BRANDBOOK CHECKLIST

DESIGNER CHECK (initials)	PM CHECK (initials)	1. INFORMATION ACCURACY
M.C.		a) Client Name
M.C.		b) Site Address / Location
M.C.		c) Project and Sales Order Number
M.C.		d) Date and Rendering Revisions w/ Revision Note(s)
M.C.		e) Required Item Notes or N/A

		2. BRANDING ELEMENTS
M.C.		a) Brand Standard document number and revision or N/A
M.C.		b) Branding Elements and / or services meet current revision of Brand Standard identified
M.C.		c) Branding Elements and descriptions contained in Rendering match Branding Elements and descriptions in Proposal / Quote
DATE CHECKED	DATE CHECKED	
5/1/26		

BRANDBOOK

CLIENT: Wawa
LOCATION: Hwy 393 & Commerce Pkwy, Buckner, KY 40010
DATE: 5/1/2026
VARIANCE: YES

TABLE OF CONTENTS

PAGE 1 - Cover Checklist
PAGE 2 - Cover
PAGE 3 - Program Specifications
PAGE 4 - Exterior Signage Site Plan
PAGE 5 - Code Check
PAGE 6 - S1/S2 Proposed Rendering
PAGE 7 - S3/S4/S5 Proposed Rendering
PAGE 8 - S6 Proposed Rendering
PAGE 9 - S1 Wawa Channel Letters with Goose
PAGE 10 - S2 Wall Panels (Set of 3)
PAGE 11 - S3 Wawa Channel Letters with Goose
PAGE 12 - S4 Wall Panels (Set of 2)
PAGE 13 - S5 Welcome Panels
PAGE 14 - S6 Wawa Channel Letters with Goose
PAGE 15 - S7 Double Face Monument Sign
PAGE 16 - Gas Canopy
PAGE 17 - S9 Canopy Spanners
PAGE 18 - S10 Pump Indicators
PAGE 19 - Safety Criteria / General Installation Info

CONTACTS

Email: Wawa@blairimage.com

DOCUMENT INFO

BLAIR PROJECT#: 104502
SALES ORDER #: 81189
DOC #: AD-WAW-104502-Buckner-REV4

REVISIONS

REV	DATE	DESCRIPTION
2	9/11/24	UPDATE AS PER REQUEST
3	9/15/25	UPDATE AS PER REQUEST
4	5/1/26	UPDATE AS PER REQUEST

blair IMAGE ELEMENTS

CUSTOMER APPROVAL

☐ Approved ☐ Approved as Noted ☐ Not Approved Resubmit with Changes

Print Name _____ Title _____

Signature _____ Date _____



BRAND STANDARD REVISION DATE:	
	☑ *All provided image elements and / or services meet the current brand revision.*
	☐ *The following image elements and / or services do not meet the current brand standard due to municipal code and / or specific site conditions.* _____

BRANDBOOK

CLIENT: Wawa
LOCATION: Hwy 393 & Commerce Pkwy, Buckner, KY 40010
DATE: 5/1/2026
VARIANCE: YES

TABLE OF CONTENTS

PAGE 1 - Cover Checklist
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DOCUMENT INFO

BLAIR PROJECT#: 104502
SALES ORDER #: 81189
DOC #: AD-WAW-104502-Buckner-REV4

REVISIONS

REV	DATE	DESCRIPTION
2	9/11/24	UPDATE AS PER REQUEST
3	9/15/25	UPDATE AS PER REQUEST
4	5/1/26	UPDATE AS PER REQUEST

blair IMAGE ELEMENTS™

Sign Legend

Illuminated
Face Lit Channel letters & Halo Lit Logo
Wawa 24”
Wawa 28”
Wawa 31”
Wawa 32”
Wawa 35”
Wawa 38”
Wawa 44”
Wawa 53”
Wawa 59”

D/F Illuminated Pylon Signs
P-50, P-75,
P-100, P-150
P-200

D/F Illuminated Monument Signs
M-50

D/F Illuminated Directional Signs
30” Vehicular Directional
20” Vehicular Directional
16” Vehicular Directional

S/F Illuminated Canopy Signs
S/F LED Illuminated Canopy Sign

D/F Non-Illuminated Pump Spanners
Straight Pumps
Stacked Pumps

D/F Non-Illuminated Pump Indicators
Gas
Gas / Diesel
Gas / Diesel / Ethanol Free

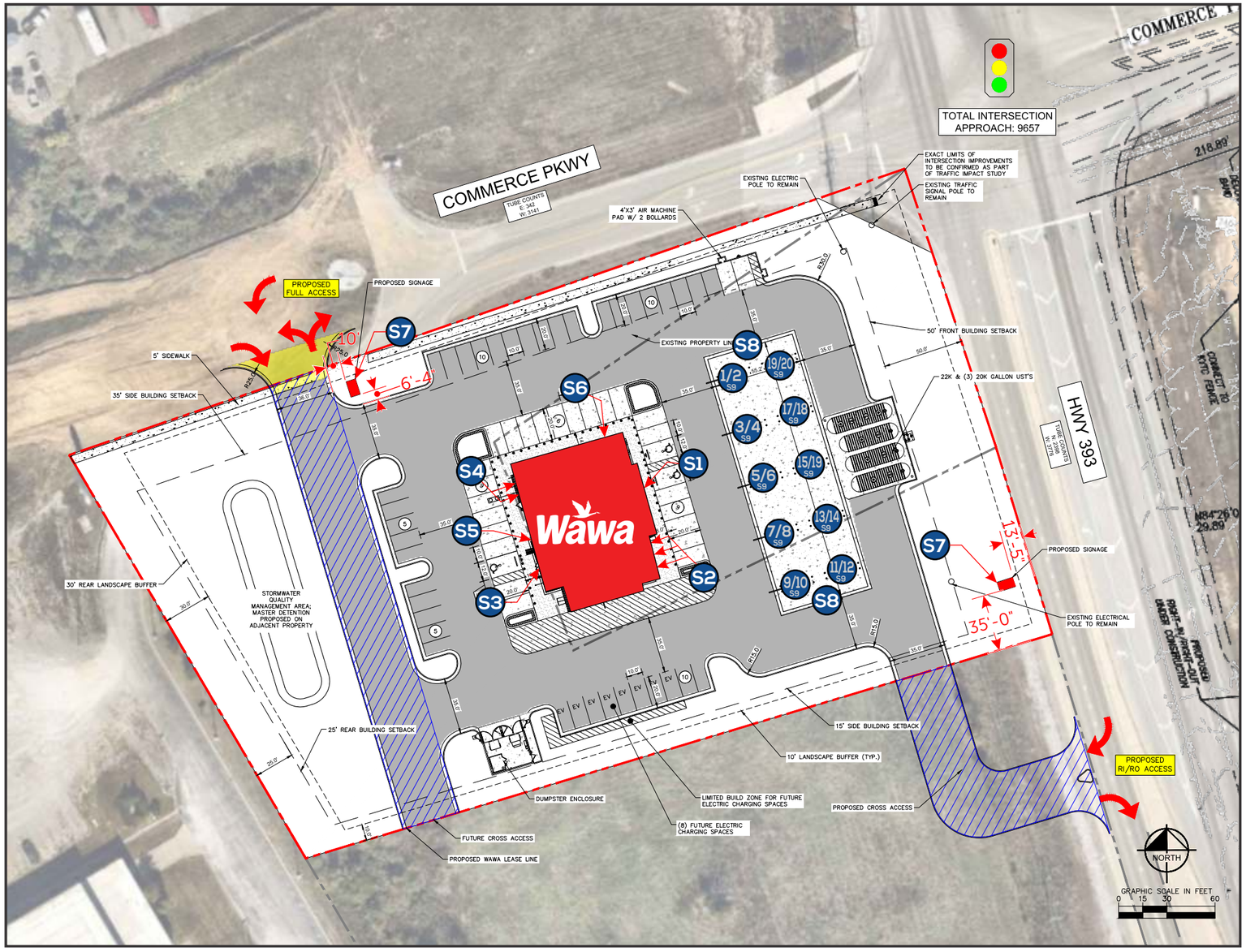
Color Material Legend

	EXAMPLE	CLIENT COLOR	PANTONE (PMS)	VINYL; *Opacity* (V)	PLASTIC (PL)	PAINT (P)	TRIM CAP (TC)
1.		White		3M 7725-10 'White'; Opaque	#7328 White	White ; Smooth Satin	Standard White
2.		Milky White		3M 3635-70 'Diffuser Film'; Trans.	#2447 Milky White		Standard White
3.		Black Gloss	PMS Process BlackC	3M 7725-12 'Black'; Opaque	#2025 Opaque Black	RAL-9004 Signal Black	Standard Black
4.		Wawa Grey				Paint to Match PMS 421C	Jewelite 'Silver'
11.		Wawa Red 186	PMS 186C	3M 7725-263 “Perfect Match Red;Opaque 3m 3630-83 “Regal Red”; Trans .	#2793 Red	Paint to Match PMS 186C	Jewelite 'Red'
13.						RAL #1013 Oyster White	
16.		Kelly Green / Vivid Green	PMS 355C	3M 7725- 46 'Kelly Green'; Opaque 3M 3630-156 'Vivid Green'; Trans.		Paint to Match PMS 355C	Jewelite 'Green'
17.		Olympic Blue	PMS 7461C	3M 7725- 57 'Olympic Blue'; Opaque 3M 3630-57 'Olympic Blue'; Trans.		Paint to Match PMS 7461C	
20.		Limestone Cap					
21.		Masonry/Stone Fascia					
22.		#12 Brushed Aluminum - Metal Finish					
23.		Wawa Grey - Perforated Print		3M 3635-210 Perforated 'White' Vinyl			
24.		Diesel Number Sign Green	PMS 377C			Paint to Match PMS 3 77C	

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P: (814) 949.8287
blairimage.com

EXTERIOR SIGNAGE SITE PLAN



SIGN ID	DESCRIPTION	QTY
S1	59" WAWA CHANNEL LETTERS WITH GOOSE	1
S2	WALL PANELS (SET OF 3)	1
S3	44" WAWA CHANNEL LETTERS WITH GOOSE	1
S4	WALL PANELS (SET OF 2)	1
S5	WELCOME PANEL	1
S6	35" WAWA CHANNEL LETTERS WITH GOOSE	1
S7	DOUBLE FACE MONUMENT SIGN	2
S8	CANOPY SPANNERS	2
S9	PUMP INDICATORS	20

SCOPE OF WORK

Reference program scope of work and time line document provided by Blair PM for specific installation requirements on each branding element

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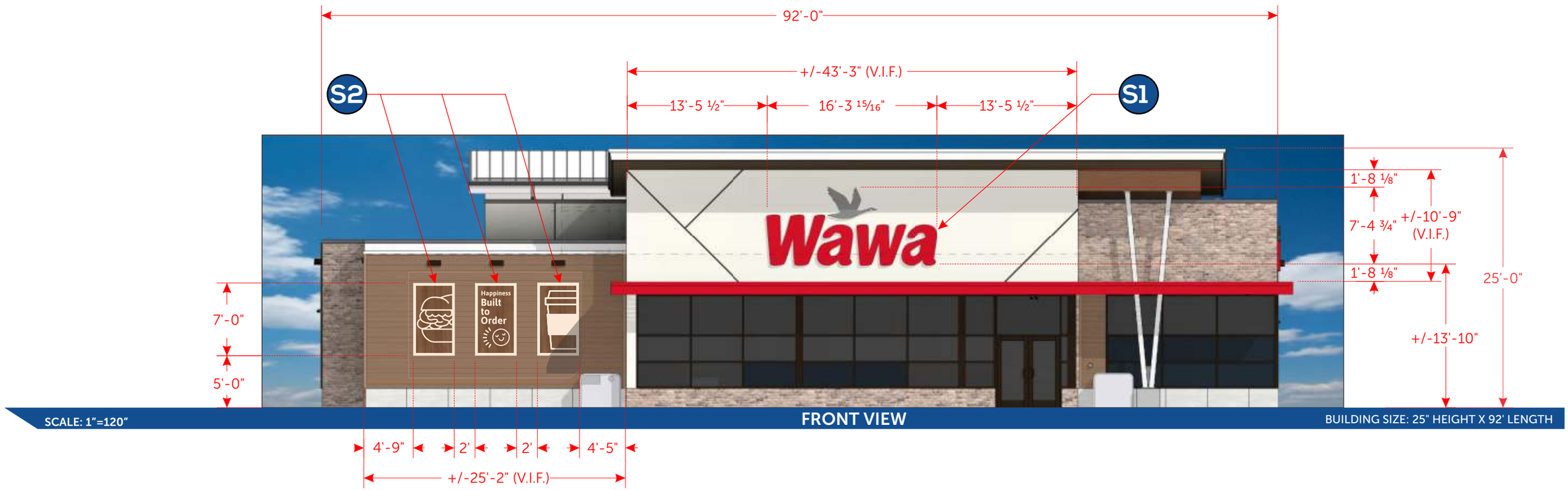
BUILDING	ALLOWED total af	PROPOSED	VARIANCE (Y/N)	CODE	COMMENTS
Front Elevation Channel Letters (59")	92	120.8	Y	MAX ALLOWANCES: per façade facing a public ROW Max allowance is 1sf per lf of building frontage 1 ign areas may be transferred to another elevation Calculation method allows for multi-sided geometric shapes S	Site is in Oldham County municipality and is zoned IPD for Industrial Park District. Sign permits take approxmiately a week to sercure and are valid for a 1yr from issuance. Engineering is required. Please allow 1-2 weeks for engineered drawings. Variances are allowed. Length of time is approx 2-3 months and the likkihood of approval is great. Meeting are the 3rd Thursday of every month at 9am and the deadline is typically the 3rd Wednesday of the month prior An attorney is not required. **SITE APPEARS TO HAVE UPCOMING FRONTAGES. SIZES ARE PROPOSED BASED ON THESE FOLLOWING THROUGH.
Front Elevation Art Panels (Set of 3)	0	84	Y		
Rear Elevation Channel Letters (44")	92	67.71	N		
Rear Elevation Welcome Sign	24.29	20.83	Y		
Rear Elevation Art Panels (Set of 2)	3.46	56	Y		
Side Elevation Channel Letters (35")	67.02	42.5	N		

FREESTANDING	ALLOWED total af	PROPOSED	VARIANCE (Y/N)	CODE	COMMENTS
18" / 2 Product (Option 1B) M-50 D/F ILLUMNATED MONUMENT SIGN (49.87 sf)	60	49.87	N	1 monument per lot 60sf per side/120sf max Max 6ft OAH from grade (including base) Must be setback minimum of 10-15ft depending on frontage LED pricers are allowed Base must be at least 80% of the width of the sign or cabinet Directional signs are allowed and may not exceed 6sf. Height is not stipulated	If more than one monument is desired, variance will be required.
18" / 2 Product (Option 1B) M-50 D/F ILLUMNATED MONUMENT SIGN (49.87 sf)	60	49.87	N		

CANOPY	ALLOWED total af	PROPOSED	VARIANCE (Y/N)	CODE
Spanners	NOT STIPULATED	7.9/ea	Y	Canopy signs must be approved by BOA Size limitations are not stipulated
Pumps	NOT STIPULATED	1/ea	Y	

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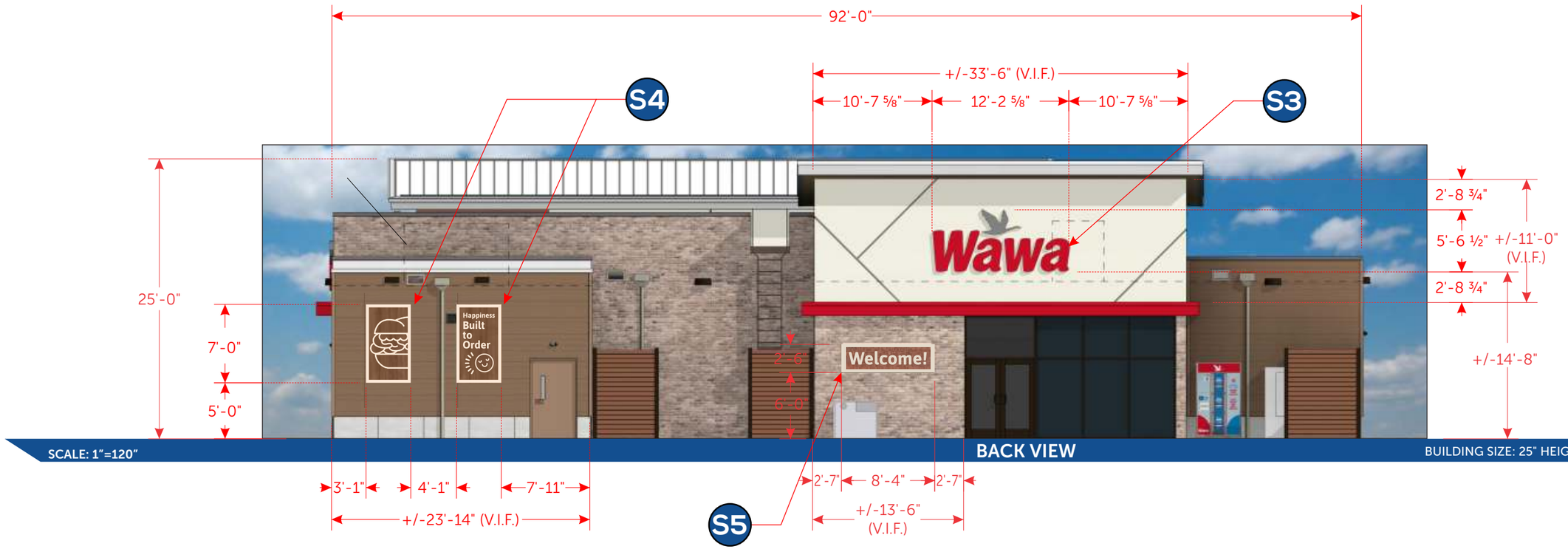


SCALE: 1"=120"

FRONT VIEW

BUILDING SIZE: 25" HEIGHT X 92' LENGTH

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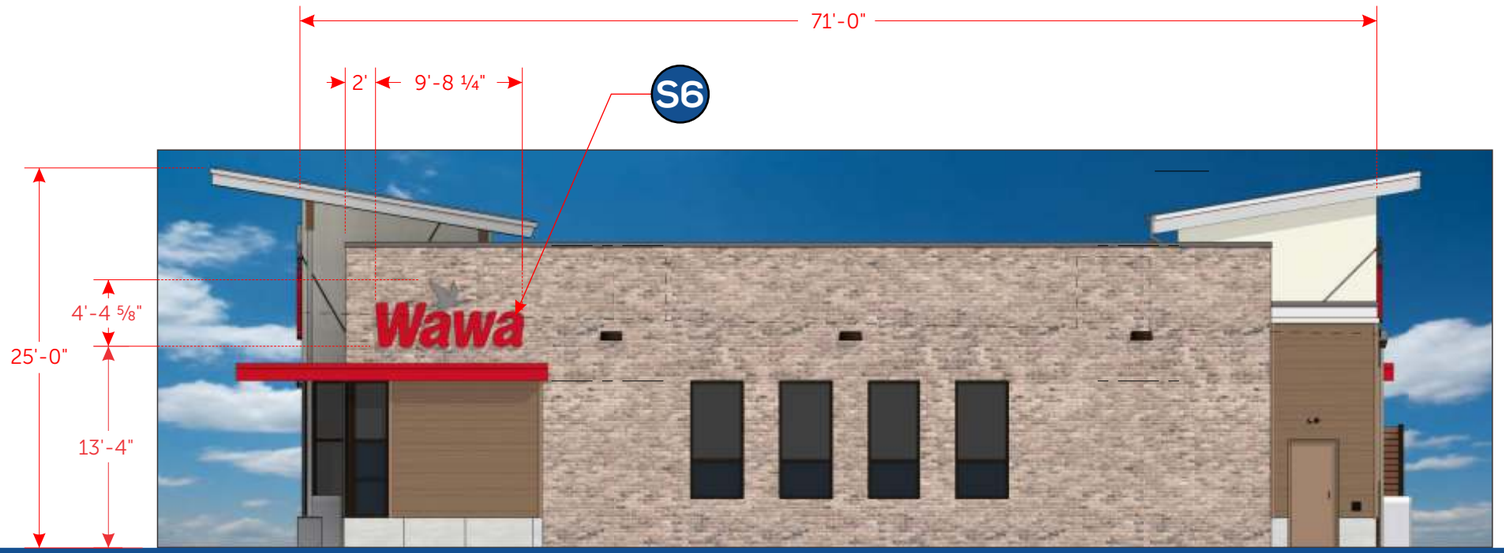


SCALE: 1"=120"

BACK VIEW

BUILDING SIZE: 25" HEIGHT X 92' LENGTH

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SCALE: 1"=120"

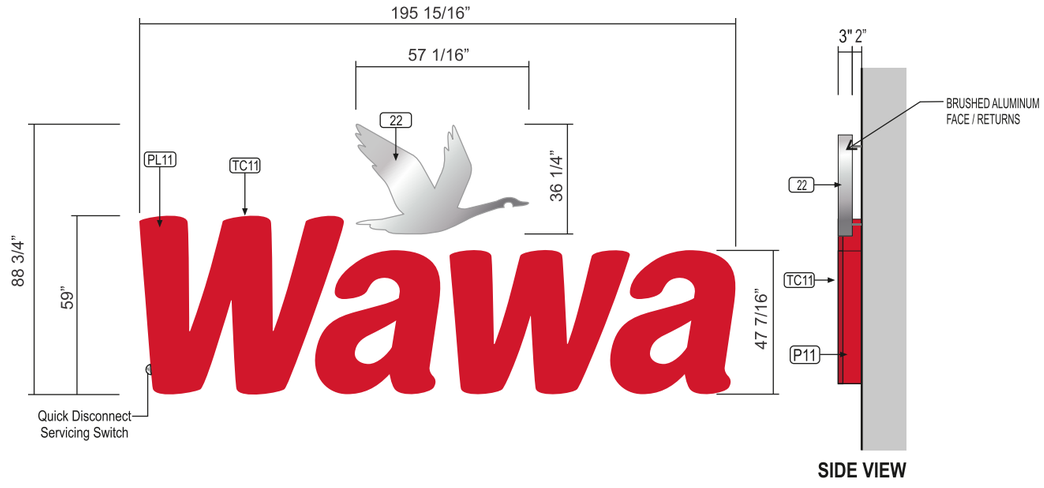
SIDE VIEW

BUILDING SIZE: 25" HEIGHT X 71' LENGTH

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blairimage.com

QTY: 1



59" ILLUMINATED CHANNEL LETTERS w/ HALO LIT GOOSE LOGO

SCALE: 1" = 50"

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY
SQ.FT. of ONE(1) GEOMETRIC SHAPE = **120.8 SQ FT**

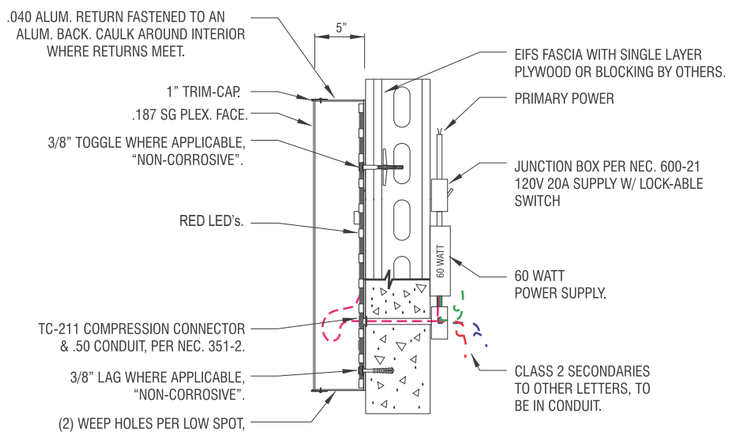
WALL MATERIAL:
to vary per site

INSTALL:
Logo: Thru bolted w/ 2" stand off from wall
Letters Thru bolted flush; all w/ min 3/8" dia all thread into approved blocking; spacers provided for logo painted to match wall
Note: Installer to provide all mounting hardware

QUANTITY:
(1) one set required

COLOR PALETTE

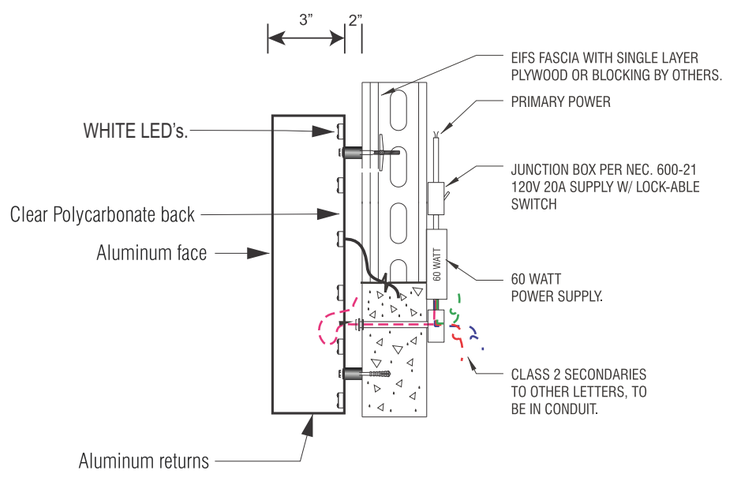
- **LOGO: 22** — #12 Brushed Alum. Metal finish
- **LETTER RETURNS: P11** — Pantone 186 Red
- **TRIMCAP: TC11** — Jewelite Red
- **FACES: PL11** — 2793 Red acrylic



SECTION @ FACE-LIT CHANNEL LETTER

SCALE: NTS

Note: The power supply location shown in this detail in no way reflects the actual location when installed. In the field GC / Installer to determine appropriate mounting locations at site.



SECTION @ HALO-LIT GOOSE LOGO

SCALE: NTS

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blairimage.com

QTY: 1 SET OF 3





ISOMETRIC VIEW



Border to be digitally printed on same level as wood grain. Copy to be Sintra Border

Non Lit ACM Thru (28 SQ. FT. Each) SCALE: 1”=18”

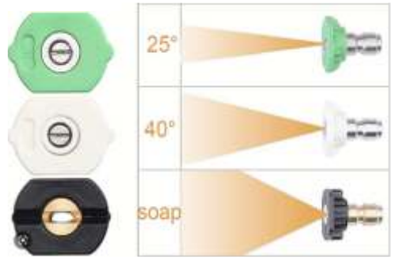
Note: ACM panels are 3mm white and digitally printed. All mounting hardware painted to match digitally printed tan.

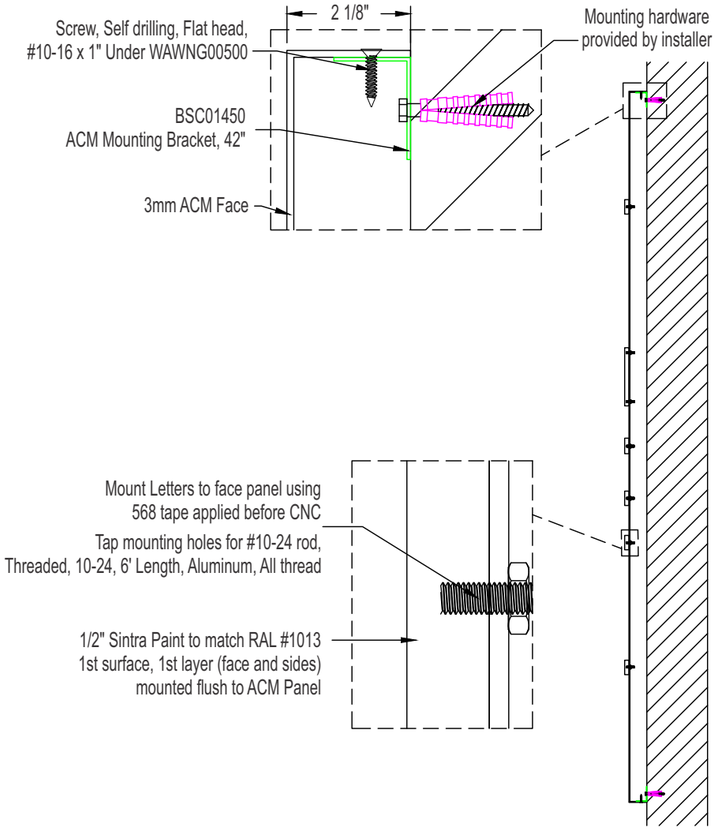
COLOR REFERENCE

- Digital Print Walnut Background
- Paint to Match RAL 1013

CLEANING CRITERIA

Pressure Wash Acceptable
if using 25° tip and over.
Use ONLY mild detergent soap and water.



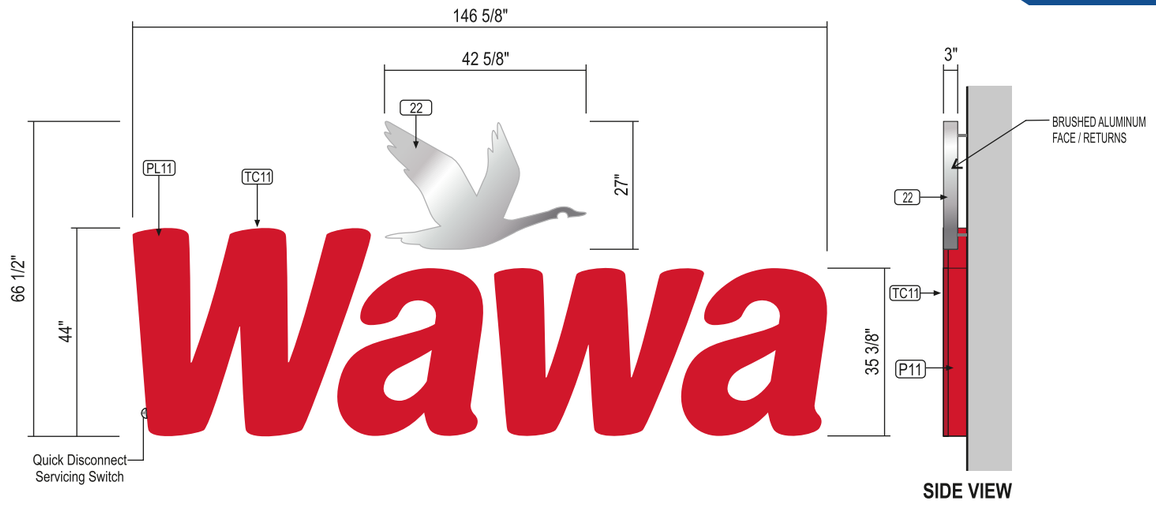


SECTION @ Non Lit ACM Push Thru

SCALE: NTS

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QTY: 1



44" ILLUMINATED CHANNEL LETTERS w/ HALO LIT GOOSE LOGO

SCALE: 3/8"=1'-0"

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY
SQ.FT. of ONE(1) GEOMETRIC SHAPE = **67.71 SQ. FT.**

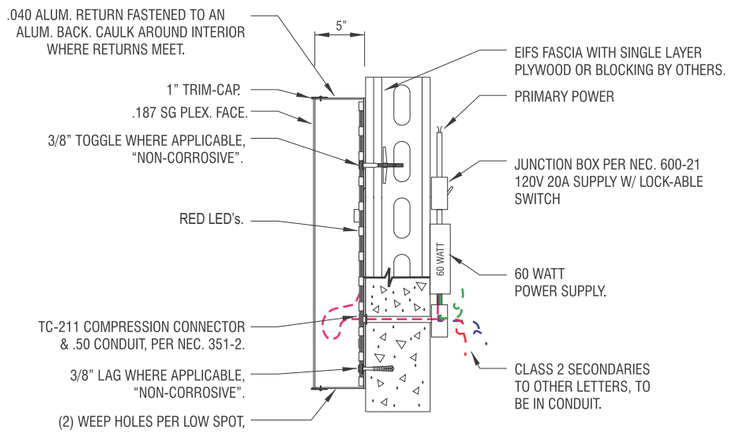
WALL MATERIAL:
to vary per site

INSTALL:
Logo: Thru bolted w/ 2" stand off from wall
Letters Thru bolted flush; all w/ min 3/8" dia all thread into approved blocking; spacers provided for logo painted to match wall
Note: Installer to provide all mounting hardware

QUANTITY:
(1) one set required

COLOR PALETTE

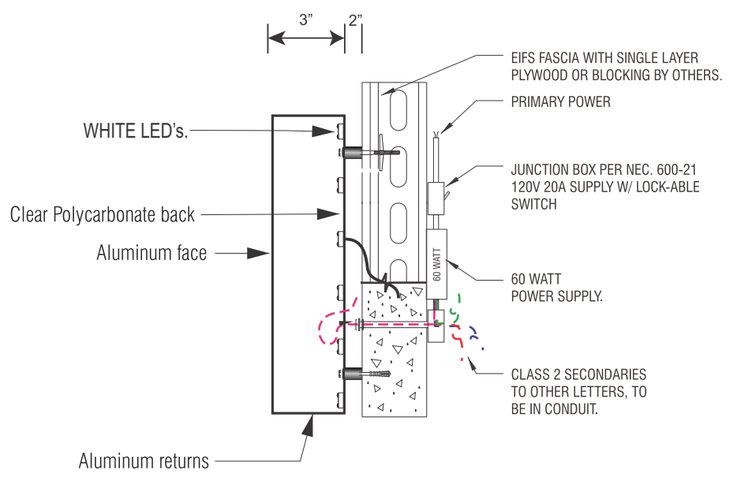
- **LOGO: 22** — #12 Brushed Alum. Metal finish
- **LETTER RETURNS: P11** — Pantone 186 Red
- **TRIMCAP: TC11** — Jewelite Red
- **FACES: PL11** — 2793 Red acrylic



SECTION @ FACE-LIT CHANNEL LETTER

SCALE: NTS

Note: The power supply location shown in this detail in no way reflects the actual location when installed. In the field GC / Installer to determine appropriate mounting locations at site.



SECTION @ HALO-LIT GOOSE LOGO

SCALE: NTS

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QTY: 1 SET OF 2



Non Lit ACM Thru (28 SQ. FT. Each) SCALE: 1”=18”

Note: ACM panels are 3mm white and digitally printed. All mounting hardware painted to match digitally printed tan.

ISOMETRIC VIEW



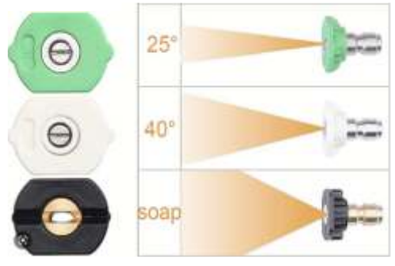
Border to be digitally printed on same level as wood grain. Copy to be Sintra Border

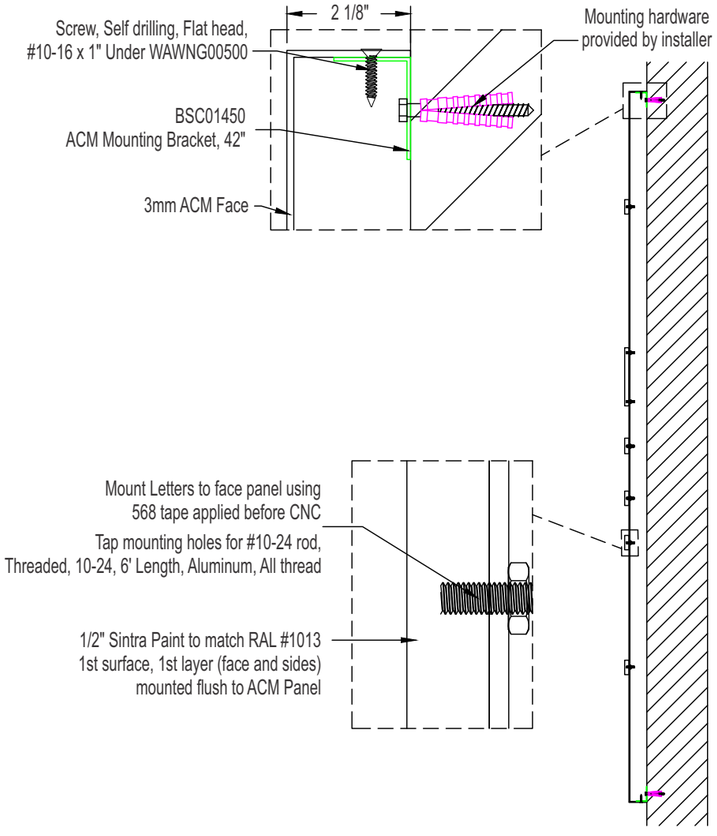
COLOR REFERENCE

- Digital Print Walnut Background
- Paint to Match RAL 1013

CLEANING CRITERIA

Pressure Wash Acceptable
if using 25° tip and over.
Use ONLY mild detergent soap and water.





SECTION @ Non Lit ACM Push Thru

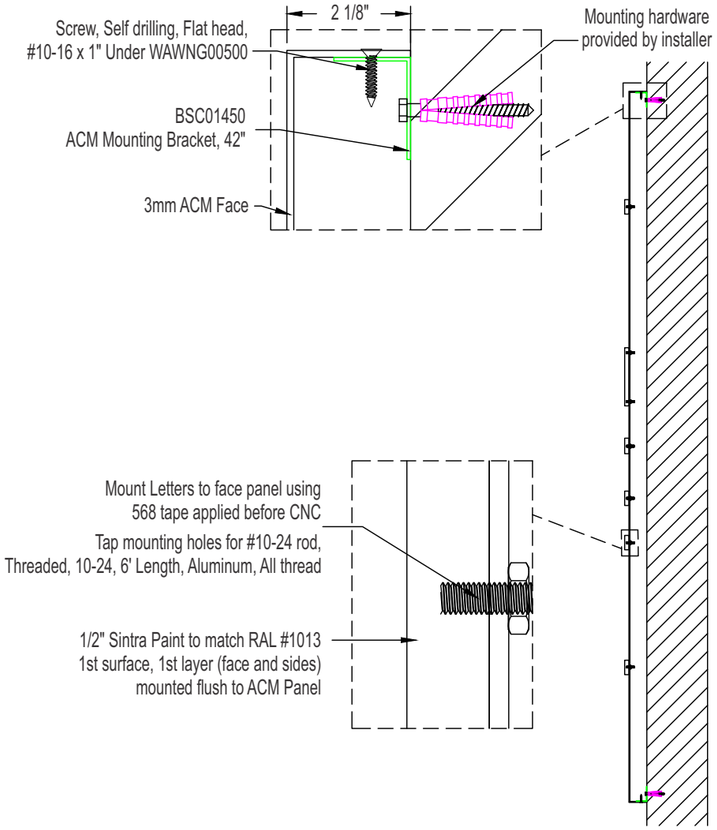
SCALE: NTS

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ISOMETRIC VIEW



Border to be digitally printed
on same level as wood grain.
Copy to be Sintra Border



FRONT VIEW (Non Lit ACM Panel, Push Thru)

SCALE: 1"=14"

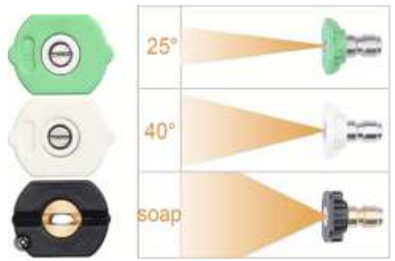
20.83 SQ.FT.

COLOR REFERENCE

- Digital Print Walnut Background
- Paint to Match RAL 1013

CLEANING CRITERIA

Pressure Wash Acceptable
if using 25° tip and over.
Use ONLY mild detergent soap and water.

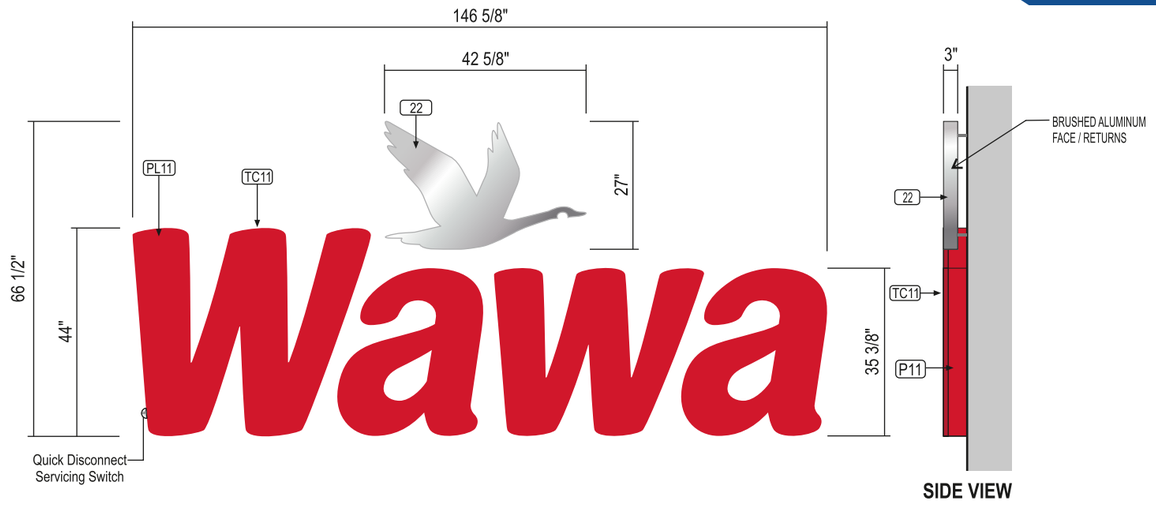


SECTION @ Non Lit ACM Push Thru

SCALE: NTS

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QTY: 1



44" ILLUMINATED CHANNEL LETTERS w/ HALO LIT GOOSE LOGO

SCALE: 3/8"=1'-0"

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY
SQ.FT. of ONE(1) GEOMETRIC SHAPE = **67.71 SQ. FT.**

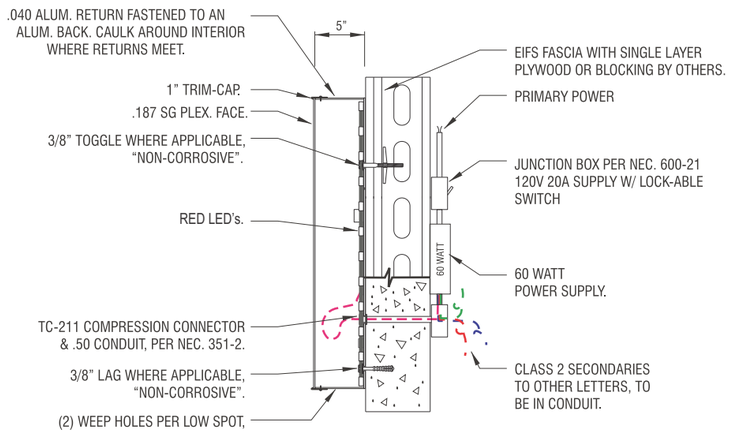
WALL MATERIAL:
to vary per site

INSTALL:
Logo: Thru bolted w/ 2" stand off from wall
Letters Thru bolted flush; all w/ min 3/8" dia all thread into approved blocking; spacers provided for logo painted to match wall
Note: Installer to provide all mounting hardware

QUANTITY:
(1) one set required

COLOR PALETTE

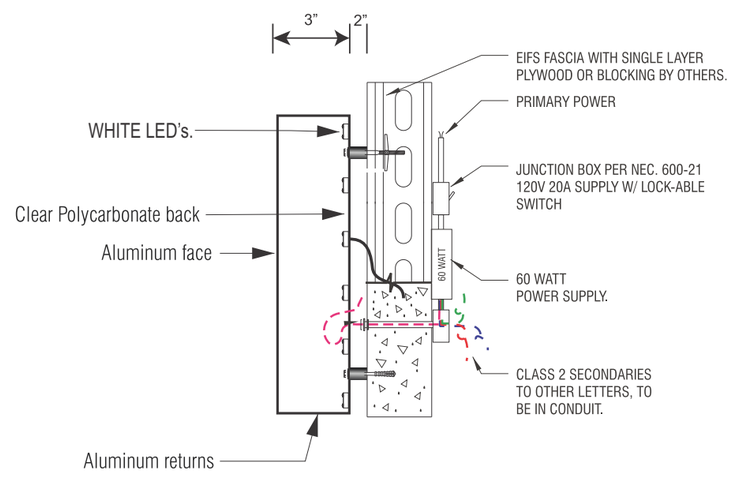
- **LOGO: 22** — #12 Brushed Alum. Metal finish
- **LETTER RETURNS: P11** — Pantone 186 Red
- **TRIMCAP: TC11** — Jewelite Red
- **FACES: PL11** — 2793 Red acrylic



SECTION @ FACE-LIT CHANNEL LETTER

SCALE: NTS

Note: The power supply location shown in this detail in no way reflects the actual location when installed. In the field GC / Installer to determine appropriate mounting locations at site.

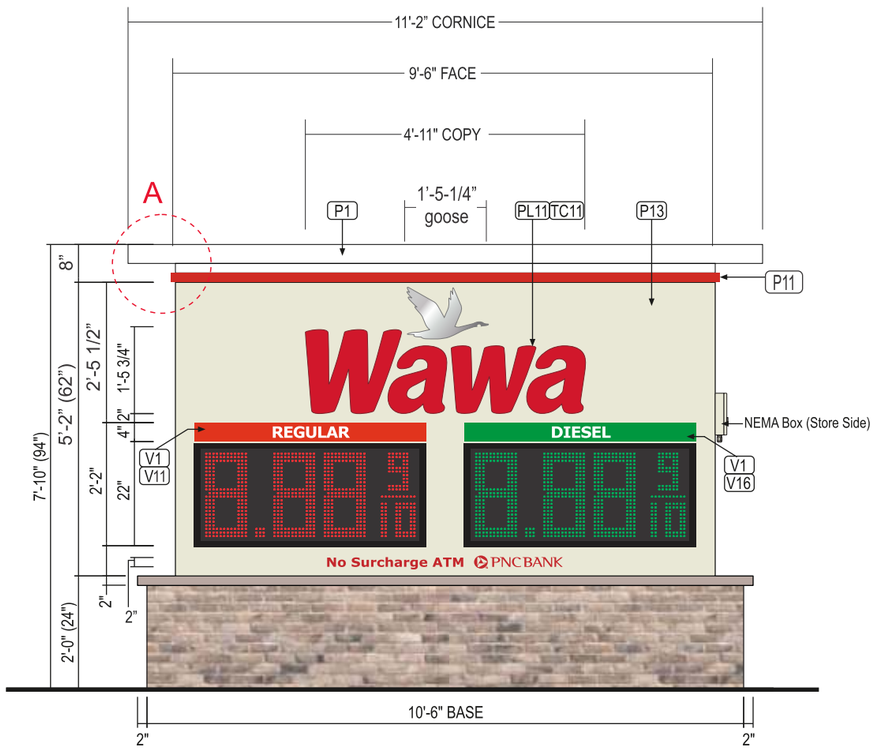


SECTION @ HALO-LIT GOOSE LOGO

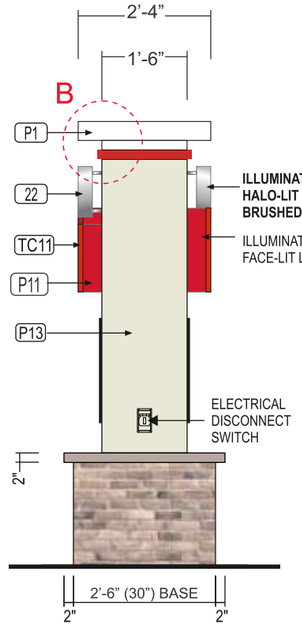
SCALE: NTS

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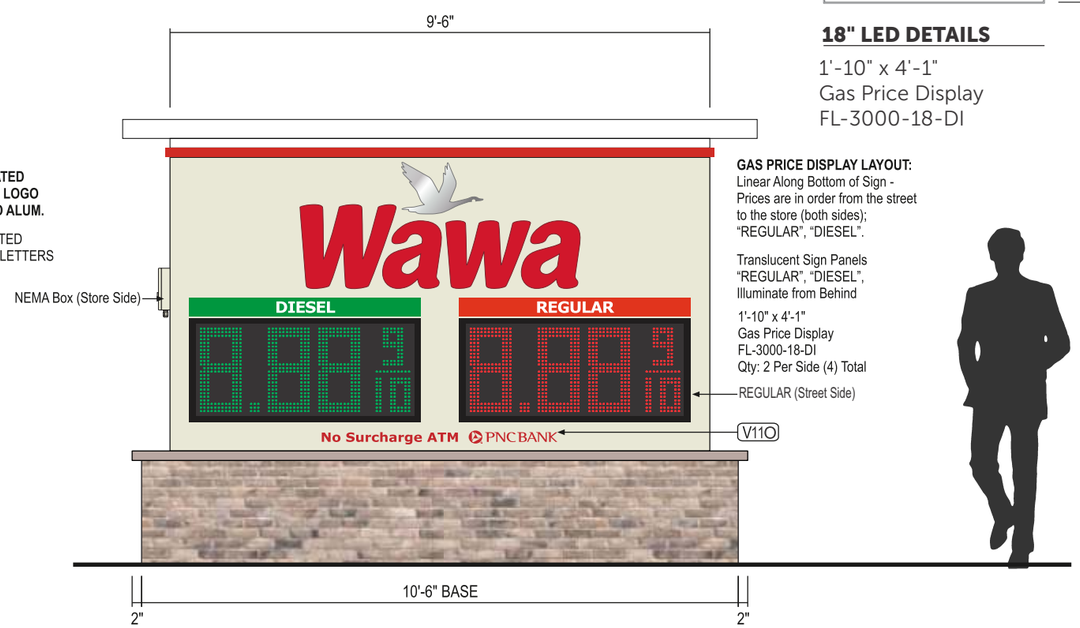
QTY: 2



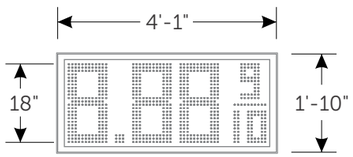
STREET **SIDE "A"** WAWA STORE



SIDE VIEW



WAWA STORE **SIDE "B"** STREET



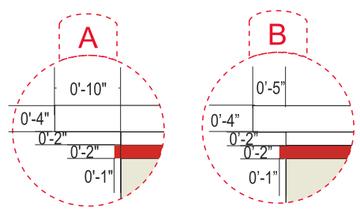
18" LED DETAILS

1'-10" x 4'-1"
Gas Price Display
FL-3000-18-DI

18" / 2 PRODUCT (OPTION 1A)
M-50 D/F ILLUMINATED MONUMENT SIGN (49.87 SQ. FT.)

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY

SCALE: 3/8"=1'-0"



COLOR REFERENCE

P11	TC11	PL11	V11	V16	V17	P13	P1	20	21	22	V11O
Paint to Match PMS 186 C	Jewelite 'Red' Trim Cap	#2793 Red Acrylic	3M 3630-83 "Regal Red" *Translucent*	3M 3630-153 "Vivid Green" *Translucent*	3M 3630-57 "Olympic Blue" *Translucent*	RAL #1013 OYSTER WHITE	Painted White Smooth Satin	Limestone Cap By Others	Stone/Masonry Base By Others	Brushed Aluminum Metal Finish w/ Protective Clear Coat	3M 7725-263 "Perfect Match Red" *Opaque*

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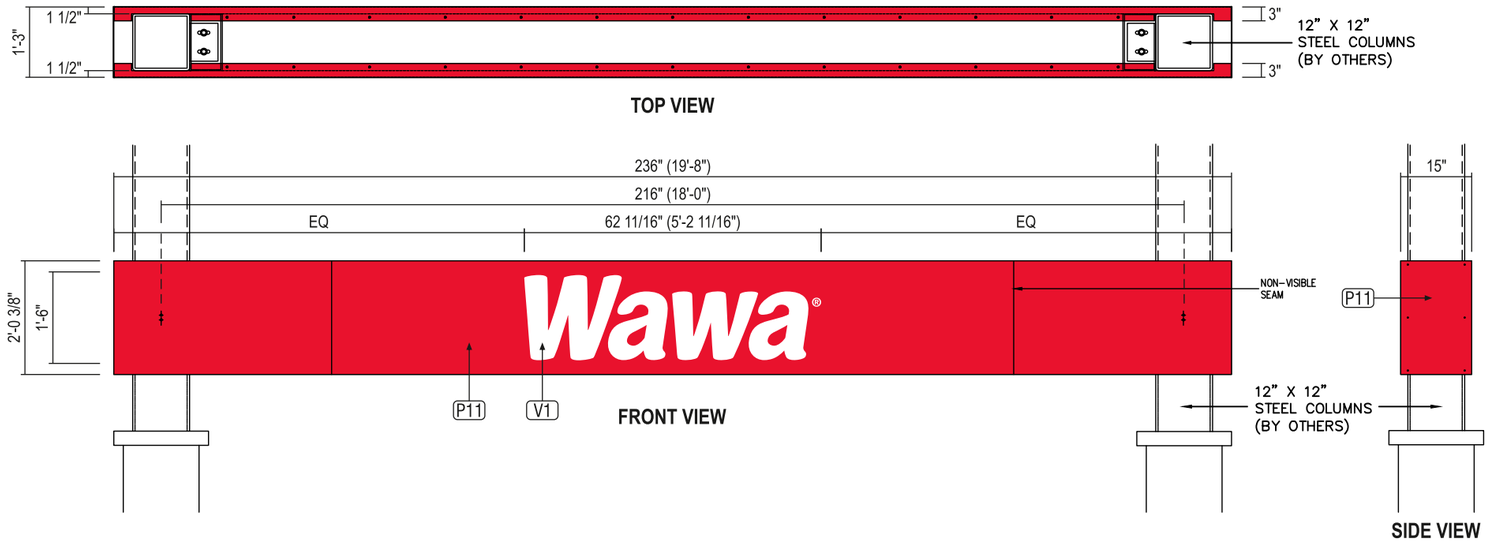
Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: (814) 949.8287
blairimage.com



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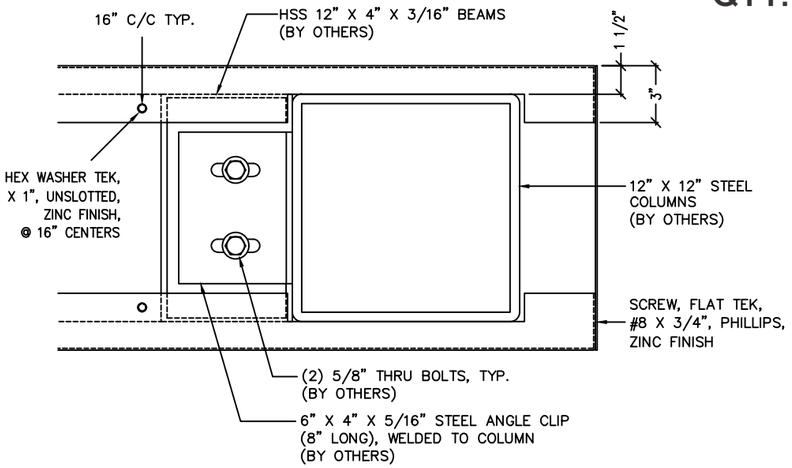
QTY: 2



2'-0 3/8" X 19'-8" DOUBLE SIDED NON-ILLUMINATED GAS PUMP SPANNER (STACKED PUMPS)

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY

SCALE:3/8"=1'-0"



DETAIL @ TOP VIEW

SCALE:1 1/2"=1'-0"

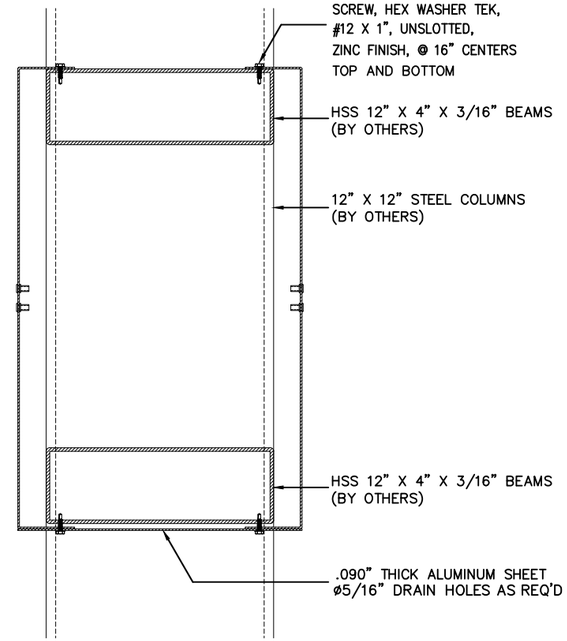
CANOPY END ELEVATION (STACKED PUMPS)

COLOR REFERENCE

P11	V1
Paint to match PMS 186 C	3M 7725-10 'White' *Opaque*

AREA/WEIGHT
SIGN SQUARE FOOTAGE: 39.3 sq. ft.
ESTIMATED SIGN WEIGHT: 170 Lb. (HEADER)

TOLERANCE: ± 1/16" ON ALL DIMENSIONS



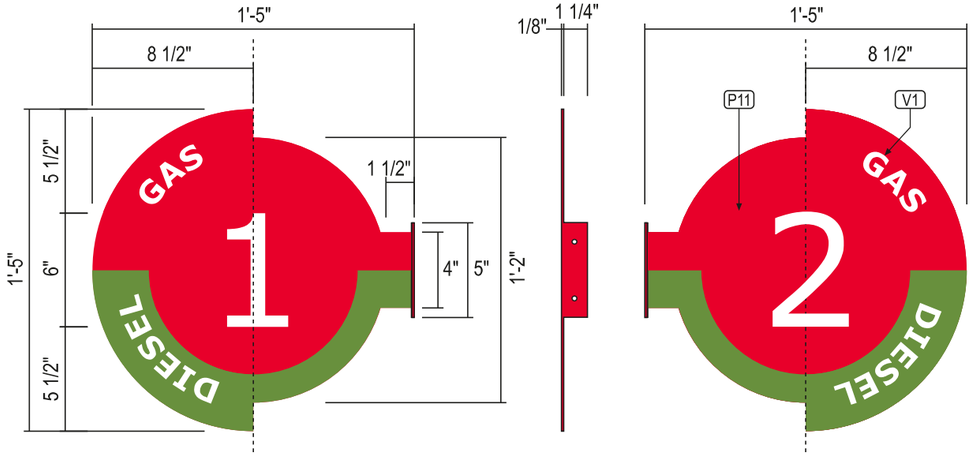
SECTION @ SPANNER SIGN

SCALE:1 1/2"=1'-0"

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blairimage.com

QTY: 20



DETAIL @ D/F PUMP INDICATOR SIGN - GAS & DIESEL

ALUMINUM FACES PAINTED RED & GREEN.
WHITE VINYL COPY & NUMBERS.
FONT STYLE: VERDANA

SCALE: 1 1/2"=1'-0"

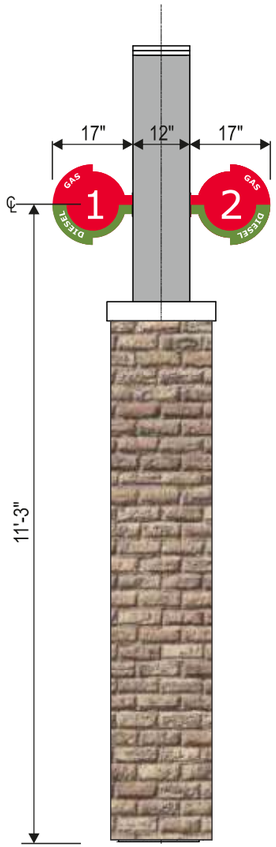




DETAIL @ WHITE VINYL PUMP NUMBERS - GAS & DIESEL

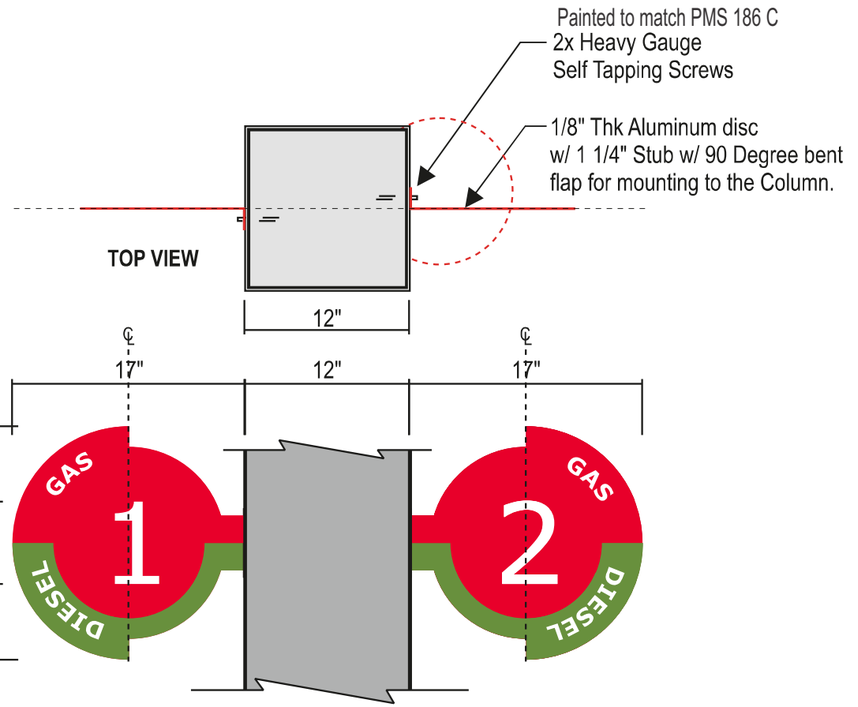
QTY: NUMBERS 1 - 16 x 2 (for D/F SIGNS)
WHITE VINYL NUMBERS.
FONT STYLE: VERDANA

SCALE: 3/4"=1'-0"



SIDE ELEVATION DETAIL @ CANOPY COLUMN

SCALE: 3/8"=1'-0"



ATTACHMENT DETAIL @ D/F PUMP INDICATOR SIGN

SCALE: NTS

COLOR REFERENCE

Paint to match PMS 186 C	Paint to match PMS 377C GREEN

*** NOTE: CONFIRM PUMP NUMBER SEQUENCE PRIOR TO MANUFACTURING**

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blair IMAGE ELEMENTS

Jobsite Code of Conduct and Basic Expectations

As an Independent Contractor, the Subcontractor acknowledges that, while operating separately from Blair and the Owner, they represent the Owner to the public. The Subcontractor, along with any approved subcontractors, agrees to uphold the following Code of Conduct while performing work for Blair. These expectations ensure professionalism for all parties involved, including the Subcontractor, Blair, and the Owner.

1. Professional Behavior

- Refrain from using profanity.
- Avoid wearing offensive or inappropriate clothing.
- Smoking is only permitted in designated areas, away from the worksite.
- Loud music is prohibited.
- Horseplay or unsafe conduct is strictly prohibited.
- Always maintain a professional workplace environment. Treat customers, patrons, and the public with respect and courtesy.

2. Site Protocol

- Notify the site manager upon arrival and departure from the site.
- Review the work and safety plan with the site manager before beginning work.
- Clearly mark the work area using cones, caution tape, or an appropriate barricading system, in accordance with required safety protocols.
- Always use the proper Personal Protective Equipment (PPE).
- Maintain a clean, organized, and safe work environment.
- Properly dispose of trash and recycle when possible.
- Pets and animals are not allowed on the worksite.
- Individuals not employed by the installation company are prohibited from work site.

3. Worksite Appearance

- Ensure the site is properly branded at the end of each workday. Temporary banners must be installed at designated locations to ensure visibility and compliance.

By following these expectations, the Subcontractor helps maintain a safe, respectful, and professional work environment for Blair and the Owner.

Installation Instructions

Upon delivery, the installation instructions will be included with the product, typically housed in a plastic sleeve attached directly to the crate. For more detailed installation instructions or a copy of the site-specific scope of work, please contact your Blair Project Manager.

All necessary installation hardware must be provided by the installer.

Communication and Work Progress Reporting

The Subcontractor, including any approved subcontractors, must provide regular updates to the Blair Project Manager regarding work progress at the site. At a minimum, the following communication is required:

- **Arrival Notification:** A confirmation text message/email within 15 minutes of arriving at the site.
- **Mid-Day Update:** A text message/email with the current work status.
- **Departure Notification:** A text message/email within 15 minutes of leaving the site, including a summary of completed work and relevant photographs of both completed and in-progress work.
- **Completion Photographs:**
  - Provide front, back, side, and angled views of all signage, including building signage (with art panels), freestanding signage, and gas canopy signage.
  - Include illuminated signage (featuring lit LEDs) or nighttime photos displaying the signs in operation.
  - Include photos that highlight the connection to the junction box and relevant electrical details.
  - Complete the Daktronics installation checklist and submit the corresponding photos as referenced in the checklist.

If there are any questions, concerns, or requests for additional instructions, the Subcontractor should contact the Blair Project Manager while on-site. Any change orders or deviations must be submitted in writing to the Project Manager before proceeding with the work.

Upon completion of work, the Subcontractor must obtain written acceptance of the completed work from the site manager and provide a copy of this documentation to Blair.

Service Contact Information

Phone:	(814) 283-2177
Service Hours:	Monday – Friday | 8:00 AM – 4:30 PM EST
Website:	www.blairimage.com/contact-blair/
Email:	service@blairimage.com
Emergency/ After 4:30pm:	(800) 563-9598

Safety Criteria

All subcontractors working for Blair are required to complete the Blair Safety Certification Program and comply with OSHA regulations, along with all applicable local, state, and federal laws. Subcontractors must provide documentation of:

- COI (Proof of minimum Liability)
- Worker's Comp
- W-9
- MSA
- Blair Install Safety Certification
- JSA for every component of the project

Subcontractors working on petroleum sites must also hold a valid API Certification and adhere to API guidelines.

Safety Protocols

- ***Blair should be NOTIFIED IMMEDIATELY for any and all incidents.***
- **Job Safety Analysis:** Conduct a thorough safety analysis before beginning work.
- **First Aid and Emergency Response:** Be aware of the location of first aid supplies and medical treatment facilities, including CPR protocols.
- **Personal Protective Equipment (PPE):** Use appropriate PPE for each task.
- **Tools and Equipment:** Ensure tools are in safe working order and are used for their intended purpose within safe operating limits.
- **Vehicle Operation:** Vehicle operators must comply with all DOT and API regulations.
- **Fall Protection:** Use appropriate fall arrest equipment when required.
- **Working at Heights:** Understand and follow safety requirements for working at heights.
- **Worksite Barricading:** Properly barricade the work area to protect against potential hazards.
- **Lifting Operations:** Only trained and competent personnel should perform lifting tasks using approved equipment.

Adhering to these safety criteria ensures a safe and compliant work environment for all personnel.

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