

# LOGO & BRAND IDENTITY GUIDELINES





## OUR MISSION

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At Refuel, we're *more* than a convenience store. We're redefining expectations and setting new standards for quality and reliability. Our dedication to fueling the lives of people on the go allows us to keep our customers moving forward.

We believe in:

**CONVENIENCE.**  
**QUALITY.**  
**FAMILY.**  
**GROWTH.**

## TABLE OF CONTENTS

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- 01** Logo Usage ..... pg 04
- 02** Color Palette ..... pg 14
- 03** Typography ..... pg 16
- 04** Tone of Voice ..... pg 20
- 05** Aesthetic..... pg 23

# LOGO USAGE

REFUEL

# 01

The Refuel logo is an integral part of the Refuel brand and should be used consistently across all channels.

Most often, the logo will be used in full color as appears; however, it can be adapted for use on single-color print designs, in which case artwork should be approved by the Marketing Team prior to production.

## REFUEL PRIMARY LOGO



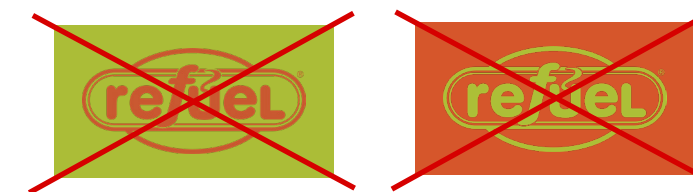
Clearance Space

## REFUEL SECONDARY LOGOS / VARIATIONS



The primary logo can be layered on top of our brand colors **only** when using the version with a white outline.

The white logo appears best on an orange or white background but may also appear against a black background in which case a greyscale logo should be used.



We **never** layer the orange logo over green or the green logo over orange. In these scenarios, secondary logos (like black or white) should be used.

# LOGO USAGE

## REFUEL

The Refuel Rewards logo has two versions: one with “rewards” in white and one with “rewards” in black.

The logo with “rewards” in white is typically seen against the orange or green brand colors.

### REFUEL REWARDS LOGO



Clearance Space

### ‘U’ LOGOMARK



The Refuel logomark is the “U” element from the logo, typically seen in solid black or white.

This logo’s usage should be approved by the Marketing Team.

### HOT N’ CRISPY LOGO



#af2516  
R175 G37 B22  
C22 M97 Y100 K14

#fcb426  
R252 G180 B38  
C0 M32 Y96 K0

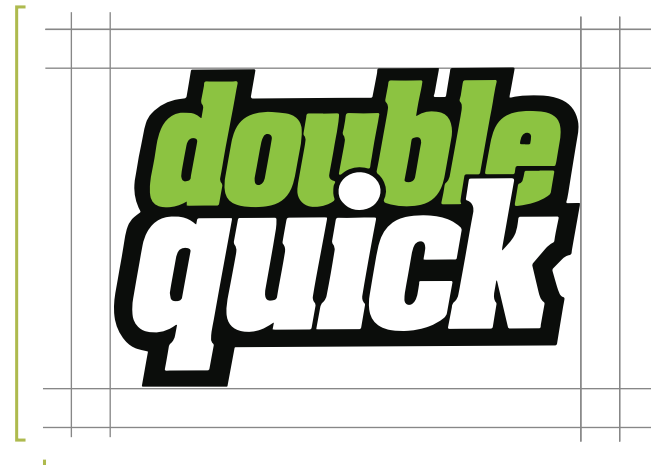
The Hot N’ Crispy Chicken logo is used in the deli. It is important to note the specific spelling of “Hot N’ Crispy” and not “Hot and Crispy” or “Hot N’ Krispy.”

# LOGO USAGE

## DOUBLE QUICK

The Double Quick logo is an integral part of the Double Quick brand and should be used consistently across all channels.

### DOUBLE QUICK PRIMARY LOGO



Clearance Space

### DOUBLE QUICK SECONDARY LOGOS / VARIATIONS



Most often, the logo will be used in full color and stacked as appears; however, it can be adapted for use on single-color print designs. In this case, artwork should be approved by the Marketing Team prior to production. The word “rewards” may appear on its own.

The logo appears best on a white, green, or blue background but may also appear against a black background (in which case a greyscale variation should be used).

### CO-BRANDED LOGO



When using both logos together, the Refuel logo must always appear on the right side as shown. This applies to all variations.

# INCORRECT USAGE

REFUEL

**Do not** stretch, distort, or change the proportions of the Refuel logo.

**Do not** change the logo font, or use a partial or incomplete logo.

**Do not** use off-brand colors for the logo or logo backgrounds. **Do not** use any green logos over orange backgrounds (or orange logos over green backgrounds).



Do not stretch or distort



Do not change the proportions



Do not change the font  
(Especially not to comic sans)



Do not use a partial logo



Do not change the brand colors



Do not use the any green logos on top of orange backgrounds (or vice versa)

# INCORRECT USAGE

DOUBLE QUICK

**Do not** stretch, distort, or change the proportions of the Double Quick logo.

**Do not** change the logo font, or use a partial or incomplete logo.

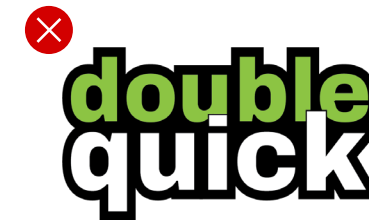
**Do not** use off-brand colors for the logo or logo backgrounds, or use the logo on colors that blend in with the logo or make it hard to see.



Do not stretch or distort



Do not change the proportions



Do not change the font



Do not use a partial logo



Do not change the brand colors



Do not use the logo on colors or backgrounds that are conflicting or off brand

# MINIMUM SIZE

*REFUEL*

For legibility purposes, the Refuel logo may never be printed smaller than 25.4 millimeters (1 inch) or displayed below 96 pixels. This ensures that the logo is always clearly visible and legible.

**Logo Minimum Size**  
Print: 25.4mm (1in)  
Digital: 96px



25.4mm  
96px

# MINIMUM SIZE

*DOUBLE QUICK*

For legibility purposes, the Double Quick logo may never be printed smaller than 25.4 millimeters (1 inch) or displayed below 96 pixels. This ensures that the logo is always clearly visible and legible.

**Logo Minimum Size**  
Print: 25.4mm (1in)  
Digital: 96px



25.4mm  
96px

# COLOR PALETTE

REFUEL

# 02

The Refuel color palette is restricted to what's listed so that the brand can be easily distinguished.

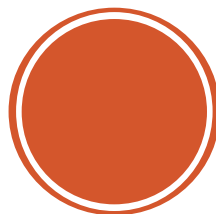
The colors are **not** to be used in tints or shades, only the exact mixes shown.

**To note:** We **do not** layer green over orange or orange over green.



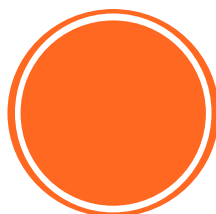
### Crisp Green

583 C  
#ACBF37  
R172, G191, B55  
C10, M0, Y71, K25



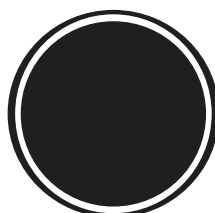
### Obstinate Orange

1595 C  
#D6562B  
R214, G86, B43  
C0, M60, Y80, K16



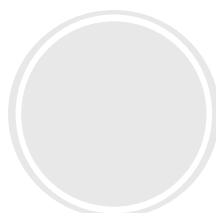
### Sparrow's Fire

165 C  
#FF671F  
R255, G103, B31  
C72, M65, Y65, K85



### Abaddon Black

BLACK C  
#231F20  
R35, G31, B32  
C0, M11, Y8, K86



### Snowbank

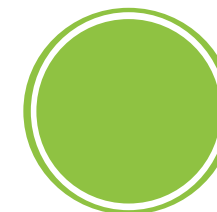
11-4800  
#E9E9E9  
R233, G233, B233  
C0, M0, Y8, K9

# COLOR PALETTE

DOUBLE QUICK

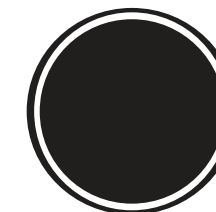
The Double Quick color palette is restricted to what's listed so that the brand can be easily distinguished.

The colors are **not** to be used in tints or shades, only the exact mixes shown.



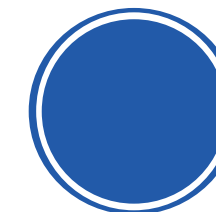
### Green Caterpillar

7488 C  
#8DC241  
R141, G194, B65  
C72, M65, Y65, K65



### Black Sheep

6 C  
#0D0E0E  
R13, G14, B14  
C0, M0, Y0, K95



### London Rain

2728 C  
#0056B8  
R0, G86, B184  
C100, M53, Y0, K28



# TYPOGRAPHY

REFUEL

# 03

## PRIMARY FONT FAMILY

**MONTSERRAT**

Includes upper & lowercase letters and numbers. This font is used for most Refuel branded materials and on the website.

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

## REFUEL LOGO FONT

**HEISEI MARU GOTHIC**

Includes only lowercase letters and numbers.

**aa**

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&\*()

# TYPOGRAPHY

REFUEL

# TYPOGRAPHY

DOUBLE QUICK

## DELI FONT / HOT N' CRISPY FONT

**DIRTY HEADLINE**

Only uppercase letters. Used in the deli.

**AA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## DOUBLE QUICK LOGO FONT

**NEUE AACHEN PRO**

Vertical Scale: 100%

Horizontal Scale: 83.468%

Tracking: -6

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**!@#\$%^&\*()**

# HIERARCHY

REFUEL

These are examples of how to use the Montserrat font family in a hierarchy.

Headers can be in sentence case (sometimes with bold highlight words) or upper case bold.



HEADER 1 (medium & bold)

HEADER 2 (bold)

## LOREM IPSUM

SUB HEADER (semi-bold)

Lorem Ipsum odinari ipsena, nos ommores los sultuitis mo.

BODY (regular)

Odinari ipsena, nos ommores los sultuitis mo Catuam fines ompribus vilicatabus. Bi confectorum int aterununum publisu perehem, nononon Ita noc rentionte deti, potem cus videat. Alica derfect abunumus hos sulabemus mulut per in serbesseri si suliquit idienique num entribusnam habus vilinatim diostes.

BUTTON (bold)



# ICONOGRAPHY

REFUEL & DOUBLE QUICK

These icons can be used across both Refuel and Double Quick branding.

They can be used in black and white, or in the green and orange brand colors.



# 04 TONE OF VOICE

REFUEL

# 04

Our tone of voice is our personality. It's what we say and how we say it. Our voice should be consistent across our advertising, newsletters, social media posts, customer care responses, and internal communications.

## REFUEL DEFINED

We are a **knowledgeable** industry leader in **Family-Friendly Convenience**. Our inclusive approach is centered around our core values: Family, Quality, Convenience, & Growth; and our tone of voice is a direct reflection. Whether customers are stopping by for a quick bite, their daily cup of coffee, or to fuel up before a road trip – our commitment to these values does not waver. Refuel – the **reliable**, one-stop shop for the lives of people on the go!

Our tone of voice positions us as a trusted leader. We speak in terms that are **relatable, reputable, and fun**. Since our customers are always on the go, we keep communication accessible and direct, while remaining light-hearted.

We bring the best of convenience fuel and retail to a variety of communities, but one thing that will never vary - customers can always count on a great experience when they come to visit us!

# FAMILY-FRIENDLY CONVENIENCE

We strive to think outside of the box because we're **more** than a convenience store.

## Inclusive

We believe in unity in our community. Everyone is welcome. We're all a family here.

## Reliable

We are always consistent, trustworthy, and dependable. Customers can rely on us for their on-the-go needs.

## Informative

We are knowledgeable industry leaders. We know family and convenience, and we know how to have fun!

## PHRASES

- *"Hot N' Crispy"*
- *"Refueling the Lives of People on the Go"*
- *"We Keep You Movin'" (Double Quick)*

# TOV PER PLATFORM

REFUEL



## Website

Our tone of voice on the Refuel website is **friendly, inviting, informative, and reliable**. Our story and values can be found on the home page.



## Instagram

Our tone of voice on Instagram is **laid-back, fun,** and **humorous**. We use a mix of memes, awareness, and promotional posts.

### Hashtags

- #TheRefuelWay
- #refuel
- #doublequickstores *(Double Quick)*



## LinkedIn

LinkedIn's tone of voice is more **formal, educational,** and **business-focused**.

# AESTHETIC

REFUEL

# 05

The visual appearance of our content goes hand in hand with the tone of our brand - fun, inviting, reliable, and family-friendly.





# Thank

March, 2024  
Brand Identity Guidelines

[WWW.REFUELMARKET.COM](http://WWW.REFUELMARKET.COM)