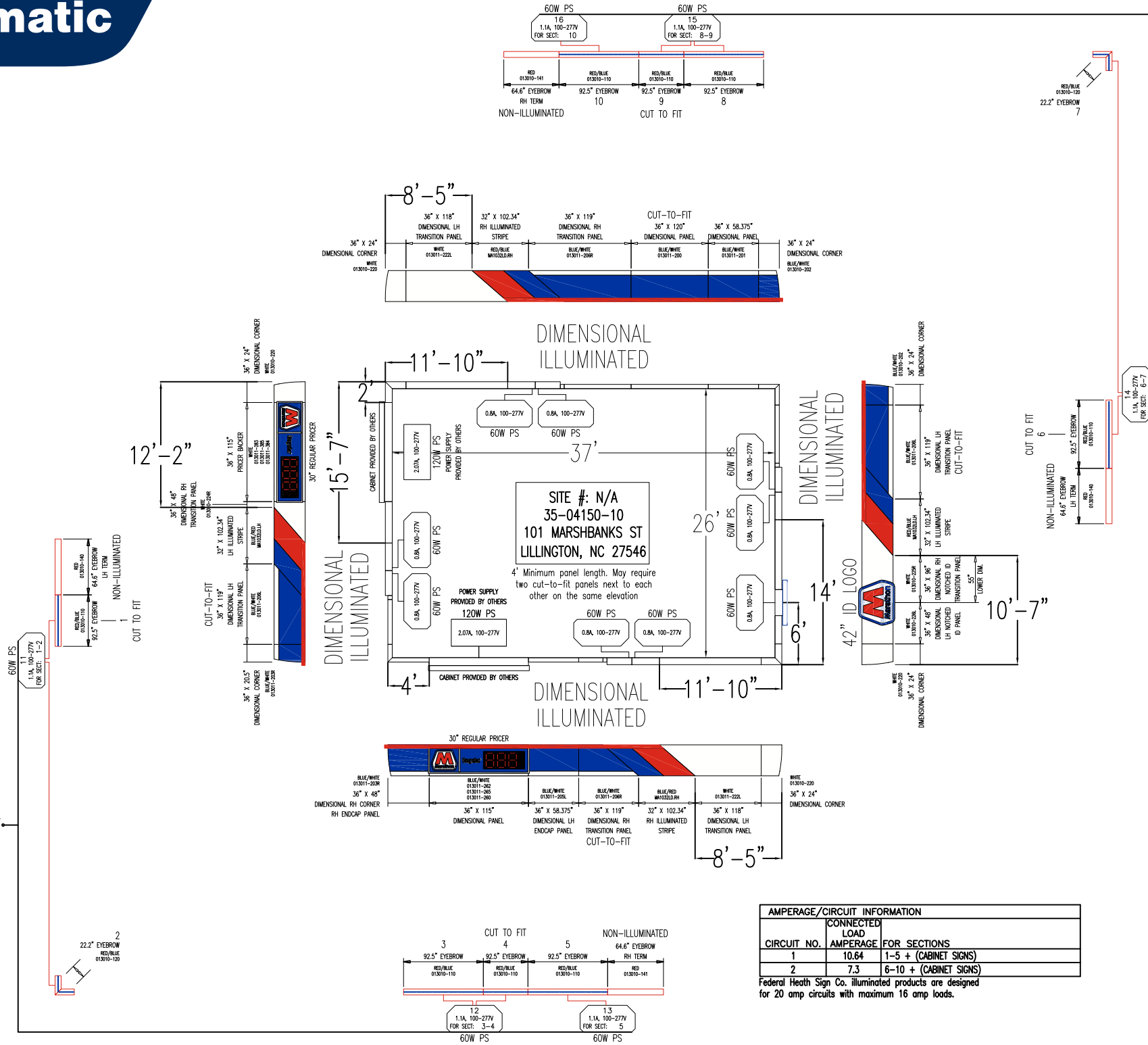
D



Canopy Schematic

EACH CIRCUIT REQUIRES A DISCONNECT SWITCH.
SWITCHES ARE NOT PROVIDED ON POWER SUPPLY.

CIRCUIT: 1
10.64 AMPS



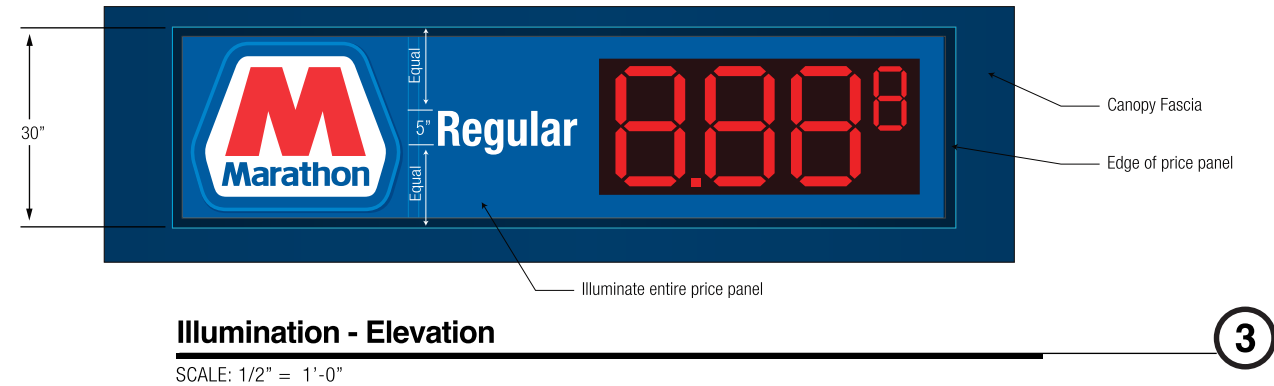
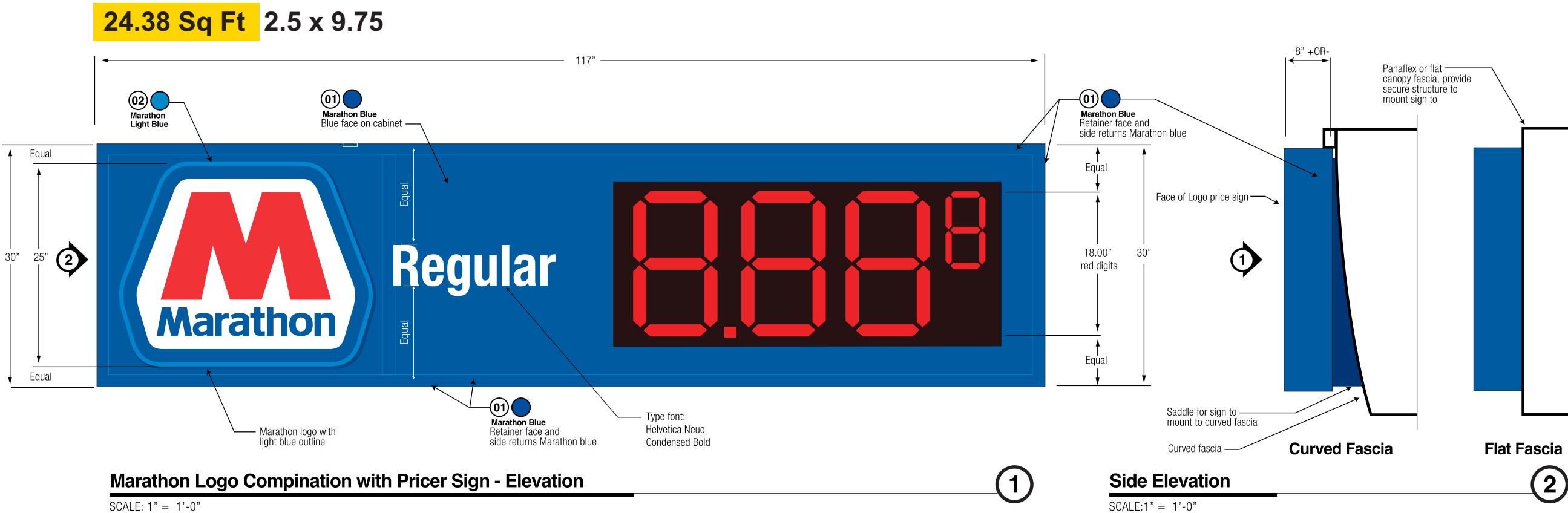
AMPERAGE/CIRCUIT INFORMATION		
CIRCUIT NO.	CONNECTED LOAD	FOR SECTIONS
	AMPERAGE	
1	10.64	1-5 + (CABINET SIGNS)
2	7.3	6-10 + (CABINET SIGNS)

Federal Heath Sign Co. illuminated products are designed for 20 amp circuits with maximum 16 amp loads.

EACH CIRCUIT REQUIRES A DISCONNECT SWITCH.
SWITCHES ARE NOT PROVIDED ON POWER SUPPLY.

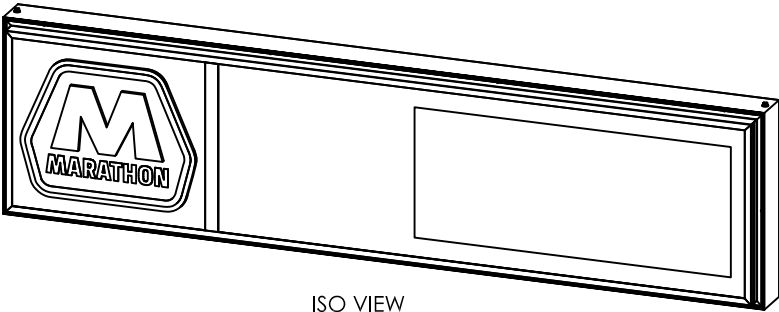
CIRCUIT: 2
7.3 AMPS

Canopy Sign Details

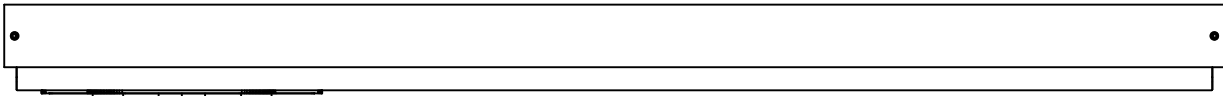


Canopy Sign Details

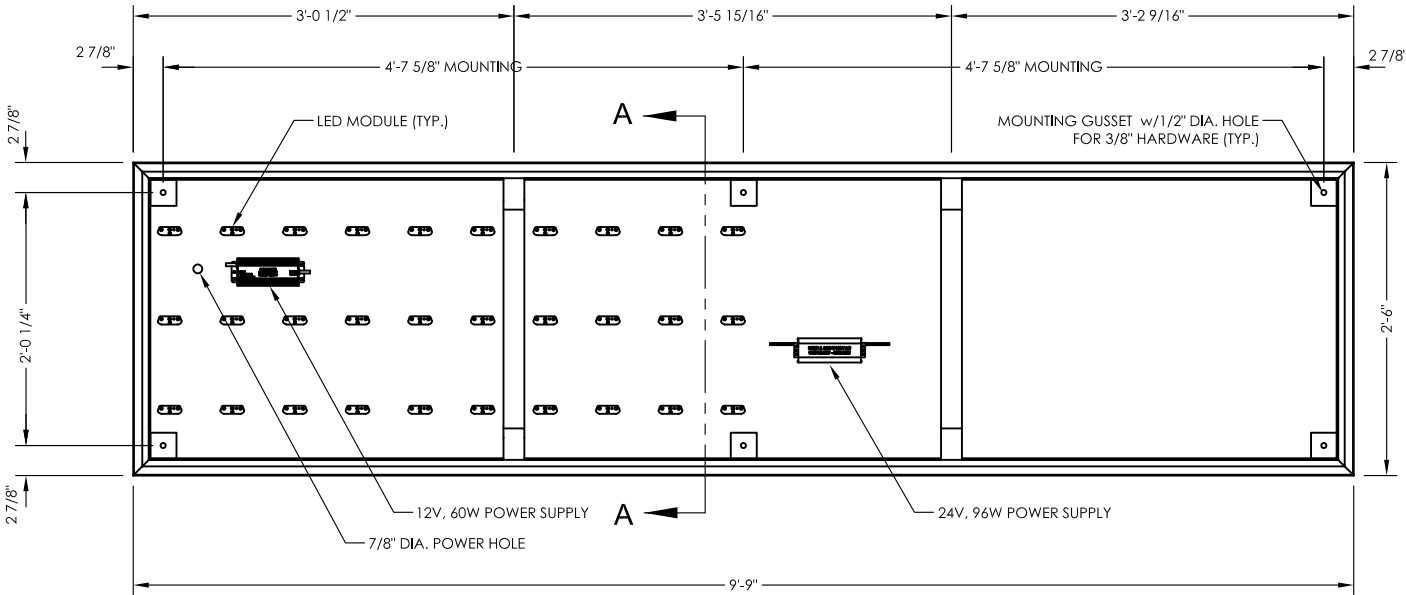
MARATHON 2'-6" X 9'-9" BOX SIGN



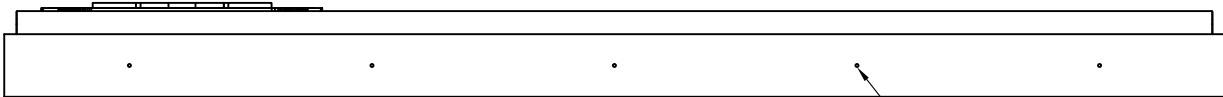
ISO VIEW
SCALE 1:16



TOP VIEW
SCALE 1:16



FRONT VIEW
SCALE 1:16



BOTTOM VIEW
SCALE 1:16

SIGN SPECIFICATIONS

AREA OF SIGN - SQUARED: 24.38 SQ FT
AREA OF VISIBLE OPENING: 20.042 SQ FT
LUMENS: 3900
LUMENS PER SQ FT: 159.9672
LEDs: (15 FT) DAYLIGHT
POWER SUPPLIES:

- (1) 12V, 60W POWER SUPPLY
- (1) 24V, 96W 0.67 AMPS @ 120VAC

LED PRICELINE DRAW:

1.4 AMPS @ 120VAC (1) 20 AMP CIRCUIT,
60HZ UL 48 & NEC COMPLIANT EST

WEIGHT OF UNCRATED SIGN: 88.78 LBS

OVERALL DIMENSIONS OF SIGN:

HEIGHT: 30 IN.

WIDTH: 117 IN.

DEPTH: 6 IN.

SIGN WILL BE SERVICEABLE BY DOOR

GENERAL NOTES

INSTALLER TO PROVIDE COMPLETION PHOTOS OF MOUNTING/CONNECTION POINTS, WIRE ROUTING AND OVERALL ELEVATION.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

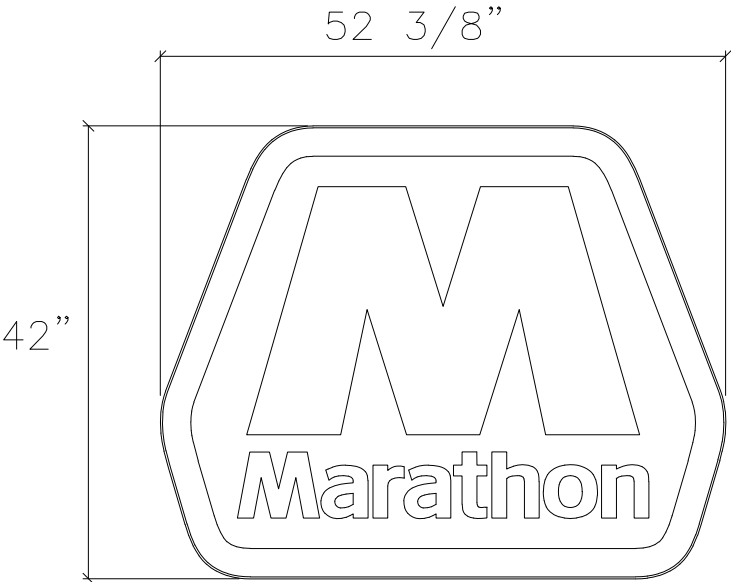
INSTALLER TO VERIFY SIGN IS PROPERLY INSTALLED, CONNECTED AND GROUNDED.

THIS DRAWING IS FOR INSTALLATION PURPOSES ONLY AND NOT TO BE USED FOR MANUFACTURING.

INSTALLATION INSTRUCTIONS

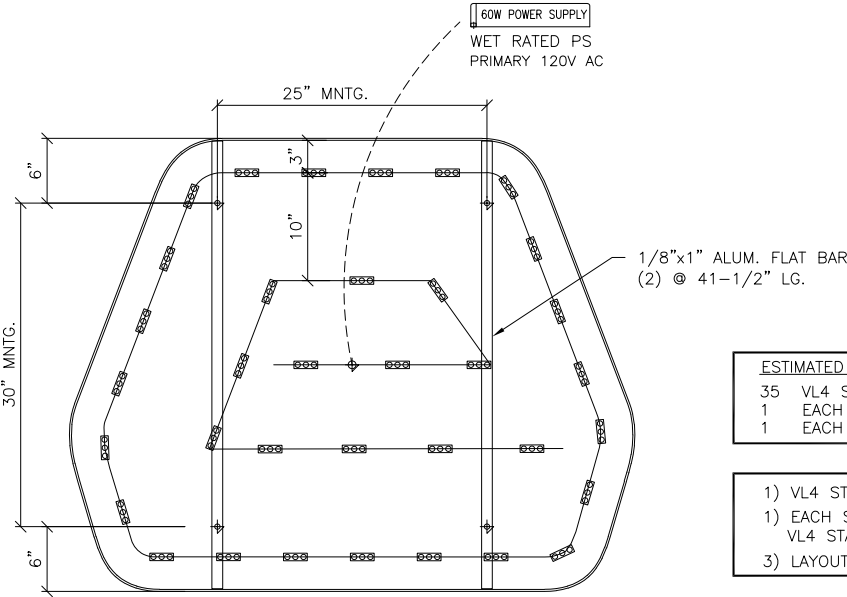
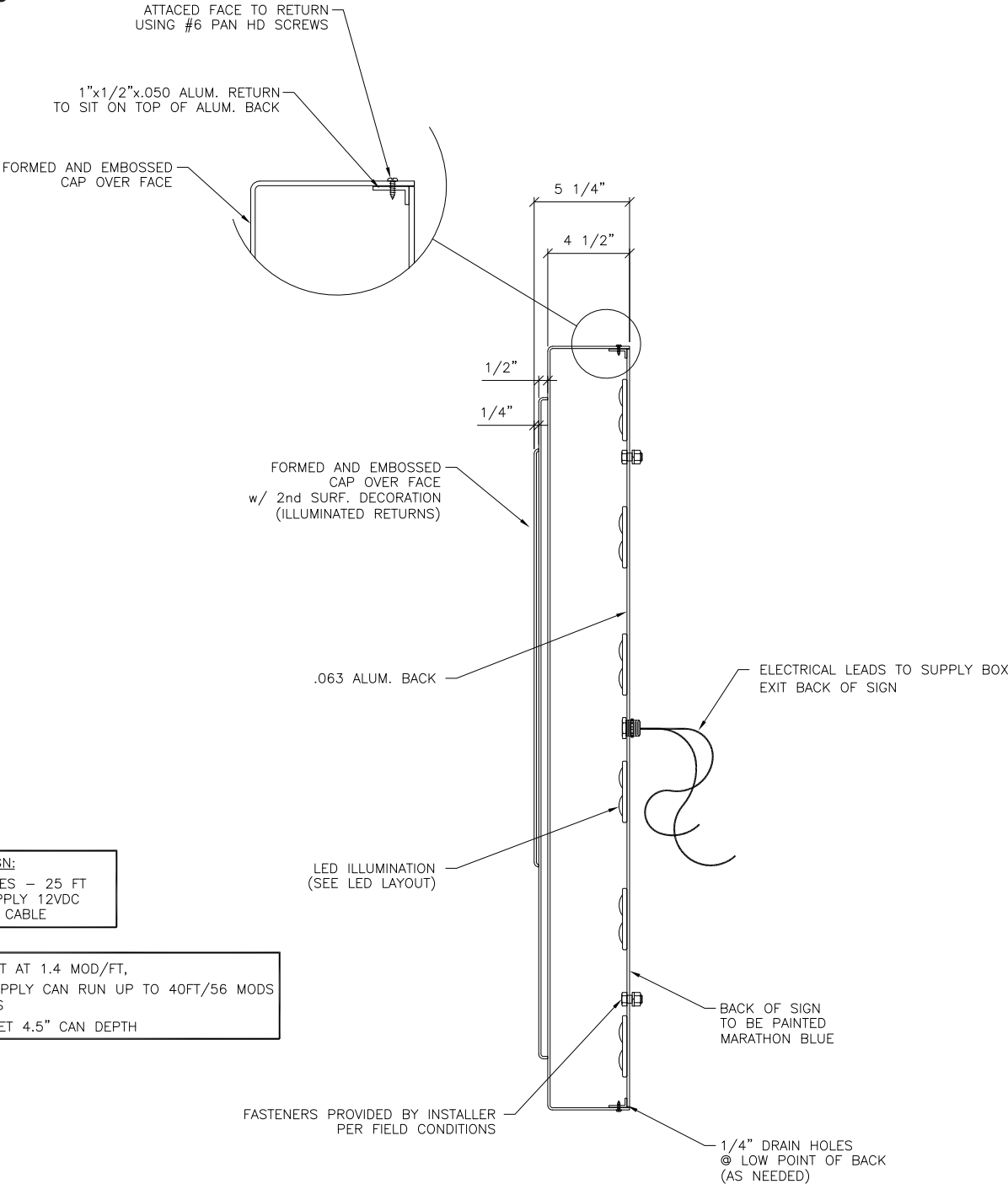
1. OPEN PACKAGING CAREFULLY AND INSPECT FOR DAMAGE. IF DAMAGE IS FOUND, CLAIM MUST BE FILED WITHIN 5-DAYS WITH SHIPPING AGENT.
2. DETERMINE SIGN LOCATION AND TAPE UP THE PROVIDED TEMPLATE ON THE SURFACE TO WHICH IT WILL BE INSTALLED, RECEIVE CONFIRMATION FROM CLIENT OR CONTRACTOR.
3. LAYOUT AND PRE-DRILL ALL REQUIRED MOUNTING AND ELECTRICAL HOLES.
4. FILL ALL HOLES WITH SILICONE PRIOR TO MOUNTING THE SIGN.
5. ALIGN SIGN MOUNTING HOLES TO MATCHING PRE-DRILLED HOLES WHILE INSERTING FASTENERS THROUGH SIGN CABINET, WALL AND BLOCKING (AS REQ'D). FASTEN WITH HARDWARE. USE PVC SLEEVES TO PROTECT WALL FINISH OVER SHEATHING (IF NECESSARY).
6. MAKE FINAL ELECTRICAL HOOK UP TO PRIMARY WIRING OF POWER SUPPLIES THROUGH DRILLED ELECTRICAL HOLES.
7. TEST LIGHT FOR PROPER FUNCTION AND ILLUMINATION.
8. PERFORM TOUCH-UP AS REQUIRED.
9. CLEAN INSTALLATION WORK SITE OF ALL EXCESS MATERIALS AND DEBRIS. DO NOT DISCARD ANY MATERIAL OR DEBRIS INTO ON SITE DUMPSTERS.

Canopy Sign Details



FORMED CANOPY CS SIGN ELEVATION VIEW

15.26 Sq Ft 3.5 x 4.36

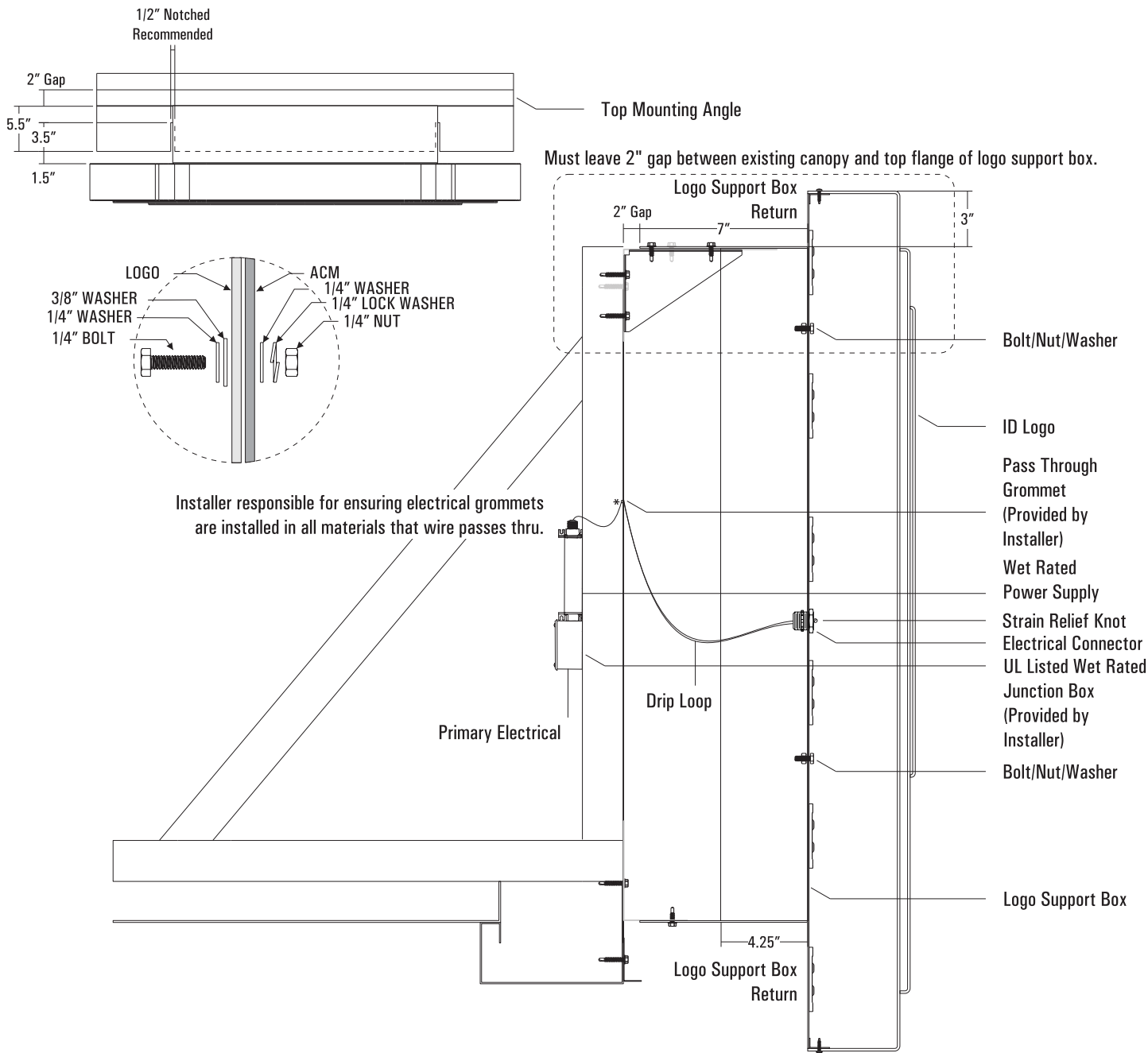


ELECTRICAL / LFD LAYOUT DETAIL VIEW

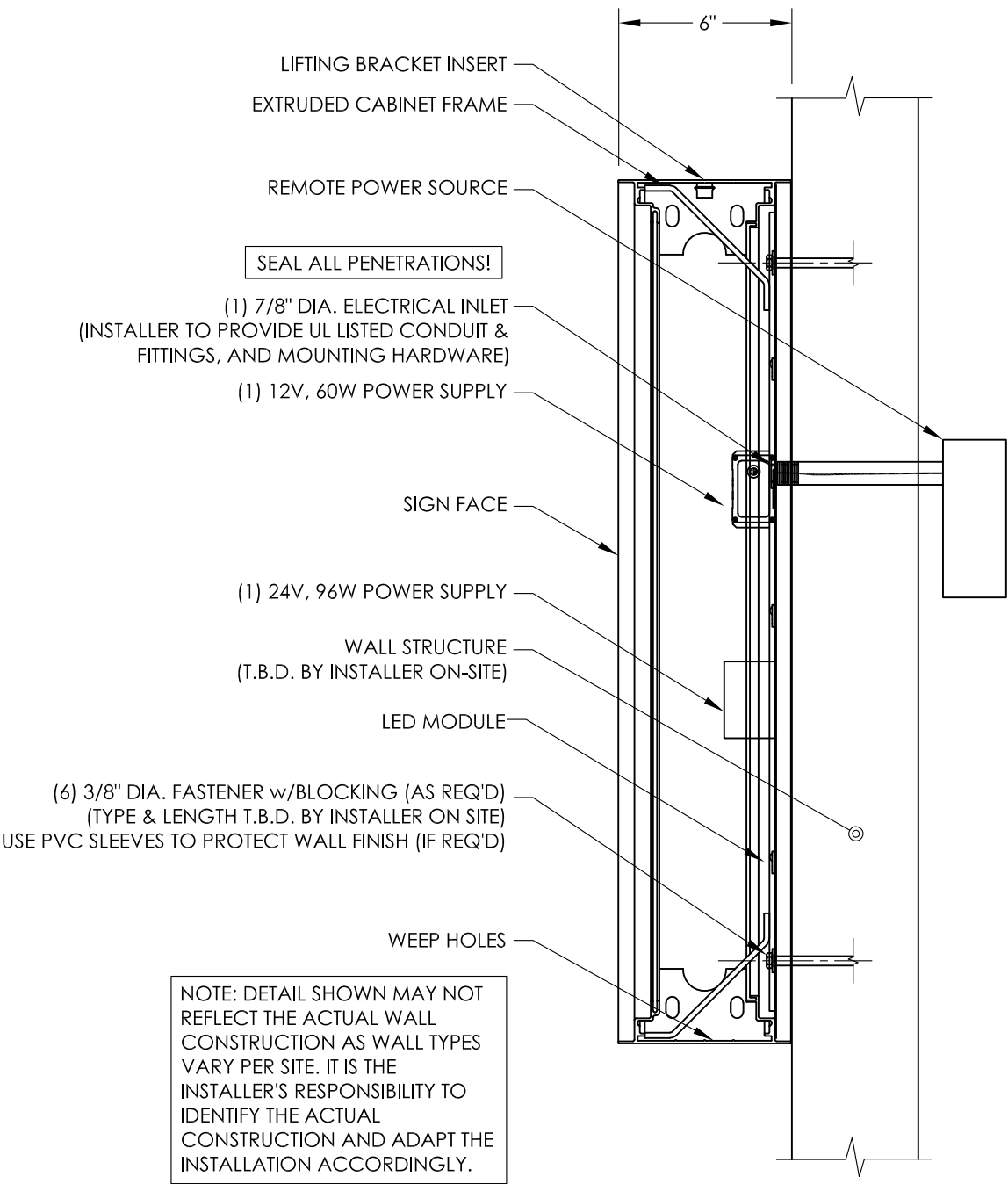
ESTIMATED PRODUCT B.O.M. PER SIGN:
35 VL4 STANDARD (7200K) MODULES – 25 FT
1 EACH MODULAR 60 POWER SUPPLY 12VDC
1 EACH 100' ROLL OF JACKETED CABLE

- 1) VL4 STANDARD (7200K) LAID OUT AT 1.4 MOD/FT,
- 1) EACH STANDARD 60W POWER SUPPLY CAN RUN UP TO 40FT/56 MODS VL4 STANDARD (7200K) MODULES
- 3) LAYOUT BASED ON A S/F CABINET 4.5" CAN DEPTH

Canopy Sign Details

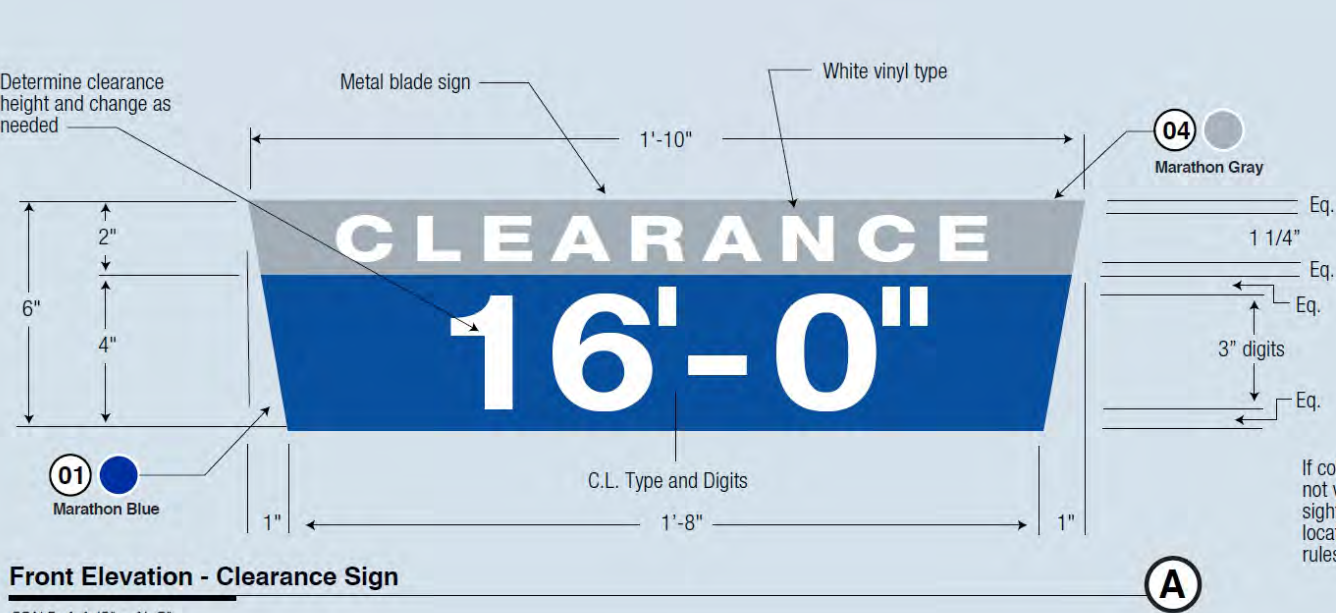


Shield Attachment Detail



Pricer Attachment Detail

Canopy Sign Details

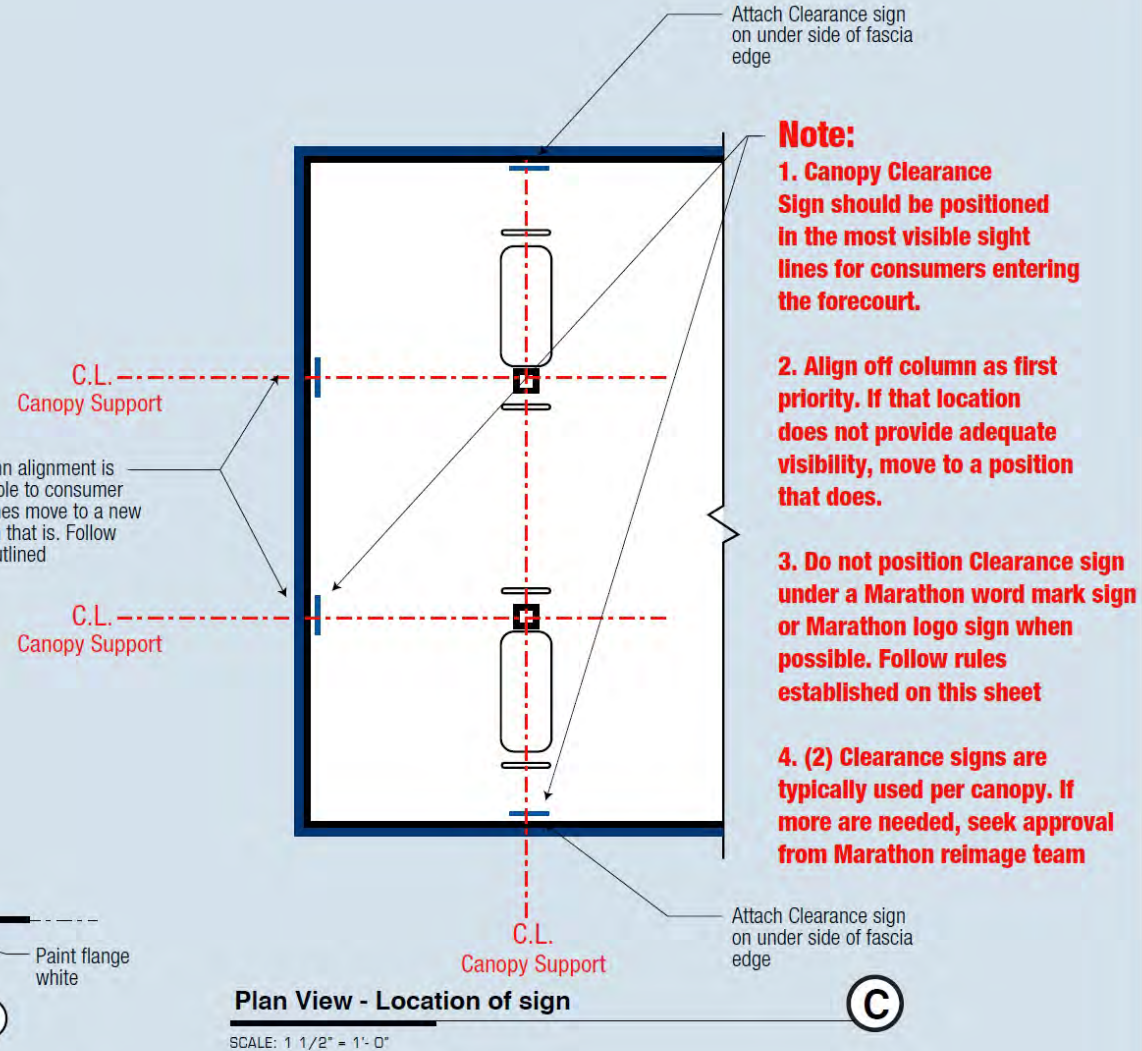
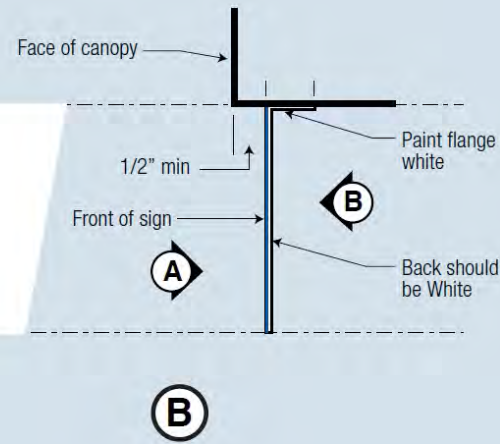


SCALE: 1 1/2" = 1'-0"

03 Marathon white

Clearance sign - back side

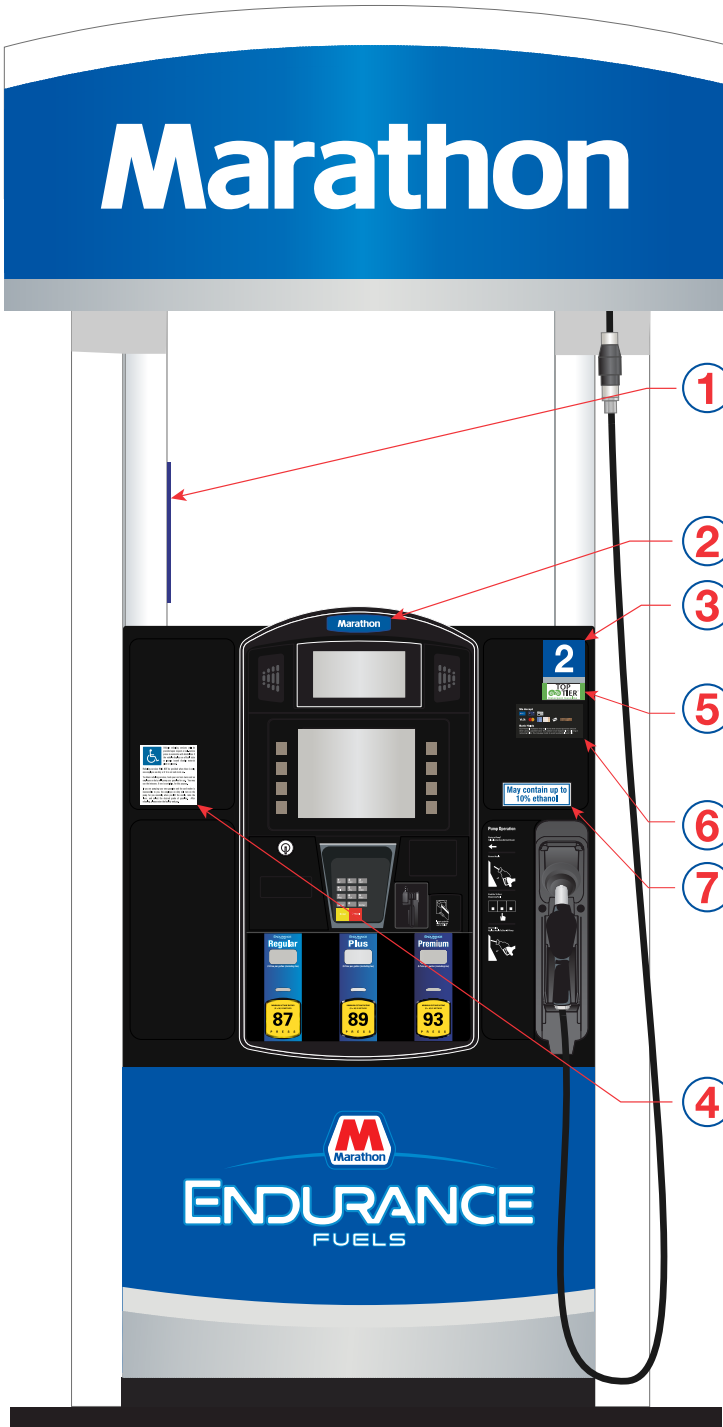
SCALE: 1 1/2" = 1'-0"



Plan View - Location of sign

SCALE: 1 1/2" = 1'-0"

Reimage (2) Existing Gilbarco Encore 3+0 Dispensers



- 1 Health and Safety decal
Primary location:
Inside risers
One per dispenser
Positioned on either riser
- 2 Crown decal
- 3 3" tall pump number
Top Tier decal
(Use only when
Marathon Endurance
GASOLINE is offered)
- 6 We Accept decal
- 7 Ethanol decal
- 4 New ADA decal applied to
replace existing ADA decal.



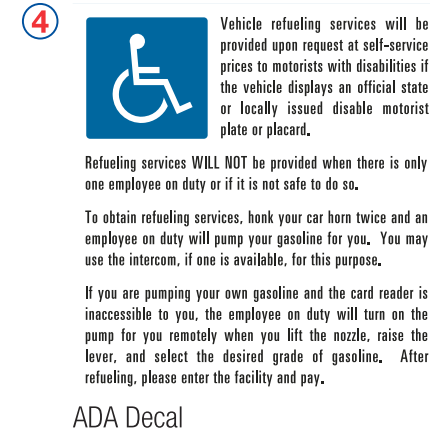
Warning Decal



Crown Panel



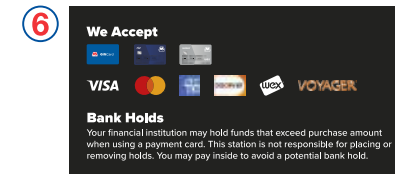
Pump Number



ADA Decal



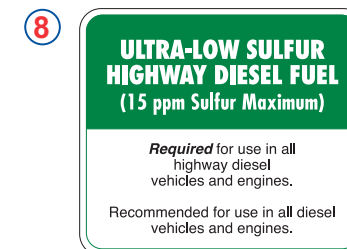
Top Tier Decal



We Accept Decal



Ethanol Decal



Sulfur Decal



Fuel Island Legend:

- 1

Valance
Marathon aluminum proprietary shape decorated valance. Verify distance between dispenser riser and column prior to fabrication to ensure the valance will fit properly. Follow visual graphic standards. Use only approved Marathon suppliers. Verify all site conditions prior to fabrication.
2 valance options: Bent metal valance and internally illuminated valance.
- 2

Pump Topper
Use approved pump toppers. See Marathon reimage team for standard.
- 3

Safety Decal
Comply with all safety warning information that is required on dispenser. If damaged these decals should be replaced.
- 4

Dispensers
See image standard dispenser drawings. Add new polycarb to the bezel area of dispensers if these areas are damaged. Reapply safety decals as needed.
Note:
Required riser colors: White
Required crind color: Black
- 5

Pump Number Decals
Pump number decal to be installed on dispenser as shown in dispenser section. Verify all numbers before fabrication.
- 6

Fuel Blade Sign
Blade signs should be visible for both the consumer and C-Store. See details and guidelines in this section for blade signs.
- 7

Canopy columns
Clean, repair, prime and paint columns Marathon white. Columns that are unpainted brick or natural stone will be excused from the Marathon column color decoration. All other canopy column materials will be imaged to Marathon color scheme or must be approved through the exception process with the Marathon reimage team.

There are 2 column options:
1. Painted structural steel columns are acceptable if they are in good condition.
2. Cladded columns are an acceptable option.
- 8

Curbs, Island Forms & Bollards
All bollards in the fueling area will be painted Marathon Dark Gray. Do not paint bollards if they are stainless steel. Island forms are painted Marathon Dark Gray.
Stainless steel and concrete curbs are acceptable substitutes to painting Marathon dark gray.
Horizontal surface of the island must be natural concrete (preferred) or painted Marathon dark gray or can be natural stone.
- 9

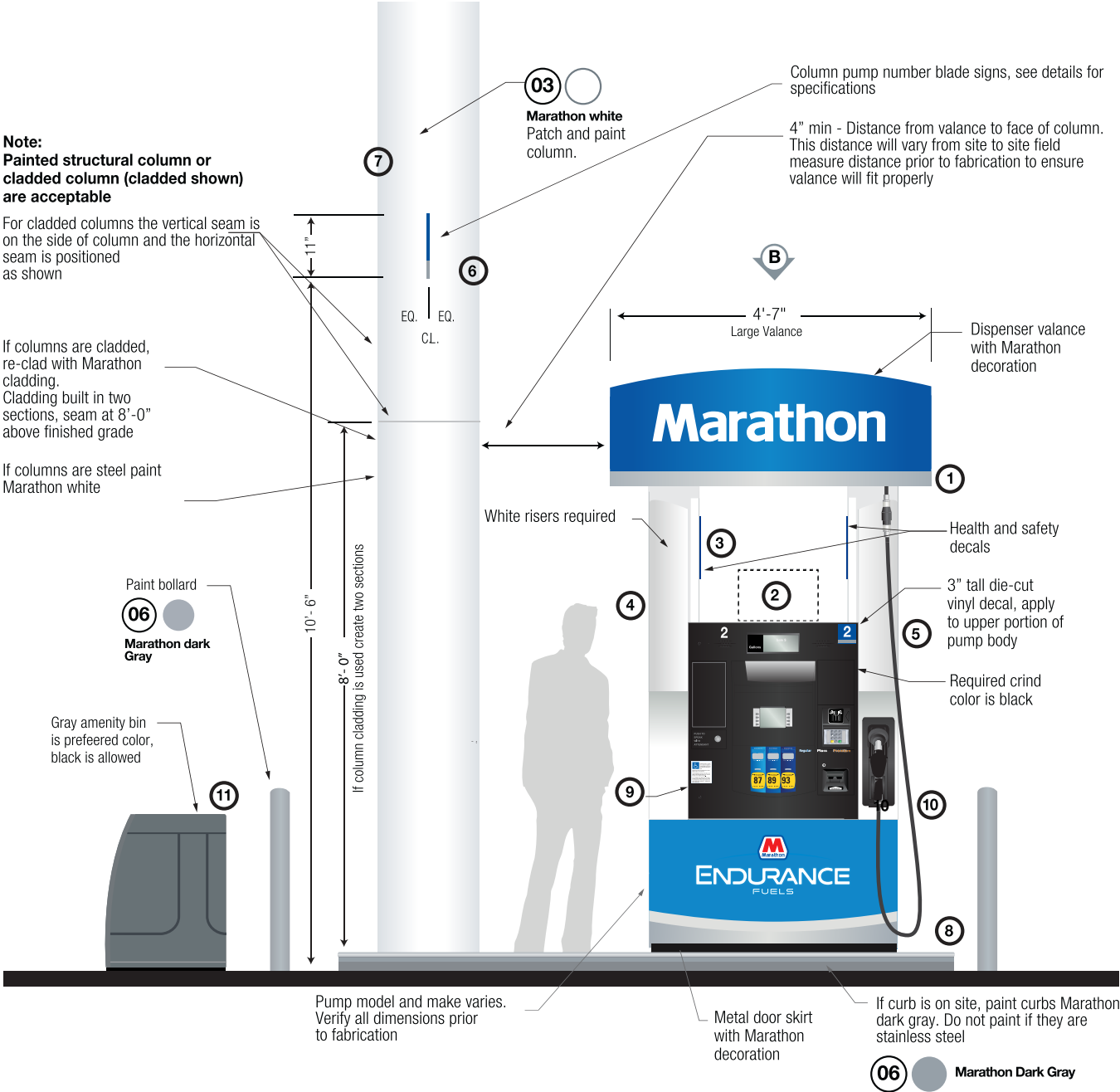
ADA Decal
ADA decal location, apply to designated dispenser (only required on one pump on forecourt).
- 10

Grade Labels, Safety decals and other Dispenser Decals
Use approved grade and safety decals.
- 11

Amenity Units
Use approved amenity units. Amenity unit should be located near each dispenser. Gray is the required color.

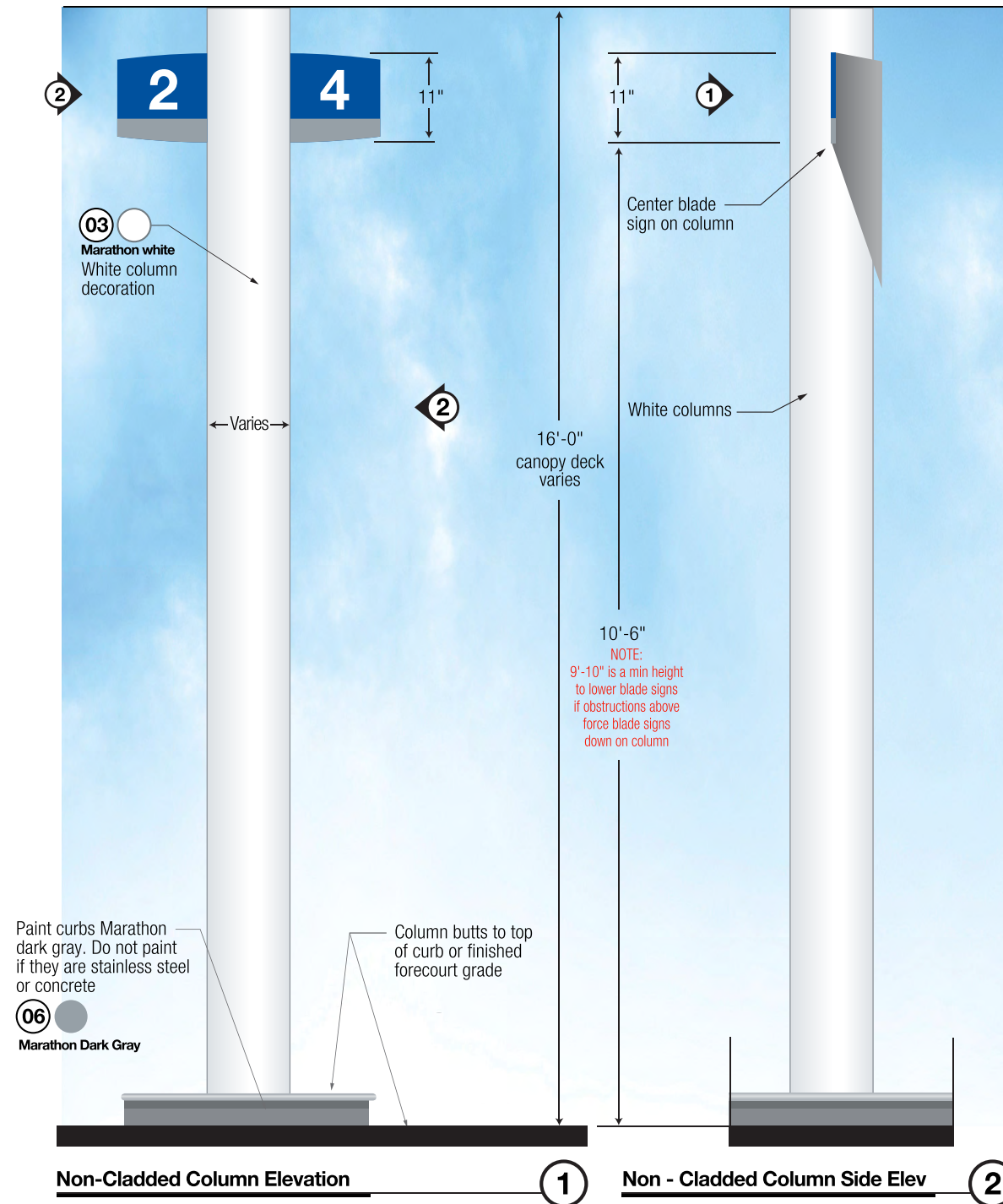
Dispenser Notes:

- Dispensers should be cleaned regularly and have an uncluttered appearance. Discretionary dispenser signage should be limited, and all must be professionally produced by approved suppliers.
- Help maximize the impact of the Marathon image project by having contractor remove all old decals and clean the entire dispenser before applying the new image. Replace damaged risers, facings on dispenser.



Blade Signs

Blade Signs



Blade Sign With Diesel Text



①



Blade Sign With Rec 90 Text



②



Blade Sign Numbers



③

Blade Signs Layout

Legend



Canopy



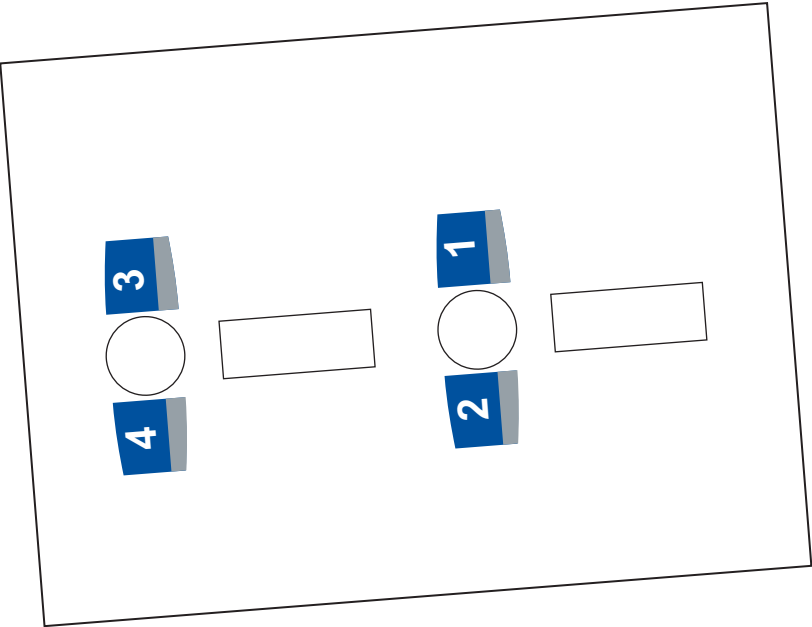
Poles



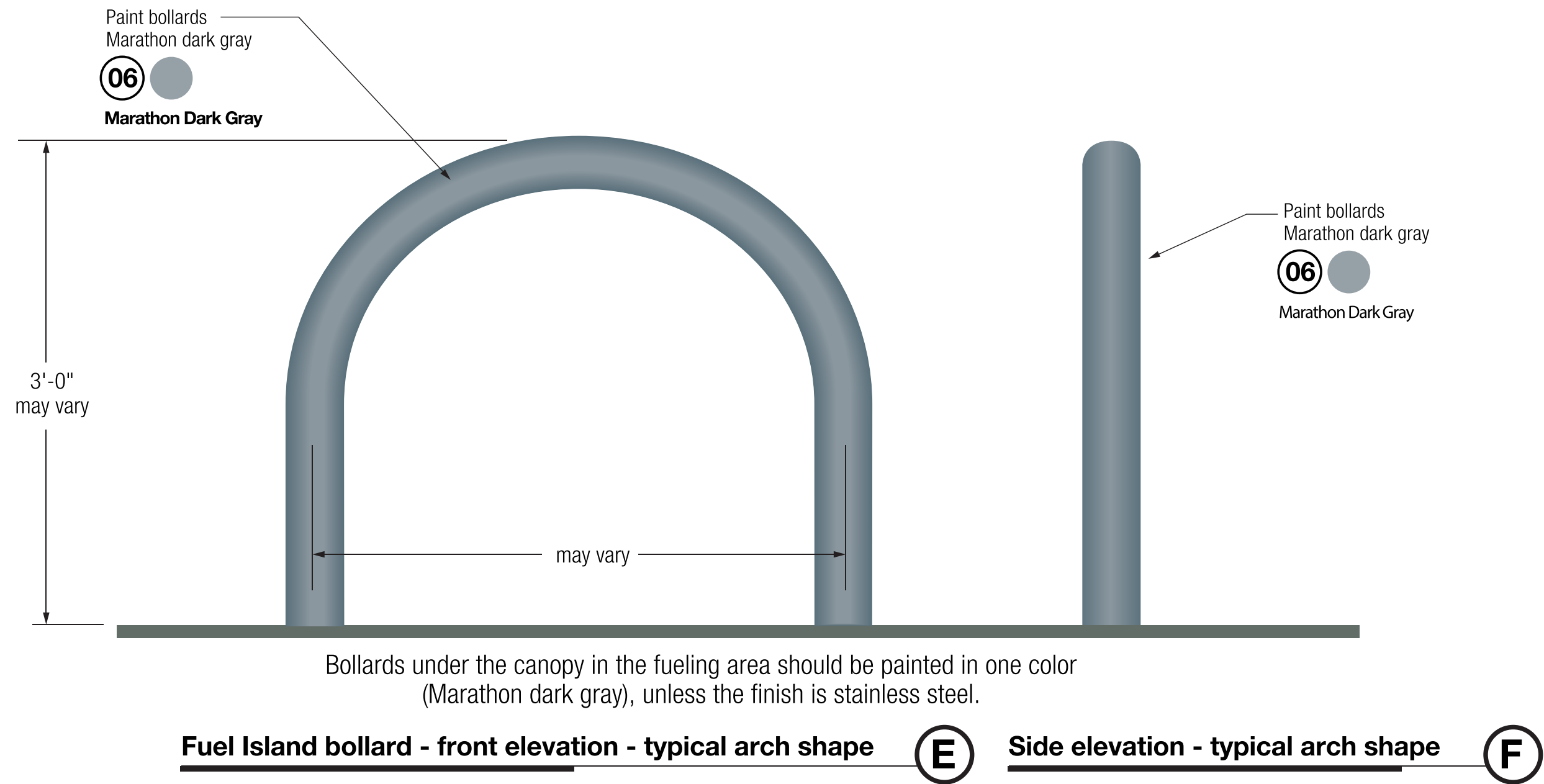
Dispensers



Blade Signs



Island Bollards



NOTE: Patch and repair damaged on bollard.

Building Information

Remove Existing Short Stop Face From Building Sign

Install (1) New 4x8 Birdie Logo Face Replacement for Existing Sign Cabinet

Proposed





01

Marathon Blue

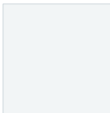
Material / Color Match
Pantone 286 C Match
3M Film - 3630-157
ACM - Special Match Color



Paint Spec

Sherwin Williams
RAL5002

Color Usage on Site
Canopy Fascia, Dispenser, Blade Sign, MID Panels,
Store Fascia



03

Marathon White

Material / Color Match
Pantone 11-0601 TCX Bright White



Paint Spec

Sherwin Williams
SW7006 Extra White
Satin Finish

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



06

Marathon Dark Gray

Material / Color Match
Pantone Cool Gray 10 C



Paint Spec

Sherwin Williams
SW7068 Grizzle Gray
Satin Finish

Color Usage on Site
Canopy Island Curbs, Bollards



10

Marathon Black

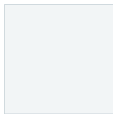
Material / Color Match
Black 6 C Match



Paint Spec

Sherwin Williams
SW4090 Black
Satin Finish

Color Usage on Site
Diesel Columns, Diesel Canopy Deck



03A

Marathon Canopy Deck White

Material / Color Match
Pantone 11-0601 TCX Bright White



Paint Spec

Sherwin Williams
SW4089 Pure White
Satin Finish

Color Usage on Site
Under Canopy Deck