



ExxonMobil Fuels & Lubricants

Branded Wholesaler Co-marketing Guidelines

Americas

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Section 1.0

Introduction

As a Branded Wholesaler, you can never underestimate the power of a strong brand. Whether your customers are at your stations or online, we encourage you to regularly communicate the Exxon™, Mobil™ or Esso™ brand, products and services to them. It is important to maintain a consistent brand presence to support consumer recognition and brand strength.

The following pages provide guidelines on how to structure effective brand communications when co-branding – using your Branded Wholesaler logo and/or name with the Exxon, Mobil or Esso logo and/or name on marketing materials.

Review of co-branded materials

All marketing communications that feature the Exxon, Mobil or Esso name or logo should be reviewed by ExxonMobil. This includes all co-branded materials. Before creating your own assets, ask ExxonMobil if assets or templates are available. Always ensure that all marketing communications receive the relevant local approvals and endorsements.*

Product claims

Branded Wholesalers should only use approved product claims in marketing communications. Contact ExxonMobil for more information.

We're here to help

If you have questions about developing marketing materials or need to check if they align with brand standards, please contact ExxonMobil for assistance.

*No additional claims or content may be used in any marketing communication without the necessary approvals. In exceptional circumstances local additions may be considered. Please contact ExxonMobil for more information.

Esso™ identity elements

The Esso™ logo is the visual representation of the Esso brand. Avoid changing the proportions, style and color of the logo. Only authorized artwork of the logo should be used for reproduction.

The use may not disparage or otherwise harm the Authorized Marks or the reputation or goodwill associated with ExxonMobil or the Authorized Marks.

Clear space

A minimum amount of clear space should always be left around the Oval, preventing it from losing its impact to other text, graphics or color. Use the height of the “E” in “Esso” as a guide for the proper measurement.

Minimum size

Minimum size is the smallest size at which to safely reproduce the logo for both print and digital applications.

For legibility and quality concerns, avoid using the Oval smaller than 6.5mm, 1/4 (.25) inches; or 18 points in height. For digital applications, the Oval should be shown no smaller than 72 pixels wide.

NOTE: Logo artwork is available online and can be downloaded at brandcenter.exxonmobil.com.

Any items branded with the Authorized Marks (Exxon™, Mobil™ or Esso™ name or logo) must leave a good impression (e.g. they must be depicted in clean, safe and orderly condition).

Logo variations

3-D Oval



3-D Oval Reverse



Color Positive



Color Reverse



One Color Positive



One Color Reverse



Clear space



Minimum size

0.25 in or 6.5mm or 18 px 

Exxon™ identity elements

The Exxon™ logo is the visual representation of the Exxon brand. Avoid changing the proportions, style and color of the logo. Only authorized artwork of the logo should be used for reproduction.

The Exxon™ logo is the primary trademark used to brand Exxon products and services.

The use may not disparage or otherwise harm the Authorized Marks or the reputation or goodwill associated with ExxonMobil or the Authorized Marks.

Clear space

A minimum amount of clear space should always surround the logo, separating it from other graphic elements. This protected area preserves the legibility and visual impact of the logo.

Minimum size

To ensure quality reproduction, the logo may not be reproduced with the height of the “E” smaller than 4mm, 0.156 inches; or 11 points in height.

NOTE: Logo artwork is available online and can be downloaded at brandcenter.exxonmobil.com

Any items branded with the Authorized Marks (Exxon™, Mobil™ or Esso™ name or logo) must leave a good impression (e.g. they must be depicted in clean, safe and orderly condition).

Logo variations

Color Positive (primary execution)



One Color Positive



Clear space



Color Reverse (dark backgrounds only)



One Color Reverse



Minimum size

0.156 in or
4mm or 11px



Mobil™ identity elements

The Mobil™ logo is the visual representation of the Mobil brand. Avoid changing the proportions, style and color of the logo. Only authorized artwork of the logo should be used for reproduction.

The use may not disparage or otherwise harm the Authorized Marks or the reputation or goodwill associated with ExxonMobil or the Authorized Marks.

Clear space

A minimum amount of clear space should always surround the logo, separating it from other graphic elements. This protected area preserves the legibility and visual impact of the logo.

The minimum clear space is equal to the height of the “M” in Mobil wordmark on all sides of the logo.

Minimum size

Minimum size is the smallest size at which to safely reproduce the logo for both print and digital applications. To ensure quality reproduction, the logo may not be reproduced with the height of the “M” in Mobil wordmark smaller than 0.156 inches, 4 mm; or 11 pixels.

NOTE: Logo artwork is available online and can be downloaded at brandcenter.exxonmobil.com.

Any items branded with the Authorized Marks (Exxon™, Mobil™ or Esso™ name or logo) must leave a good impression (e.g. they must be depicted in clean, safe and orderly condition).

Logo variations

Color Positive



One Color Positive



Color Reverse



One Color Reverse



Clear space



Minimum size

0.156 in or
4mm or 11px



Trademark

Approved languages

The only approved language for the Mobil™, Exxon™, and Esso™ logos are English (global logos), additional translations are not permitted.

Lock-ups

Tagline and campaign language lock-ups with brand logos are not permitted. See the “Brand linkage line” section of this document for the only globally approved logo lock-ups.

Trademark

A trademark (“mark”) is a special word or a proper name for a product that distinguishes the goods or services of one party from those of others. It is not a noun, verb, or anything other than a proper name. A ™ symbol serves as a notice of the trademark owner’s claim of exclusive right to use the mark. The mark should be displayed consistently every time it is used to build recognition.

ExxonMobil prefers the use of the ™ symbol to avoid instances of improper use of the registration symbol (®), which might result in loss of rights, and in some countries, fines or imprisonment. In text, the superscript ™ should be used.

Attribution statements

Attribution statements should be incorporated on all marketing materials, labels and websites to give notice of ExxonMobil’s ownership of trademarks and the copyright in the materials.

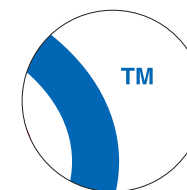
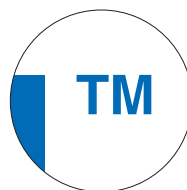
Approved language

Global logos



Trademark (logos)

Global logos



Trademark (in text)

Fill up at a Mobil™ station near you.

- For single page documents, ™ use is recommended with the first occurrence of the brand name.
- For multi-page documents, ™ use is recommended at periodic and prominent uses of the brand name.
- For PowerPoint presentations, ™ use is recommended once per page.
- The ™ symbol is not required to use the symbols where scale or spacing concerns exist (e.g. marketing headlines).
- Strive to always use “Mobil” as an adjective modifying a noun.

Sample attribution statement

© 2019 ExxonMobil. All trademarks used herein are trademarks or registered trademarks of Exxon Mobil Corporation or one of its subsidiaries.

The above statement is applicable to scenarios in which no third-party logos are used.

Brand linkage line

The brand linkage line used with our corporate logos is “An ExxonMobil Brand(s).” Using the lockup creates a clear visual linkage, ensuring that the masterbrand relationship between the master brands and the ExxonMobil corporate brand is apparent.

How to use the brand linkage line:

- The use of brand linkage lines is expected for a variety of applications. Exceptions may apply when the relationship to ExxonMobil is otherwise explicitly clear, or where there are space or legibility constraints.
- Note that the linkage line may not be presented independent from the logo.
- Placement in the lower-right corner of a document is preferred.
- The brand linkage line should not be used in Canada or in co-branding applications.

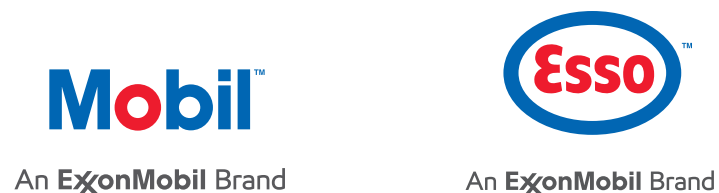
Co-branding with corporate logos

For corporate applications such as advertising, a logo approach is used to connect the corporate brand to its associated retail and non-retail brands. This approach should only be deployed by those creating corporate advertising and digital applications.

Minimum size

Minimum size is the smallest size at which to safely reproduce the logo for both print and digital applications. For legibility and quality concerns, avoid using the brand linkage line smaller than 6.5mm, 0.25 inches; or 18 points in height.

Linkage line
example:



Inside the United States

Outside the United States

Co-branding
linkage line
example:



Minimum size

0.25 in or
6.5mm or 18 px  An ExxonMobil Brand

Typography

Note: The EMprint font is proprietary and may not be used on non-ExxonMobil materials or materials that do not promote ExxonMobil products or services.

Headline

- Use EMprint Semibold.
- Should EMprint be unavailable, use Arial.
- Avoid using all caps.

Body copy

- Use EMprint Regular.
- Should EMprint be unavailable, use Arial.
- Avoid using all caps.

Sentence case

- Use sentence case – Capitalize the first word of a sentence or phrase only.
- Proper nouns and titles are the only exception and should be capitalized.

Alignment

- Align all words left.
- Avoid leaving one word on a line by itself.

EMprint Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./?()!#\$%^&*+=

EMprint Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./?()!#\$%^&*+=

EMprint Semibold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./?()!#\$%^&*+=

EMprint Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./?()!#\$%^&*+=

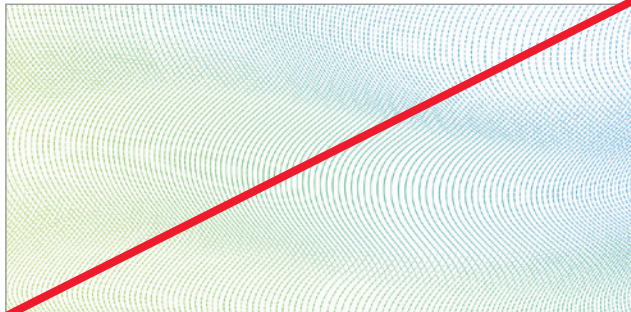
Energy lives here™ branding

Viz

Exxon™, Mobil™ and Esso™ brands use this colorful pattern to denote corporate communications. Therefore, Branded Wholesalers should not use the Viz pattern or wave on their materials.

Energy lives here™ brand tagline usage

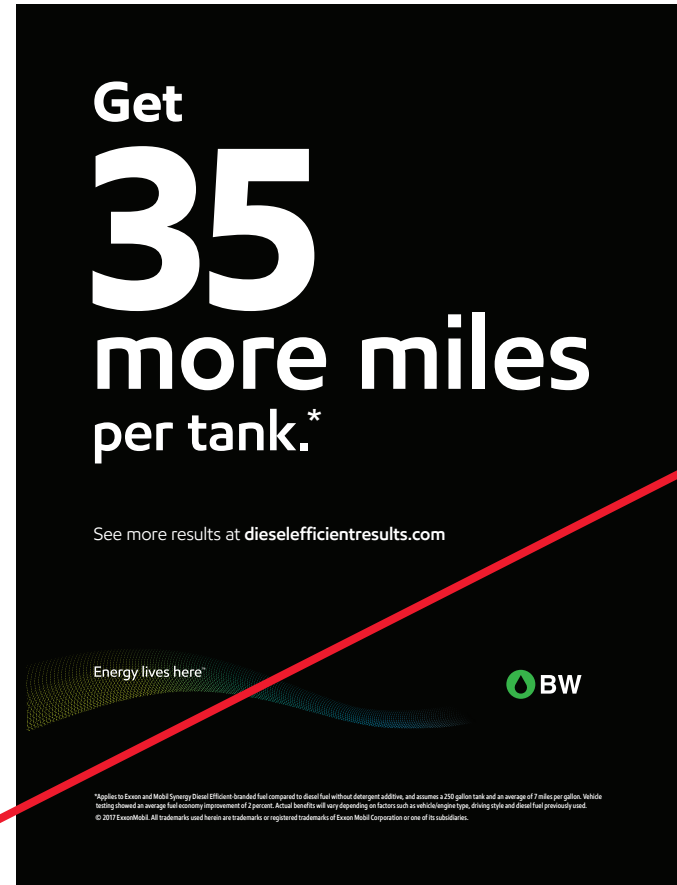
The “Energy lives here™” tagline is used on corporate communications. Therefore, Branded Wholesalers should not use the Energy lives here tagline on their material.



Energy lives here™

Energy lives here elements — Incorrect use

The Viz wave and Energy lives here tagline are proprietary corporate branding elements that Branded Wholesalers should not use on their materials.



Co-branding with Branded Wholesaler logos

ExxonMobil may determine that the use of Exxon™, Mobil™ or Esso™ brands together with the brand(s) of Branded Wholesalers will provide our company with a means of reaching new audiences, reinforce awareness of Exxon, Mobil or Esso among existing and potential audiences, create added value for the Exxon, Mobil or Esso brand or engage our employees with meaningful initiatives across our company. We refer to this as co-branding, as brands of companies, products or organizations are displayed together with Exxon, Mobil or Esso brands on marketing materials.*

It is essential that all co-branding situations correctly use the ExxonMobil identity and support our positioning and brand attributes. These guidelines have been designed to demonstrate appropriate and effective ways to present the ExxonMobil brand together with the brands of other organizations.

Co-branding

When Branded Wholesaler logos are paired with a product brand logo or the ExxonMobil logo, the two logos should be separated by Clear space equal to two “M”s in Mobil™ (or to the two “E”s in Esso and Exxon, respectively). A dividing line equaling 150 percent of the logo height should be used.

Note that the brand linkage line version of any of the company logos is not permitted for co-branding applications.

Sponsor logos

All marketing communications that feature the Exxon, Mobil or Esso name or logo with a sponsor logo should be reviewed with ExxonMobil.

* These guidelines do not apply to the co-branding of site assets, such as the MID or canopy.

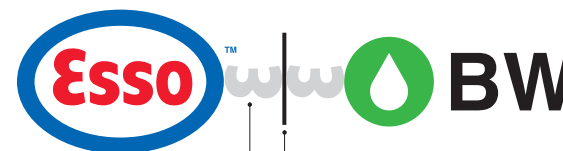
Co-branding with third-party logos



Clear space = “E” in Exxon | Dividing line = 150% of the BW logo height



Clear space = “M” in Mobil | Dividing line = 150% of the BW logo height



Clear space = “E” in Esso | Dividing line = 150% of the BW logo height



Use a white dividing line, when the logos are used on a dark background.

Sizing



Third-party logo should never be larger than the Mobil or Exxon logo.

When co-branding with Esso, the third-party logo should not exceed the height of the white space inside the Esso Oval.

White bar

When using a white bar on print and digital ads:

- Add your logo on the left, with the Exxon™, Mobil™ or Esso™ logo on the right.
- Align the headline with your logo.
- Put any legal copy in the white bar only.

White bar usage



Section 2.0

Display

Digital ads for ExxonMobil programs

When digital ads are exclusively Exxon™, Mobil™ or Esso™ (No Branded Wholesaler name or logo)

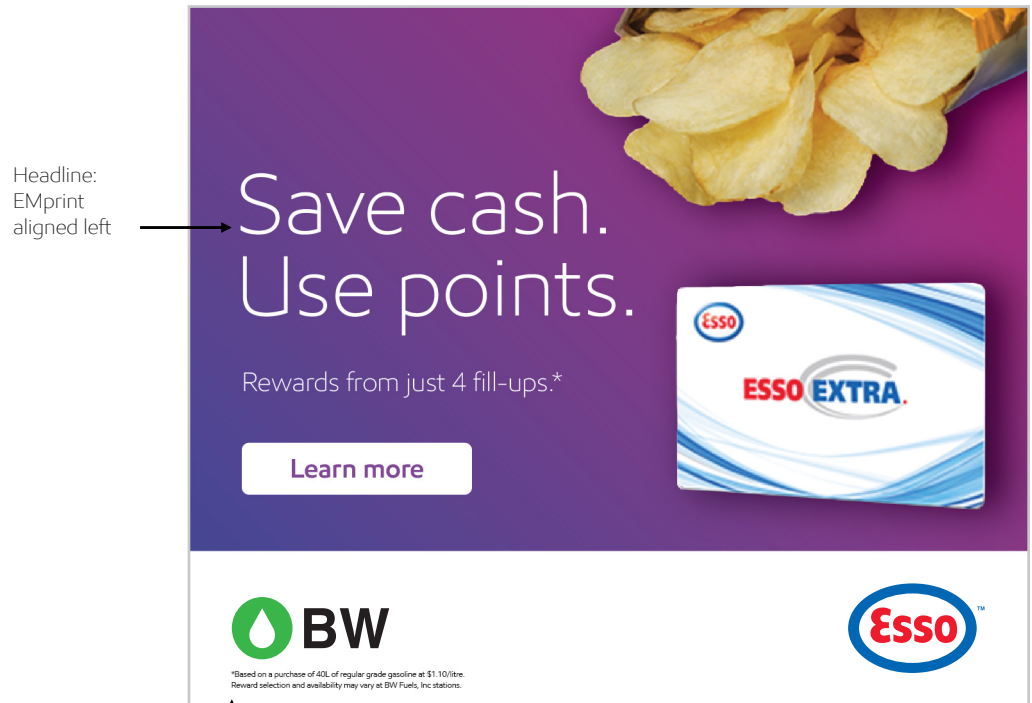
- If available, use digital ads provided by ExxonMobil when ExxonMobil programs or national promotions are involved.

Co-branded digital ads

When digital ads are co-branded (Exxon, Mobil or Esso name/logo + Branded Wholesaler logo)

- If available, use digital ads provided by ExxonMobil.
- All digital ads that feature the Exxon, Mobil, or Esso name or logo must be approved by ExxonMobil.

Correct use (co-branded digital ad)



Headline:
EMprint
aligned left

White Bar:

- Branded Wholesaler logo aligns centrally, and doesn't exceed the height of the master brand logo.
- Legal language aligned left.

Website

Website banners provided by ExxonMobil

- Never resize, crop or change banner ads created by ExxonMobil.*

*If you must alter the asset to suit your website, it should be reviewed by ExxonMobil.

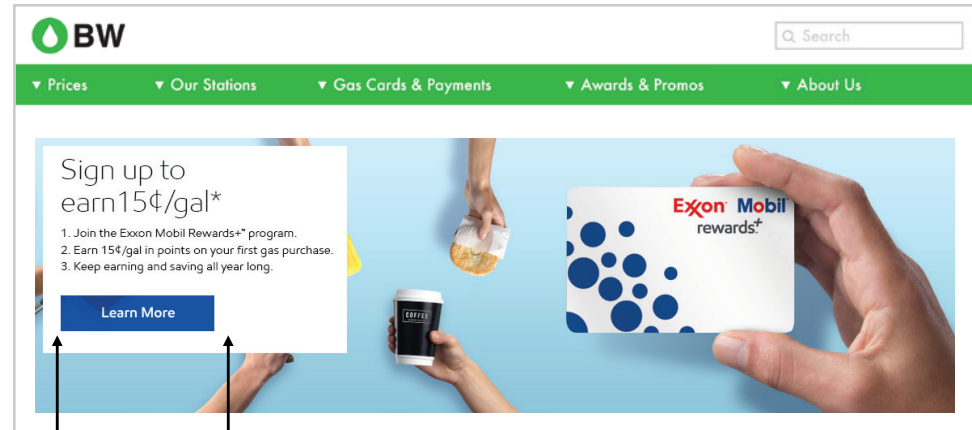
Linking to a Exxon, Mobil- or Esso-branded website

- If available, use language provided by ExxonMobil when linking to Exxon™, Mobil™ or Esso™ websites.
- All language that links to Exxon-, Mobil- or Esso-branded websites should be reviewed by ExxonMobil.
- Never link to Exxon-, Mobil- or Esso-branded websites when discussing sensitive topics.

Suggested language to use when linking:

- To learn more about our quality fuels, visit <www.exxon.com/fuels>
- To find your nearest station, visit <www.exxon.com/find-station>

Correct use



Text:
EMprint aligned left

Copy:
Language provided
by ExxonMobil

Social - Page 1

Using the Exxon™, Mobil™ or Esso™ logo/name on social media for grand openings, local promotions or other social posts

- If available, use social posts and/or pre-approved content provided by ExxonMobil.
- Standalone ExxonMobil logos as profile pictures are reserved for official company use. Never use Exxon, Mobil or Esso logos as your social profile picture.
- Profile pictures may consist of the Branded Wholesaler logo or photography of the Branded Wholesaler's retail station.
- All social posts that feature the Exxon, Mobil or Esso logo should be reviewed by ExxonMobil.

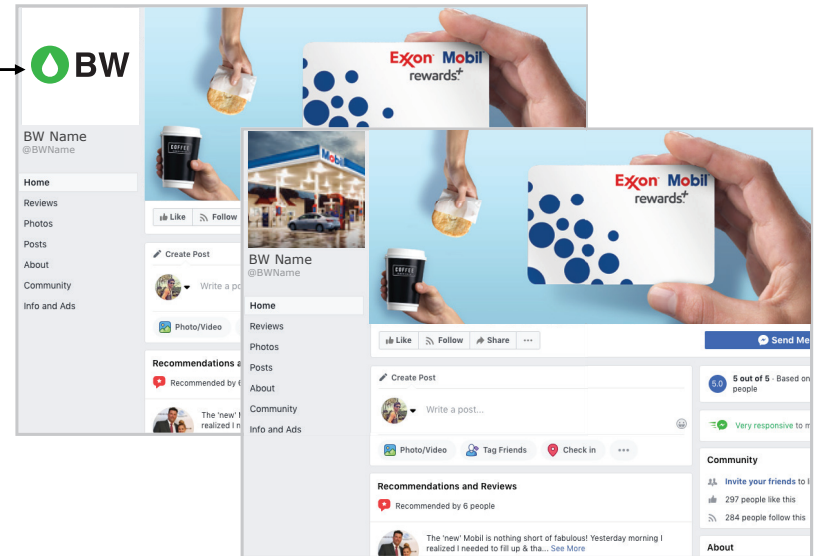
Social media domain names

If all of your retail gas stations are exclusively branded either Exxon, Mobil or Esso:

- If your business name includes Exxon, Mobil or Esso (e.g. Manny's Mobil), use:
"facebook.com/businessname".
- If your business name does not include Exxon, Mobil or Esso, use:
"facebook.com/businessname/exxon"
(or applicable brand).

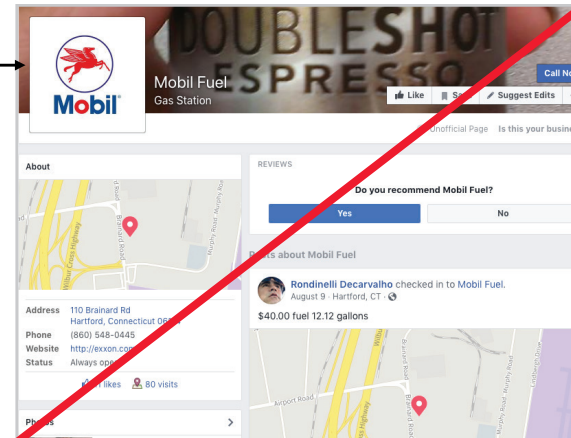
Correct use

Profile picture:
Branded Wholesaler logo or station photography



Incorrect use

Profile picture:
Incorrect utilization of the brand logo as a profile picture



Social - Page 2

Using station photography on social media

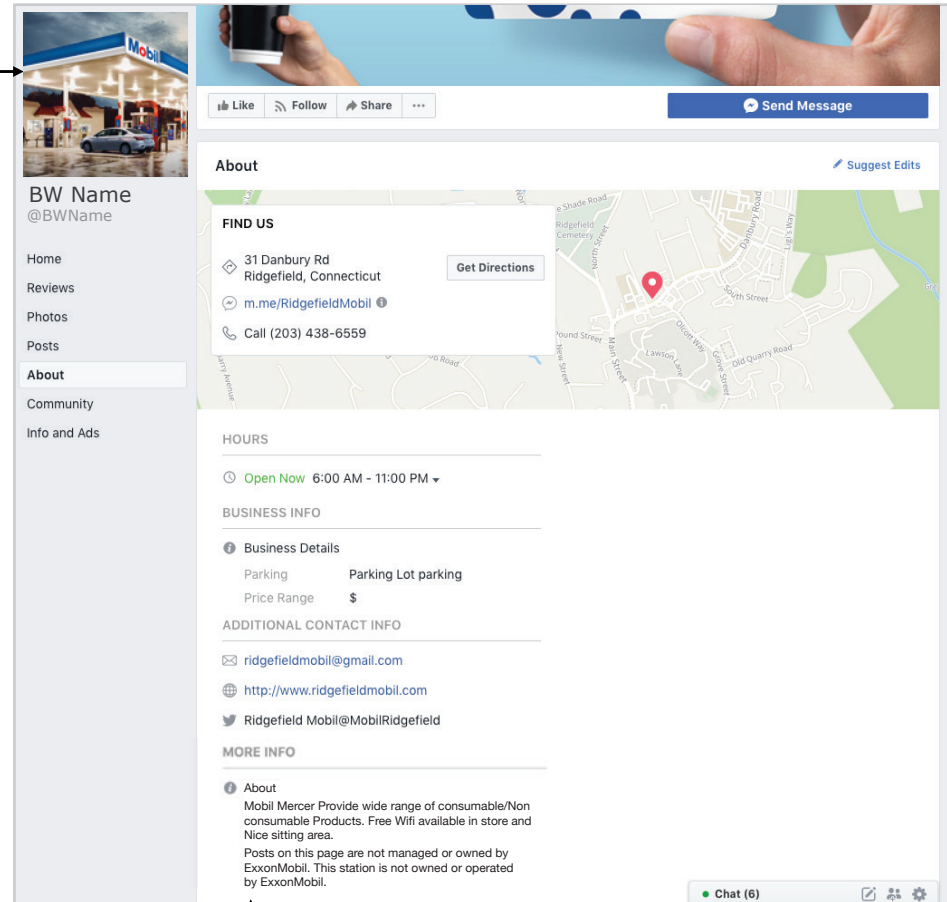
- May be used at the property owner's discretion.
- Must be reflective of the Branded Wholesaler's retail station – not ExxonMobil stock photography.

Mandatory disclaimer on Branded Wholesaler social media sites

- Always add the following disclaimer to the About or other appropriate section on any social page:
Posts on this page are not managed or owned by ExxonMobil. This station is not owned or operated by ExxonMobil.

Correct use

Profile picture:
Proper use of
Branded
Wholesaler
retail site



Disclaimer:
Mandatory
disclaimer included

Email

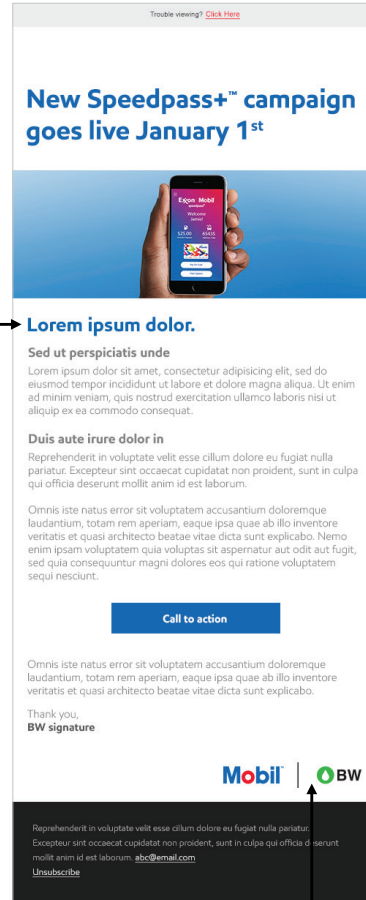
Email templates from ExxonMobil

- If available, use email templates and/or pre-approved content provided by ExxonMobil.

Email sent from Branded Wholesalers

- Should not contain the Exxon™, Mobil™ or Esso™ logo by itself (without the Branded Wholesaler logo).
- If Exxon, Mobil or Esso programs and/or station locations are involved, always include the Branded Wholesaler and Exxon, Mobil or Esso logo together.
- If Exxon, Mobil or Esso programs and/or station locations are NOT involved, do not include the Exxon, Mobil or Esso logo.

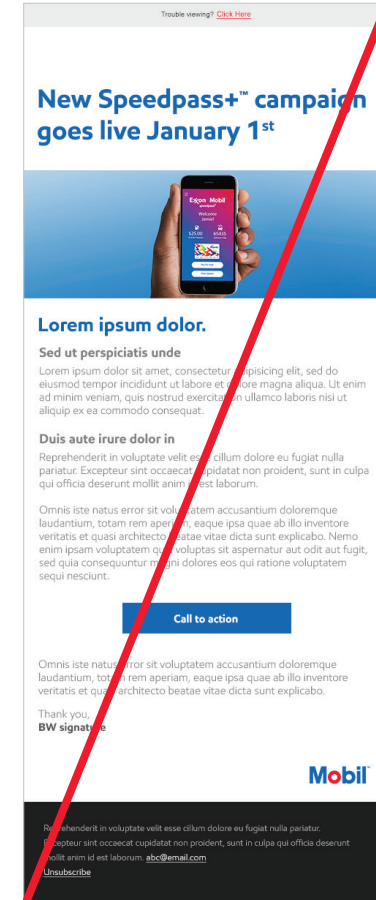
Correct use



Text:
EMprint
aligned left

Logo:
Proper use of
co-branding logo

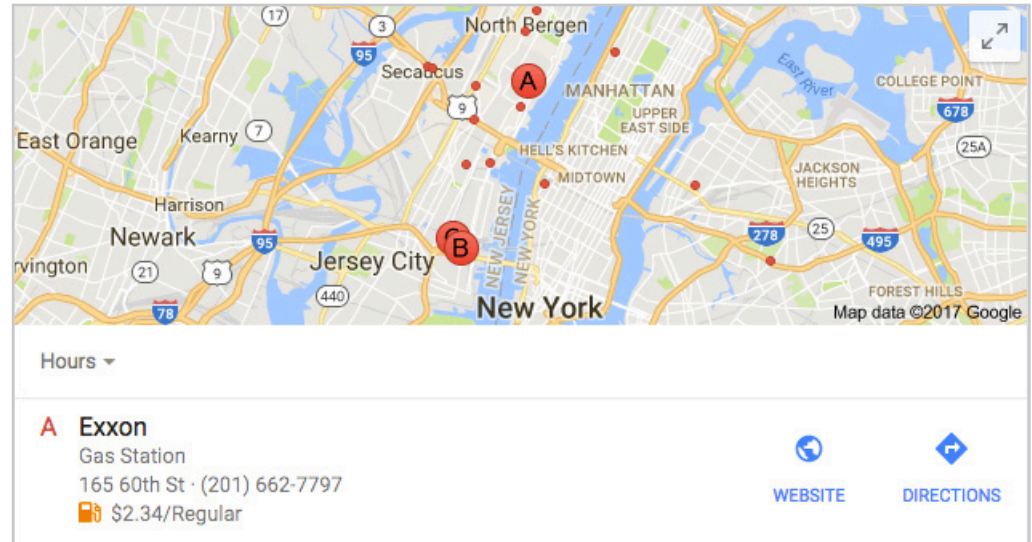
Incorrect use



Local listings

ExxonMobil manages local listings globally on behalf of our Branded Wholesalers to increase station visibility, and to ensure consistency in how our brand is portrayed on digital properties. This includes managing station listings across both owned and digital properties.

You may be able to update some station listing information. Please contact ExxonMobil for more information.



This is one example of a digital third party platform, the content of which is owned and managed by Exxon Mobil Corporation.

Section 3.0

On-site advertising (OSA)

- Posted OSA should follow the guidelines on where ExxonMobil signs are used and where Branded Wholesaler backcourt signs are used. When Branded Wholesaler Backcourt OSA is desired to be co-branded, see requirements below.
- Backcourt OSA can be utilized at the Branded Wholesaler's discretion, but should not feature an Exxon™, Mobil™ or Esso™ logo with a Convenience Store or other third-party logo unless ExxonMobil grants special approval.

Correct use (forecourt OSA)

Text:
EMprint
aligned left



White Bar:

- Branded Wholesaler logo aligns centrally, and doesn't exceed the height of the master brand logo.
- Legal language aligned left.

Co-branded Out of Home (OOH) advertising

If the OOH promotes a specific location(s) or Branded Wholesaler promotion

- If available, use OOH templates and/or pre-approved content provided by ExxonMobil when ExxonMobil programs or national promotions are involved.
- Always feature both the Exxon™, Mobil™ or Esso™ and the Branded Wholesaler logo.
- All OOH that features the Exxon, Mobil or Esso name or logo should be reviewed by ExxonMobil.

Correct use



- Proper use of co-branding.
- Branded Wholesaler logo aligns centrally, and doesn't exceed the height of the master brand logo.
- Make sure the dividing line used on this OOH piece is white.

Sponsorship

Sponsorships that use the Exxon™, Mobil™ or Esso™ name/logo

- If you're planning on participating in a sponsorship using the Exxon, Mobil or Esso brand name or assets, you must first receive ExxonMobil approval.
- If you receive approval to participate in a sponsorship, ask ExxonMobil if assets or templates are available.
- ExxonMobil must approve all final sponsorships materials that use the Exxon, Mobil or Esso name/logo.

Correct use

Text:
EMprint
aligned left



White Bar:

- Branded Wholesaler logo aligns centrally, and doesn't exceed the height of the master brand logo.
- Legal language aligned left.

Radio

Scripts provided by ExxonMobil

- If available, use approved radio tag scripts provided by ExxonMobil.

Scripts created by Branded Wholesalers

- Always portray radio scripts as coming from a) the name and location of your station(s) (i.e. Branded Wholesaler Fuels at 123 Main St.), or b) the Branded Wholesaler name + Exxon™, Mobil™ or Esso™ (i.e. Branded Wholesaler Fuels, Inc. and Exxon).
- All radio ads should be reviewed by ExxonMobil before running.

Script provided by ExxonMobil

SPORTSCASTER: Welcome to the 2018 NBA Finals!

SFX: [the crowd roars]

SFX: [high-energy arena music under]

MALE ANNOUNCER: Want to win a grand prize trip to this year's NBA Finals? It's easy. All you have to do is fill up with Synergy gas at a [Branded Wholesaler name] station for your chance to win.

Every \$10 fill-up is one shot at winning two Finals tickets, round trip airfare and hotel accommodations.

SFX: [gas station bell chiming]

MALE ANNOUNCER: So gas up at an Exxon or Mobil station today.

SFX: [exciting baseball game sounds with a cheering crowd]

SPORTSCASTER: And you might end up at the NBA Finals!

Restrictions apply. Get complete details at Exxon-dot-com-slash-NBA-Finals.

Print

Print ad message should focus on driving traffic to a specific location or Branded Wholesaler promotion. When doing so, follow the following principles:

- Always feature both the Exxon™, Mobil™ or Esso™ and the Branded Wholesaler logo to clearly state the relationship of who is placing the ad (the BW, not ExxonMobil).
- All printed material that uses the Exxon, Mobil or Esso logo should be reviewed by ExxonMobil.

The publications and/or editorials featuring print ads with the Authorized Marks (Exxon, Mobil or Esso name or logo) must not represent a threat to the reputation of the brand, company or its affiliates, and should leave a good impression and not feature inappropriate or controversial content.

Correct use

Text:
EMprint
aligned left

Better gas mileage*
just arrived at a station near you.

Synergy gasoline, available at Exxon and Mobil stations, is engineered with 7 key ingredients to help you get better gas mileage, lower emissions and improve engine responsiveness*

Stop by and fill up at our new Rocky's Exxon™ locations today.

Rocky's Exxon
224 Canton Rd.
Waynesburg, OH 44688

Rocky's Too Exxon
515 W. Canal St.
Malvern, OH 44644

BW **Exxon**
An ExxonMobil Brand

*Fuel economy improvement is based on Synergy-branded gasoline compared to gasoline meeting minimum U.S. government standards. Actual benefits will vary based on factors such as vehicle type, driving style and gasoline previously used.

*2017 ExxonMobil. All trademarks used herein are trademarks or registered trademarks of Exxon Mobil Corporation or one of its subsidiaries.

White Bar:

- Branded Wholesaler logo aligns centrally, and doesn't exceed the height of the master brand logo.
- Legal language aligned left.