

Centennial Image FAQ for CITGO Retailers

Below is a list of Frequently Asked Questions (FAQ) surrounding the Centennial Image, installation guidelines and timelines.

GENERAL

When is the deadline for completion?

All locations should have converted to the Centennial Image by Dec. 31, 2015.

What happens to non-reimaged locations after the deadline?

Non-reimaged locations will be slated for debranding in the summer of 2016.

Who will pay for the Centennial Image?

Materials - Materials will be paid for by CITGO and amortized over 60 months for orders placed by the deadline.

Installation - The installation expenses for existing CITGO locations will be the responsibility of your CITGO gasoline supplier. Contact your CITGO gasoline supplier for more details.



What is the average installation cost for the Centennial Image?

Estimated costs will vary significantly by location and local labor costs. The installation costs of the five prototype locations (excluding the price sign) ranged from \$7,000 to \$12,000.

STREET SIGN

Will the CITGO Street Sign change?

The sign cabinets and poles will need to be painted with CITGO gray paint. If the sign system at your location has red gas price faces and black diesel price faces, then those need to be updated to our current image of blue gas price faces and green diesel price faces.



CANOPY

Do you foresee any zoning restrictions?

There are some locales that do not allow for the extended trimark and/or LED letters. Alternative solutions are available for these situations.

What is the material for the canopy fascia?

All of the material used on the canopy fascia is 3M™ Comply™ Adhesive. This new material will ease installation by channeling out all of the air during application, negating any need for a water application procedure. Material panels will be shipped in lengths from 70 inches to 117 inches, depending on the canopy size. Additionally, there are different canopy decal heights available for different size canopies.

If the Centennial Image canopy decal goes over the old CITGO quad band, what do I need to do to prepare the canopy fascia surface?

The preparation needed will be location-specific and determined by the condition of the substrata. Different solutions were used at the prototype locations. At one location, the canopy was washed with vinegar and water. At another, the installer washed the canopy with a solution called Simple Green. In some instances, the quad band may have to be sanded in areas where peeling has occurred.

What is the warranty on the canopy decal against fading?

The manufacturer's warranty is seven years.



What type of lighting is being used on the canopy letters? Can I use the letter boxes or the illuminated channel letters I already have?

LED lights are used for all of the canopy letters and for the tri-mark. Light boxes and neon-illuminated channel letters will have to be removed.

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Does back-lit canopy fascia have to be removed to put up the Centennial Image?

Yes. The Centennial Image requires a flat fascia canopy.

BUILDING

What is required for the building?

There are no CITGO trade dress requirements for building fascia. However, if the CITGO quadband exists, it must be covered or replaced. There is a medium-red decal with a gray accent on the bottom that can be ordered.

What paint is available for the building?

A white paint is available for the building.

Can the AMERISTORE® image still be used with the Centennial Image?

Yes. However, the CITGO quadband must be covered or removed.



Is there any change to the optional CITGO interior graphics?

No. Interior graphics are not changing at this time.

If you have further questions, please contact your CITGO gasoline supplier.

