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Esso Synergy Fuels Program

To Whom It May Concern,

Esso quality fuels are to be rebranded with a new family name "Synergy" along with a new logo and new identity system.

The Synergy Fuels Program is to be further enhanced through the installation at all Esso UK branded service stations of a new forecourt "Synergy Fuels" site image. The new image not only offers a coordinated signage system to reduce existing advertising display clutter throughout the forecourt, it helps customers to focus on Esso onsite advertising (OSA) messages at the point of customer fuelling.

It should be noted that all signage relating to this program is to be located at or adjacent to the fuel dispensers (pumps) on the forecourt and replaces all existing signage at these locations. Signage is non-illuminated except for a thin LED external strip mounted along one edge of the Wave and one edge of the Blade (referenced below), but this has no ambient gain on the lighting environment of the station.

The main components of the new Synergy Fuels Program image are:

Wave: An inverted L-shaped aperture which rises up and over the pump which communicates the new Synergy Fuels brand, together with onsite advertising space. These are located on the first (or front) series of pumps as approached from the entrance to the site. The Wave is used to welcome drivers to the site, provide direction to the available fuel products and signal change or advertising messages. Customer safety and instruction messages are also mounted on the Wave. Displays the Esso oval logo.

Blade: A horizontal element mounted on the canopy column over the pump which communicates the new Synergy Fuels brand. These are located on the second (or rear) series of pumps as approached from the entrance to the site. Due to an awkward site layout or other operational reasons, as an exception they may be also located on the first (or front) pump series. Blades will replace any existing spreader boxes, or be located where spreader boxes have been previously removed. Displays the Esso oval logo.

Koala: A vertical aperture mounted on most, if not all, canopy columns and fitted with advertising space on its sides and on the back (for narrow width columns). The Koala back is mounted in most cases so it is facing the backcourt/shop area so customers view it as they return to their vehicles from the backcourt. Customer safety and instruction messages are also mounted on the Koala.

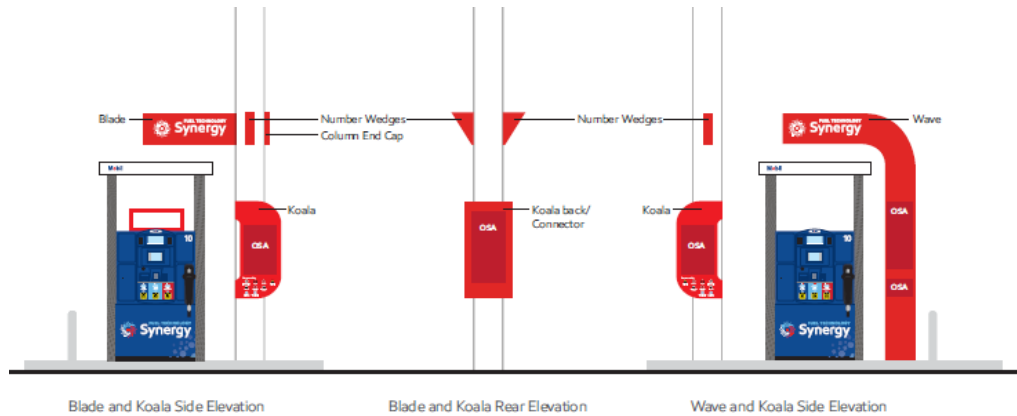
Number Wedge: Simple wedge mounted on the canopy column in line with the Wave or Blade that indicates the pump number.



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Column End Cap: Simple wedge mounted only on a wide canopy column (>500mm) behind the blade, and in most cases on the side of the column that faces the backcourt/shop. Also used with a Wave where the site has a single row of pumps (starting gate formation). Displays the Esso oval logo.

In addition, the MID or Main Identification Sign (sometimes referred to as the price or pole sign) will have one of the existing Esso branded tiles replaced in kind with a red Synergy tile. There will be no changes made to the existing Esso canopy as part of the Synergy Fuels Program.



Yours faithfully,

Denise Woollatt
UK & Ireland Fuels Program Advisor

