



Havoline®

Havoline xpress lube® Image Standards - United States

Version 4.0 | September 2021





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These retail image standards are broken into two parts: Section 1 is a general overview intended for sales and customers, and Section 2 are the details intended for use by sign fabricators, paint contractors and the like.

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Havoline xpress lube® Image Standards - United States

Image Guide Overview

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Havoline xpress lube® Image Standards

We are proud to introduce the new Havoline xpress lube image, featuring the new "Super-X" graphic that is to be used on brand expressions and site signage.

These image standards:

- Help operators understand the Havoline xpress lube Image
- Provide guidance on how these components should be used
- Instruct how to implement the new image consistently

HXL sites are an extension of the Chevron and Havoline brands. By following these standards, operators will:

- Leverage the strength of the Chevron and Havoline brands
- Comply with Chevron's Image Audits and HXL licensee obligations

The HXL sign family contains several different components:

- Freestanding signs
- Fascia Panels
- Cabinet Signs
- Sign panels
- Channel letters
- Multi-brand signage

Protecting the Brand

The Chevron, Havoline, and xpress lube brands are valuable assets to an operator's business, and these assets require proper care and management. We must work to protect and build the brand, ensuring consistency in the use and reproduction of the HXL brand. The network of HXL-branded locations is an everyday reflection of the Havoline brand to consumers. Because of this, Chevron has high expectations of HXL operators which includes selling the full line of Chevron's premium brands, professional operating standards, high customer satisfaction, and compliance with image guidelines. High standards will be monitored through a mandatory, and transparent, mystery shopper and image audit program with a thoughtful system of incentives and consequences.

The following pages illustrate the various options for each of the sign family components and the recommended fabrication specifications.

As part of any re-image, a licensed location must display Havoline xpress lube signage on the building and monument/pylon, and the paint scheme, in accordance with the Chevron-approved Brand Book.

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Attached Service Bays (ASBs)



Big Box Stores



Texaco Retail Network

Facility Type Restrictions

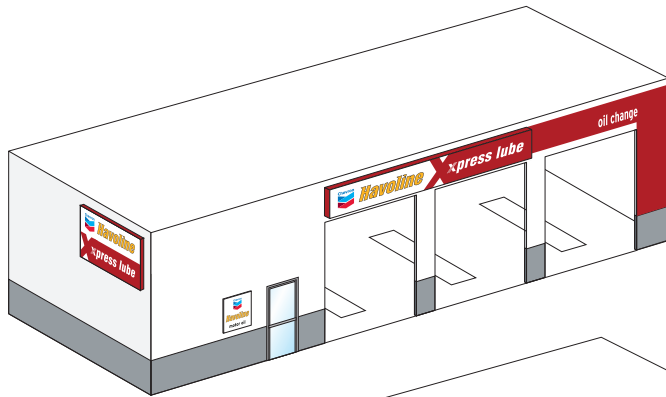
Creating a successful HXL network entails aligning with the right operators and selecting the right facilities. As a general rule of thumb, target facilities are: standalone fast lubes, re-brands and ground-ups, 3 service bays, doing a minimum of 35 cars per day [industry average], and must be drive-through bays to enable a high service volume and car count growth. 2 service bays may be considered provided they meet the other requirements.

The following are not allowed in the HXL family:

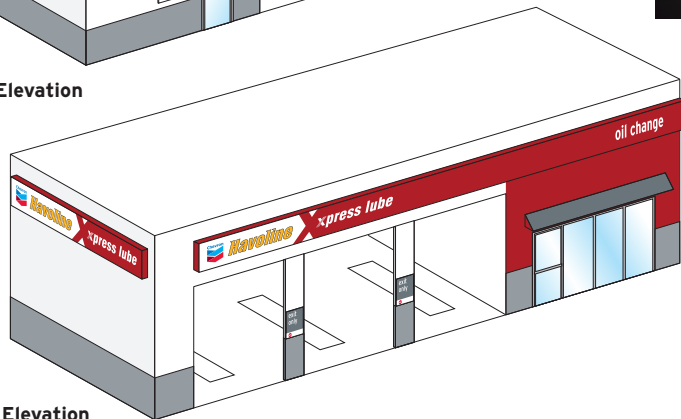
- Non-drive-through Auto Service Bays.
- Big box stores such as Sears or Walmart locations.
- Texaco retail network. Although there could be stand alone quick lubes on Texaco retail sites, Chevron does not mix master brands on a fuel site. HXL comes under the Chevron master brand.



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Rear Elevation



Front Elevation



Preferred Treatment: Fascia Sign

The Havoline xpress lube® Image includes the full Fascia Sign treatment as the preferred option. It provides the operator with a bold brand expression, leveraging the unique exterior signage components to create the maximum visual impact. During the day, the visual impact of the Havoline brand colors and Super-X graphic on a fabricated fascia panel are able to be clearly seen and identified from the street. At night, illuminated push-thru letters appear cleanly from the non-illuminated surface, creating an up-scale store image.

The Fascia Sign components include a white and red fascia panel, an illuminated Chevron Hallmark and Havoline wordmark push-thru letters, a gray awning, and a freestanding pylon/monument sign.

The "front" side of the building is the side that is the most public-facing (toward a main road) and has bay openings. The Front elevation of the building is required to have primary HXL building signage. If the building is situated on a site with a side of the building facing a secondary public access (such as a cross street at a street intersection or high traffic from a nearby anchor shopping center/retail business), that "secondary" elevation is also required to have HXL building signage. The rear two sides of the building are not required to have signage. However, Chevron encourages these to be used when possible to advertise the HXL brand and/or Chevron Havoline Motor Oil signage.

Competitive lubricant brand signage is not permitted.

Refer to Section 2 of these standards for more information and detailed material specifications.



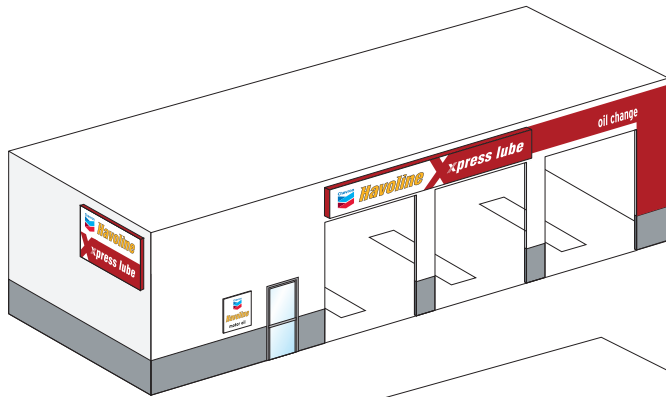
Freestanding Signs



Freestanding Face Replacements



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Rear Elevation



Front Elevation



Secondary Treatment: Cabinet Sign

At locations where we are unable to get the preferred Fascia Sign treatment, the Cabinet Sign secondary treatment is an option. The Cabinet Sign graphic carries all the key brand elements found on the Fascia Sign: the Chevron Hallmark and Havoline wordmark, xpress lube® brand, Super-X graphic, and Havoline brand colors. The sides of the cabinet are Havoline Red, outlining and highlighting the cabinet's face above the neutral color of the building. At night, this internally illuminated Cabinet Sign brightly displays the brand messaging.

The Cabinet Sign Image components include an internally illuminated Cabinet Sign, a gray awning, and freestanding pylon/monument signs.

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Freestanding Signs



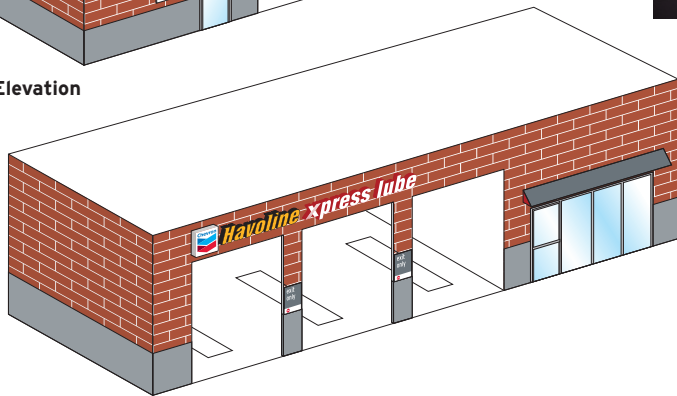
Freestanding Face Replacements



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Rear Elevation



Front Elevation



Tertiary Treatment: Channel Letters

At locations where a landlord or local municipality restricts a building's exterior finish to be covered with traditional signs, a Channel Letter treatment is available as a tertiary option. Illuminated Channel Letters are able to express the HXL brand during both the day and night. While this option does not allow for the Super-X graphic to be presented on the building's front, it can be shown in other exterior elements such as on freestanding signs or door graphics.

The Channel Letters are to be mounted directly onto the building face when possible. Otherwise, a metal raceway that is painted to match the building's face can be used.

The Channel Letter Image components include internally illuminated channel letters, a gray awning, and freestanding pylon/monument signs.

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Competitive lubricant brand signage is not permitted.

Refer to Section 2 of these standards for more information and detailed material specifications.

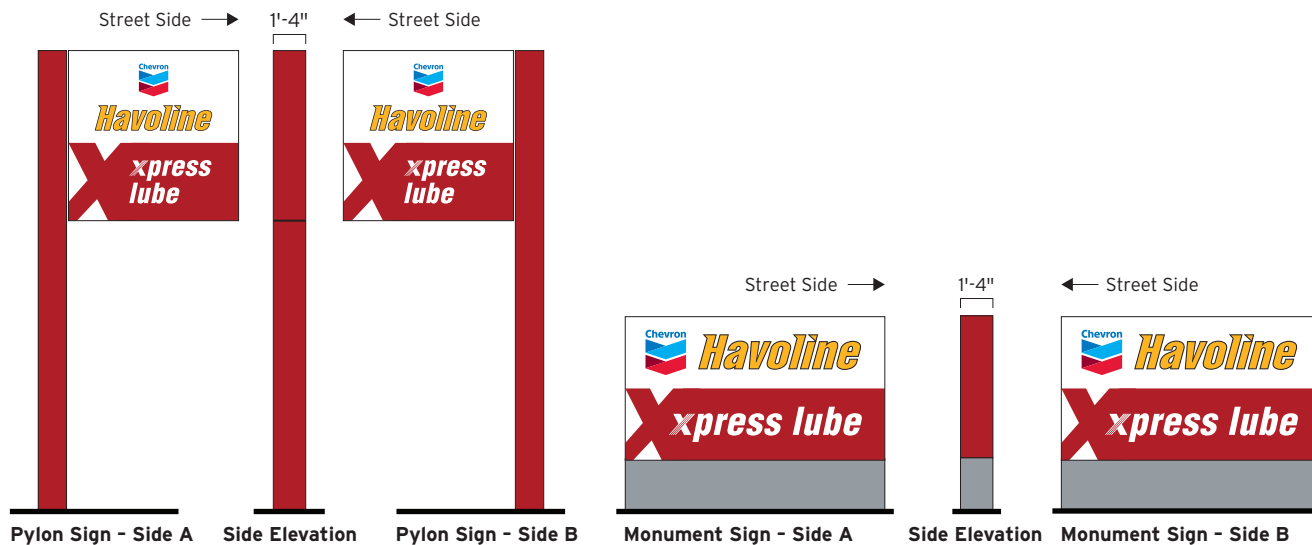


Freestanding Signs



Freestanding Face Replacements

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Freestanding Signs

Freestanding street signs create a long-distance brand signal and are generally the first thing consumers see identifying an approaching HXL facility. Street signage introduces the brand to passers by and materially contributes to improving site visibility.

These standards include two types of new signs as well as face replacements for existing signs.

The new single pole pylon and monument signs are both made with an illuminated cabinet sign. The Pylon sign has a painted red frame and pole. The Monument sign has a painted red frame and a painted gray base.

Both the new single pole pylon and face replacements can accommodate an electronic message board (EMB) or a manual reader board.

Refer to Section 2 of these standards for more information and detailed material specifications.

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Co-Brand Image Overview

For facilities where the owner wishes to maintain their own building signage, a Co-Brand Image is available. Chevron's criteria for pursuing HXL Co-brand opportunities are as follows:

- Business owner fit
- 2-bay minimum requirement
- 35 cars per day minimum
- HXL branding over the bays
- Drive-through bays, strongly preferred

The HXL Co-Brand Image includes the following:

- Pylon/monument sign face replacements
- Illuminated and non-illuminated building signs
- Gray awning
- Secondary signs
- Building paint treatment

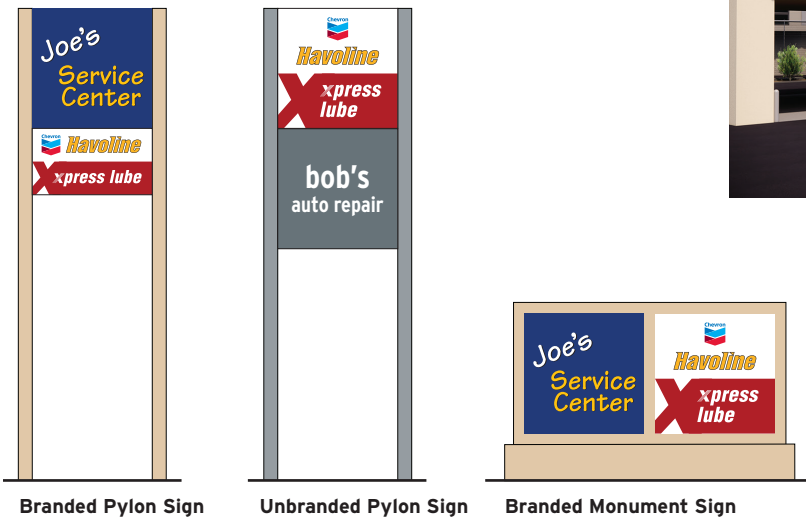
HXL signage should be located above the bays where HXL-branded services are offered. If desired, an additional building sign can be installed on the rear or side elevations to increase visibility.

The Co-owner has the option of representing their name and services as either:

- Branded - Use their colors, fonts, and logos
- Unbranded - Use Chevron's non-branded fonts and colors

Branded workshops receive the top position on the pylon sign. HXL takes the top sign position; otherwise, a generic 'auto repair' for example is easier to read at distance and preferred.

Refer to page 2.23 for more information on HXL and Co-Brand signage.



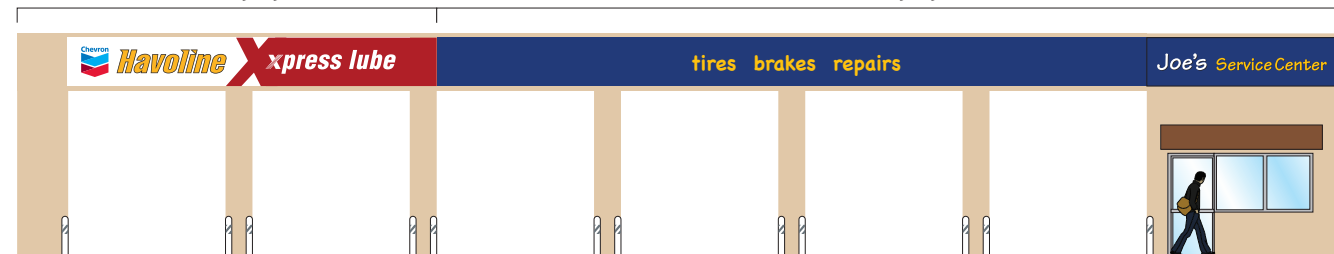
Branded Pylon Sign

Unbranded Pylon Sign

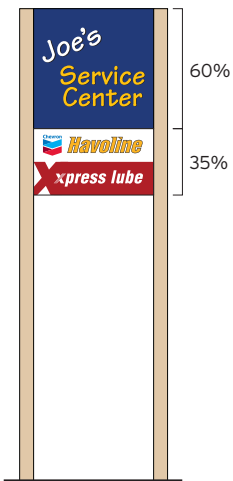
Branded Monument Sign

CXL Brand Signage

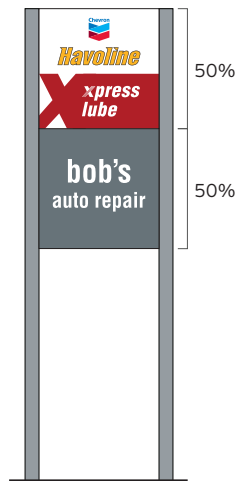
Co-Brand Signage



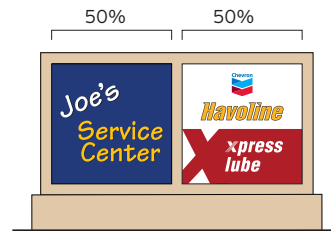
Front Elevation



Co-Brand Pylon Sign - 2nd Business Branded



Co-Brand Pylon Sign - 2nd Business Unbranded



Co-Brand Freestanding Monument Sign

Co-Brand Freestanding Signs

The Co-Brand HXL freestanding signs consist of face replacements for existing signs. When installing the new HXL image, it is recommended that the secondary business's sign and identity are also updated.

Depending on the business relationship of the co-brand partner, different size relationships are available for freestanding signs. Refer to page 2.27 for proportional layouts for sign faces.

The face replacements should be backlit and fabricated from matte, clear polycarbonate with translucent vinyl graphics. In order to accommodate the various proportions of existing signs, refer to pages 2.24-2.25 for more information on scaling the Co-Brand HXL artwork.

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Cashier and Waiting Room Decor

Interior Image

The interior decor package complements the exterior HXL Image and creates a welcoming and familiar interior environment for customers. The interior decor package includes new paint, digital menu boards, snap frame poster displays, and product displays featuring Chevron products. The interior paint scheme has two colors:

1. PPG "Silent Smoke" (PPG 1025-2) Semi Gloss finish
2. PPG "Roller Coaster" (PPG 1008-5) Semi Gloss finish

Other interior finishes and furnishings including floors, ceilings, millwork, and furniture, should be safe, clean, and free of any blemishes or marks. **The customer should feel comfortable, and that they are in a professional establishment in line with the reputation of the Chevron and Havoline brands. Waiting rooms should be uncluttered. Competitive lubricant and/or fuel additive signage is NOT permitted in licensed HXL facilities.**

It is the sole responsibility of the facility operator to assure that customer's safety is maintained.



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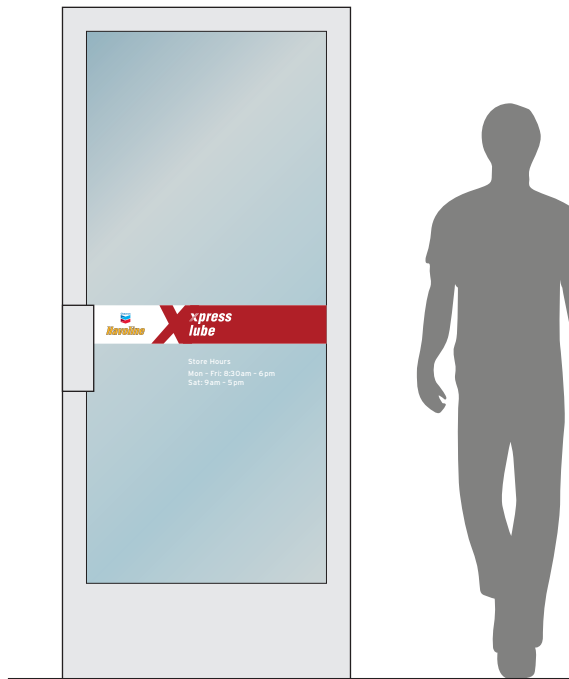
Door Decals

The HXL door decals provide a clean and uncluttered greeting for customers entering the lounge, and an appreciative message of their patronage when they leave.

Decals are printed two-sided onto white, opaque vinyl. Graphics are UV resistant and surface applied. The HXL-band face is adhesive. For the HXL-band to be visible from the exterior, the adhesive face is installed on the interior of the door where the door handle does not interfere with its viewing, and is able to run continuously across the length of the glass.

The "hours of operation" is a printed graphic on a clear vinyl. The information is customized to each location and presented in white text using Interstate RegularCondensed font, 5/8" high.

Any additional messaging or signs must be removed from the existing entry doors and be replaced with the new HXL door decals, as illustrated.



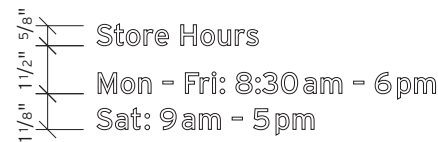
Entry Door Graphic - Exterior Elevation



Entry Door Graphic - Interior Elevation



HXL Door Decal - Detail



HXL Hours of Operation - Detail

Digital Menu and Service Displays

The HXL menu of Chevron premium products, services and your pricing, are required to be displayed on large screen, HDTV digital screens.

Digital menu boards convey a more professional image that is aligned with the Havoline brand. They should be installed where they can be easily seen by customers, in the customer lounge behind the cash-out counter, and/or in the shop bays for drive-through service models.

Large screen, HDTV monitors (minimum 1080p) can be purchased by HXL business owners anywhere they would like.

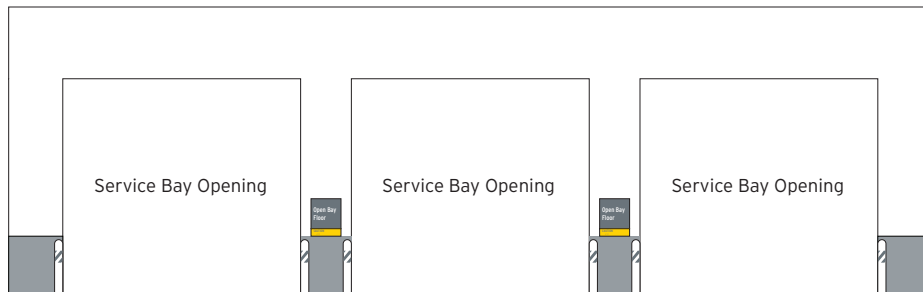
Chevron's current preferred provider for the HXL-branded digital menu board program and their automotive, educational video content for consumers and for employee training, is AutoNetTV.

HXL branded digital menu boards are a licensee requirement and are surveyed as part of the image audit.

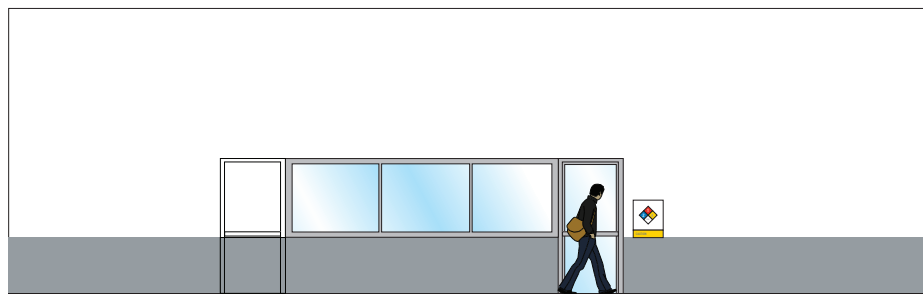


Digital Menu Board Example

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Service Bay Interior - Bay Openings



Service Bay Interior - Customer Lounge Wall

Bay Interiors and Interior Signs

Interior signs echo and reinforce the exterior signage of HXL locations.

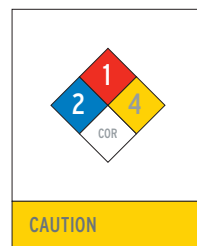
The HXL service bay and caution signs provide additional safety messages that may be required and/or needed.

Within the service bays, all solid doors and previously painted window and/or door frames should be painted medium gray.

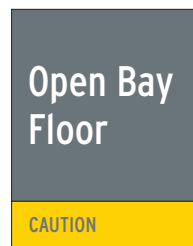
The interior of the service bays has two paint colors. They are:

Building Paint 5. White -
PPG "Program White" (95-8801)
High gloss finish

Building Paint 4. Medium Gray -
PPG "Texaco #8" (95-8001)
High gloss finish



Caution Sign



Open Bay Floor Sign



Caution Sign with Additional Message

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HXL Shop Work Shirt



HXL Salesclerk Polo



HXL Cap

Full Brand Uniforms

HXL branded uniforms help customers identify employees at all HXL locations.

Logo Use Restrictions

- Using the "Havoline" logo by itself is not allowed
- Using "xpress lube®" by itself is not allowed

HXL uniform apparel, HXL sew-on uniform patches, and other branded apparel are available for purchase on the Chevron Merch Center catalog at www.chevronmerchcenter.com.

HXL branded uniforms are a licensee requirement, including co-brand locations, and are surveyed as part of the Image Audit.



Curb Signs



Metal Tacker Signs



4'x4' Signs (sign face, and/or illuminated sign box)



Techron Product Display Rack

Product Brand Signage

Consumers expect HXL branded sites to professionally install Havoline premium products in their vehicles.

Promoting Chevron products on-site can be done a number of ways around the facility including:

- Curb Signs
- Illuminated 4'x4' Signs (exterior walls)
- 28"x44" Exterior Poster Frames (promoting services)
- Metal Tacker Signs (service bays, waiting rooms)
- Product Display Racks (service bays, waiting rooms)

"We Feature" premium brand signs should be prominently featured throughout the facility to assure customers that only the best Chevron products are being used in their vehicles at HXL facilities.

Chevron's premium brands include:

- Havoline for passenger car lubricants
- Delo for heavy-duty diesel lubricants, and
- Techron for pour-in gasoline and diesel fuel additives

These pre-approved, ready-to-order Product Brand Signs are available for purchase on the Chevron Merch Center at www.chevronmerchcenter.com.

COMPETITIVE BRAND SIGNAGE IS NOT ALLOWED.

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Wall Clock



Counter Stool



Drum Cover

Branded Merchandise

Branded Merchandise supports Chevron's premium product brands, leading with Havoline as the primary sale at any HXL location.

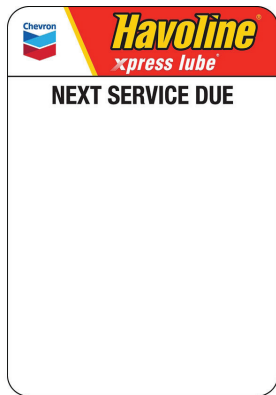
Pre-approved, ready-to-order Branded Merchandise is available for purchase on the Chevron Merch Center at www.chevronmerchcenter.com, and includes: clings, decals, flags, banners, poster frames, promotional items, shirts and caps, PitPack supplies, etc.

Oil change static clings are always HXL-branded driving the customer back to the service facility. Chevron warranty counter displays are available to give customers the peace of mind that you are installing Chevron-quality, premium brands and products.

Use of Chevron's brand logos/marks requires pre-approval.

Logo Use Restrictions

- Using the "Chevron" logo by itself is strictly prohibited
- Using "xpress lube®" by itself is not allowed



HXL Static Cling



Chevron Warranty Counter Display



Horizontal Logo Lockup (White xpress lube)



Vertical Logo Lockup (White xpress lube)



Horizontal Logo Lockup (Red xpress lube)



Vertical Logo Lockup (Red xpress lube)

Approved Logo Lockups for Advertising/Marketing

Chevron has approved HXL logo lockups for use in: local site marketing, digital marketing, advertising, social media, websites, uniforms, etc. The Horizontal and Vertical logos with white letters are the preferred logo expressions for dark backgrounds. The red letters are preferred for light backgrounds.

Any marketing/advertising, including on websites and social media, using Chevron's logo must be pre-approved by Chevron.

For guidelines on the use and application of the approved logos in local site marketing, digital marketing, social media, printed mailers, etc., refer to the most current Logo Use Guidelines for Local Direct Marketing.

Always use approved artwork. Do not attempt to recreate the Chevron Havoline brand logos or xpress lube® brand wordmarks. Do not manipulate, distort, or otherwise change these logos without express permission from Chevron.



Flat Letter Artwork



Dimensional Letter Artwork for Channel Letters

Flat Letter Artwork vs Dimensional Letter Artwork For Fabricators

The HXL image has two distinct sets of artwork: flat and dimensional letter. The flat artwork is used in all HXL image applications, except the Tertiary Treatment: Channel Letters.

The Tertiary Treatment uses the dimensional letter HXL artwork shown below. This special artwork provides extra space in between the channel letters to account for the viewing effects caused by the letter returns. Please note that these considerations make the dimensional letter HXL artwork longer than the flat HXL artwork.

The flat HXL artwork is used in all other applications including the Preferred Treatment, Secondary Treatment, pylon signs, door decals, etc.