

LOGO & BRAND IDENTITY GUIDELINES



OUR MISSION

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

- 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



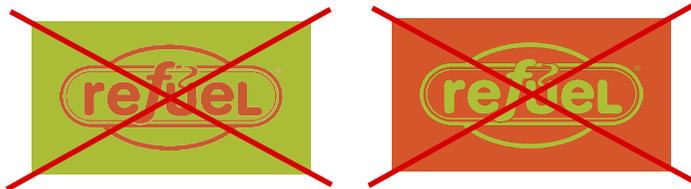
Clearance Space

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

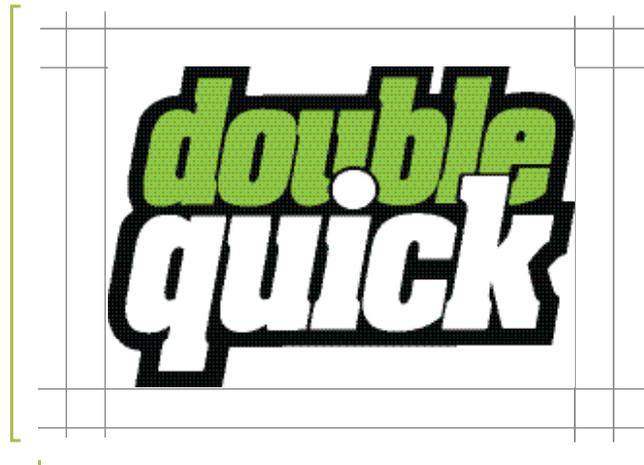
The Hot N’ Crispy Chicken logo is used in the deli. It is important to note the specific spelling of “Hot N’ Crispy” and not “Hot and Crispy” or “Hot N’ Krispy.”

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

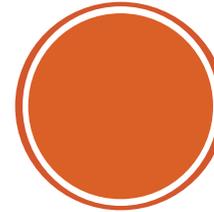
The Refuel color palette is restricted to what's listed so that the brand can be easily distinguished.

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

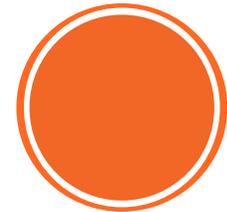
To note: We **do not** layer green over orange or orange over green.



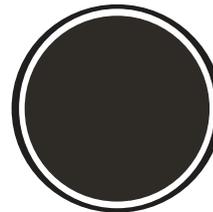
On the Go Green
583 C
#B7BE34
R183, G190, B52
C33, M13, Y100, K0



Hot Deal Orange
1595 C
#DA6027
R218, G96, B39
C10, M75, Y100, K1



Fresh Pour Orange
165 C
#FF671D
R242, G104, B41
C72, M65, Y65, K85



Roadway Black
BLACK C
#2d2a26
R45, G42, B38
C67, M64, Y67, K67



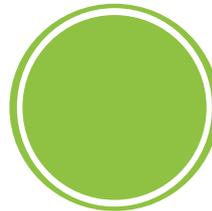
Snowbank
11-4800
#E9E9E9
R233, G233, B233
C0, M0, Y8, K9

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.



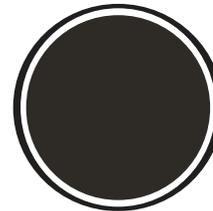
Keep Movin' Green

375 C

#93d500

R147, G213, B0

C47, M0, Y100, K0



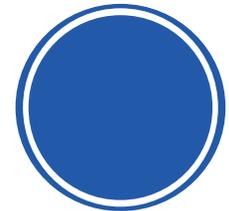
Roadway Black

BLACK C

#2d2a26

R45, G42, B38

C67, M64, Y67, K67



Forecourt Blue

2935 C

#0056B8

R0, G85, B184

C100, M68, Y4, K0

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

0 1 2 3 4 5 6 7 8 9

! @ # \$ % ^ & * ()

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 vilicatibus. 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 entribusum habus vilinatim diostes.

BUTTON
(bold)

Button

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

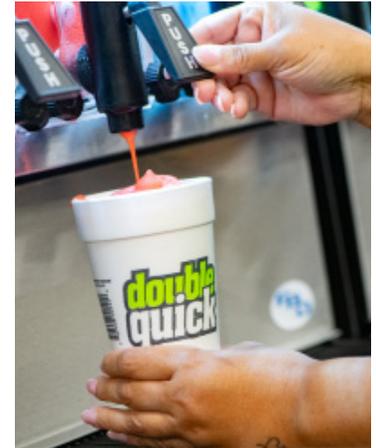
LinkedIn's tone of voice is more **formal, educational,** and **business-focused**.

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

January, 2026
Brand Identity Guidelines

WWW.REFUELMARKET.COM