



## Branded Distributor Manual



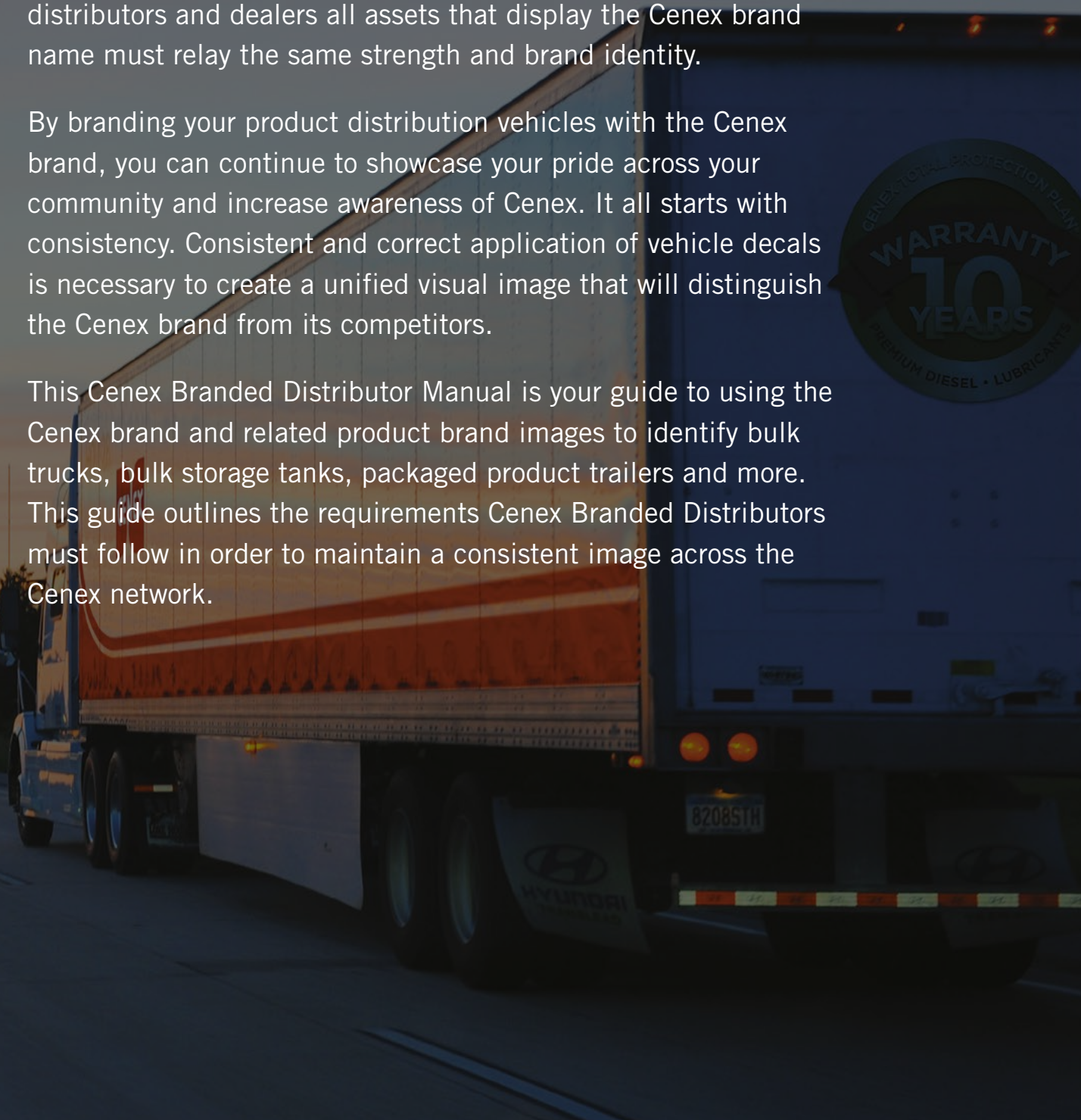
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The Cenex® brand is powered by the local communities we call home. We've built our success in these communities through sincerity and trustworthiness. We owe it to the people we serve to build a strong brand that showcases our ability to power communities well into the future. From convenience stores to distributors and dealers all assets that display the Cenex brand name must relay the same strength and brand identity.

By branding your product distribution vehicles with the Cenex brand, you can continue to showcase your pride across your community and increase awareness of Cenex. It all starts with consistency. Consistent and correct application of vehicle decals is necessary to create a unified visual image that will distinguish the Cenex brand from its competitors.

This Cenex Branded Distributor Manual is your guide to using the Cenex brand and related product brand images to identify bulk trucks, bulk storage tanks, packaged product trailers and more. This guide outlines the requirements Cenex Branded Distributors must follow in order to maintain a consistent image across the Cenex network.





# General Requirements

## Brand Standards

All Cenex® branded distributors interested in identifying their product distribution vehicles must comply with the standards outlined in this manual.

- Must have pre-approval to use the Cenex Marks as outlined per the requirements in each specific product section of this manual.
- No Cenex Marks can be displayed in conjunction with any competing petroleum brands in any form.
- No Cenex Marks can be displayed on the same side of the trailer as a distributor logo.
- All plain text must be Arial font and must be black in color.

## Vehicle and Storage Tank Standards

- All vehicles and storage tanks must meet all state and federal regulations.
- Box trailers or bulk vehicles that were originally white, must remain white.
- Tankers that were originally aluminum, must remain unpainted.
- All trailers must not have any previous decal shadowing visible. If shadowing is present from a previous decal, the distributor is required to have the shadowing removed.
- All trailers must be cleaned, and decals must be maintained throughout their life cycle.
- Storage tanks and vehicles must be in a good repair with no visible damage or signs of corrosion.
- Storage tanks must be painted white.

**For CHS Country Operation customers, contact [chsimage@chsinc.com](mailto:chsimage@chsinc.com) for co-branding information.**

**If you have any questions regarding if your vehicle meets the standards for decal application, please contact CHS Retail Image and Equipment 800-852-8186, Ext. 7729.**




## Branded Refined Fuels Distributor Requirements

All products delivered through a Cenex® branded bulk delivery truck must be purchased from Cenex under a Branded Petroleum Distributor Agreement (BPDA). All Branded Distributors must comply with all brand standards outlined in the Brand Standards section at all times (Page 4). **For questions on brand standards or bulk distribution vehicle options, please contact your Cenex Representative.**

## Delivery Trucks and Sales Tickets

When a Cenex Branded Distributor elects under a Branded Petroleum Distributor Agreement (BPDA) to use the applicable Cenex Marks:

- All Branded Distributor tank wagon delivery equipment must be identified in compliance with the Cenex Branded Distributor Manual.
- All Branded Distributor bulk plants must be identified in compliance with the Cenex Branded Distributor Manual.
- Branded Distributor must purchase all refined fuels from CHS and/or a Cenex Branded Distributor authorized by CHS (i.e. no commingling).
- Branded Distributors utilizing Cenex Marks for all branded fuels must use the Cenex mark on the delivery ticket. Distributors utilizing only the Premium Diesel Marks must identify products on the delivery ticket as Cenex® Ruby Fieldmaster®, Cenex Roadmaster XL®, or Cenex® Wintermaster® (utilizing appropriate B2, B5, B10 and/or B20 identification where applicable). See below.

		NO: 55555	
123 Main St. Anytown, ST 12345 Phone: 555-5555		Sold to: _____ Address: _____ Date: _____	
PRODUCT	GALLONS	PRICE	AMOUNT
Cenex® Unleaded			
Cenex® Unleaded, E-10			
Cenex® Ruby Fieldmaster®			
Cenex Roadmaster XL®			
Clear No. 1 Rd Tx			
Kerosene			

**Cenex branded products should be identified on customers' fuel delivery tickets. You can choose to display either logomarks or straight-line text. (Example shown above.) Contact [refinedfuelsmarketing@chsinc.com](mailto:refinedfuelsmarketing@chsinc.com) to obtain logo artwork.**

# Refined Fuels (continued)

## Refined Fuels Bulk Delivery Vehicle Decal Options

This section of the Cenex® Branded Distributor Manual is designed to help identify the proper use of the Cenex Marks for vehicles that haul Cenex refined fuel products.

### Cab

The cab must have a solid base color. Distributor information is placed on cab doors along with appropriate DOT information.

### Tanker Requirements

- If tanker was originally white, it must remain white.
- If tanker was originally aluminum, it must remain unpainted.

### Tanker Decal Requirements

All decals must be applied as shown on the installation instructions that are included with the shipment of the decals. No other logos are allowed on the same side of the tanker as the Cenex Marks.

Appropriate “Flammable” placards must appear on the truck in the lower rear corner of the tank. If tank design does not allow, then the placard should appear in lower front corner.

### Tanker Decal Options

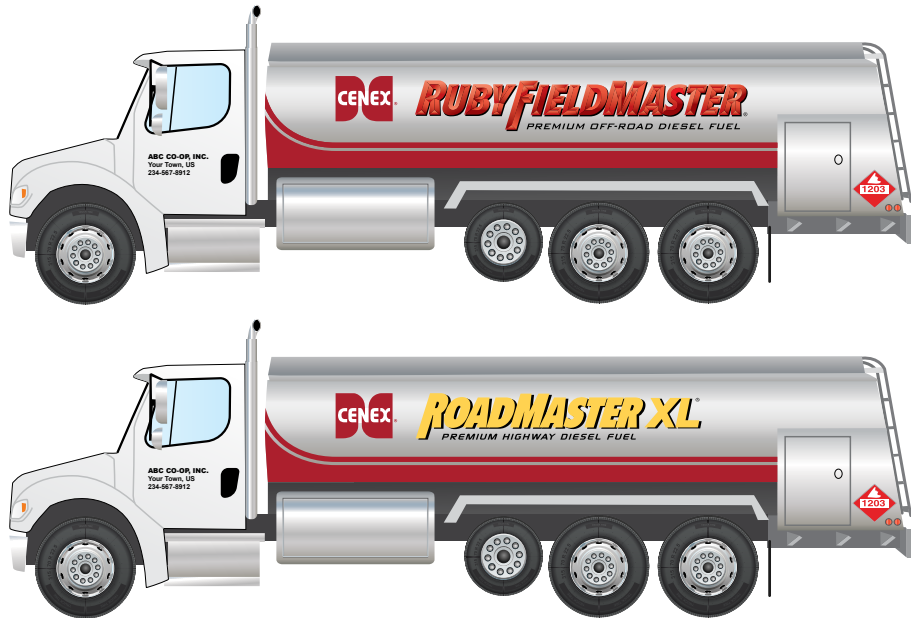
#### Option 1: Cenex Logo



Only available for customer with a Branded Petroleum Distributors Agreement – LOB 1

## Refined Fuels (continued)

### Option 2: Product Logo



Product logos are available in appropriate B2, B5, B10 and/or B20 identification where applicable.

Only one product logo may be used on a vehicle and must be used on both sides.

Only available for customer with a Branded Petroleum Distributors Agreement – LOB 1 or LOB 2

### Option 3: Co-Branded



Only available for customer with a Branded Petroleum Distributors Agreement – LOB 1

### Option 4: Distributor Logo



Sample Distributor Logo



Available for customer with a Branded Petroleum Distributors Agreement – LOB 1 or LOB 2

## Rear Tanker Decal Options

- When used in conjunction with Cenex® Marks, distributor information may appear on rear doors but must be in plain, black Arial type (no distributor logo).
- Distributor logo may be used in place of Cenex Mark but cannot be used on the same side of the vehicle as Cenex Mark.
- Cenex Premium Diesel Marks or the Cenex Total Protection Plan® Mark, when used, must appear at the top of the tank.
- “Flammable” placards must also appear on the rear of tank.



## Rear Tanker Decal Options



Only available for customers with a Branded Petroleum Distributors Agreement – LOB 1



**ROADMASTER XL**  
PREMIUM HIGHWAY DIESEL FUEL



**RUBYFIELDMASTER**  
PREMIUM OFF-ROAD DIESEL FUEL



**WINTERMASTER**  
WINTERIZED PREMIUM DIESEL FUEL

Product logos are available in appropriate B2, B5, B10 and/or B20 identification where applicable.

Above Cenex Product Marks are available for customer with a Branded Petroleum Distributors Agreement – LOB 1 or 2

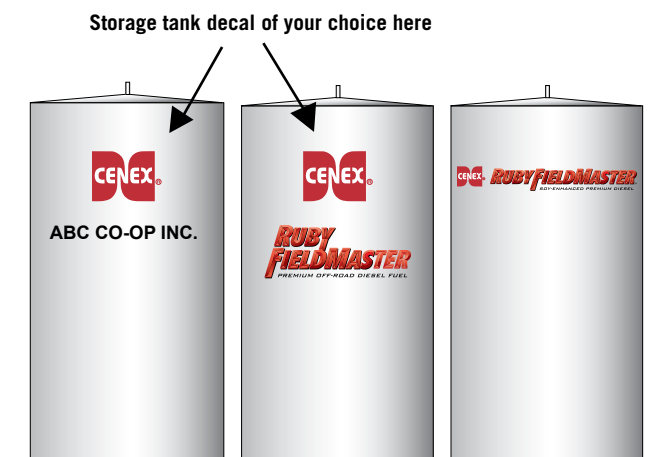


## Refined Fuels Bulk Storage Tank Decal Options

All Branded Distributors must comply with the brand standards outlined in the Brand Standards section at all times (Page 4). **For questions on brand standards or bulk storage tank options, please contact your Cenex Representative.**

**Branding of bulk storage tanks is optional.** If a Branded Distributor elects to brand bulk storage tanks, then they must meet the standards outlined below.

The Mark of choice should appear on the tank that is most prominent in the position that is visible from a highway or road. The bottom of the Mark should be placed at the bottom of the top quarter of the tank height. Example: if the tank is 20 feet tall, the bottom of the logo should be placed 5 feet from the top of the vertical face of the tank.



## Storage Tank Decal Options

**CENEX** Only available for customers with a Branded Petroleum Distributors Agreement – LOB 1

**CENEX** **ROADMASTER XL**  
PREMIUM HIGHWAY DIESEL FUEL

**CENEX** **RUBYFIELDMASTER**  
PREMIUM OFF-ROAD DIESEL FUEL

**CENEX** **WINTERMASTER**  
WINTERIZED PREMIUM DIESEL FUEL

Product logos are available in appropriate B2, B5, B10 and/or B20 identification where applicable.



## Branded Lubricants Distributor Requirements

All Cenex® lubricant distributors must comply with the brand standards outlined in the Brand Standards section at all times (Page 4). **For questions on brand standards or bulk distribution vehicle options, please contact your Cenex Representative.**

### Bulk and Packaged Delivery Trucks

- All lubricant distributors, who would like a Cenex branded decal, must have a Full or Limited Branded Bulk Lubricants Agreement (BBLA) in place with CHS Lubricants.
- Branded Bulk Lubricant Customers must purchase all Cenex lubricant products delivered through a Cenex branded bulk delivery truck from CHS or from a Cenex Lubricant Terminal (i.e. no commingling).

## Lubricant Bulk and Packaged Delivery Vehicle Decal Options

CHS Lubricants offers decal options for two types of distribution vehicles, a box trailer for moving packaged product and an aluminum trailer or tanker for distributing bulk lubricant product.

This section of the Cenex Branded Distributor Manual is designed to help identify the proper use of the Cenex Marks. Consistent usage of the Marks will increase brand recognition and loyalty among end users.

### Cab

The cab must have a solid base color. Distributor information is placed on cab doors along with appropriate DOT information.

### Box Trailer Requirements

Box trailers may be either trailer or van body vehicles. Trailer must be painted white, with no significant ribs on the outside walls. If you have a box trailer vehicle that is unique, please reach out to CHS Lubricants Marketing to discuss prior to submitting a decal order.

### Tanker Requirements

- If tanker was originally white, it must remain white.
- If tanker was originally aluminum, it must remain unpainted.

### Decal Requirements

All decals must be applied as shown on the installation instructions that are included with the shipment of the decals. No other logos are allowed on the same side of the tanker as the Cenex Marks.





## Box Trailer Decal Options

### Option 1: Cenex Logo



### Option 2: Product Logo



Only one product logo may be used on a vehicle and must be used on both sides.



### Option 3: Product Bottle Shot



### Option 4: Co-Branded

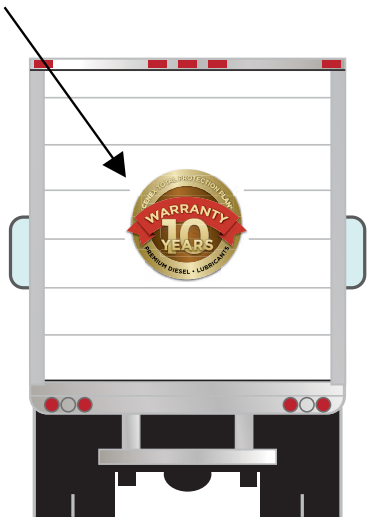




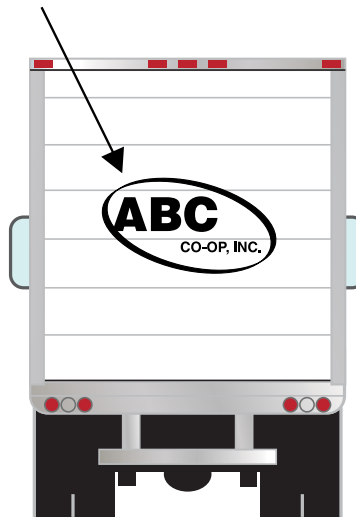
## Rear Box Trailer Decal Options

- When used in conjunction with Cenex® Marks on the side of the vehicle, distributor information may appear on rear doors. Distributor may choose to place their own logo or use plain black Arial type.
- When Cenex lubricant product logos are used on the side of the vehicle, distributor may use the Cenex Total Protection Plan® or place their distributor information on the rear door.
- Distributor may use the Cenex Total Protection Plan Mark in conjunction with the Cenex Marks on the side of the vehicle.
- When used in conjunction with only Cenex Marks on the side of the vehicle, distributor may use a Cenex lubricant product logo or product bottle shot.

\*Rear decal of your choice here



\*Rear decal of your choice here



Sample Distributor Logo

## Rear Box Trailer Decal Options



\*Lubricants product logos or product bottle shot may only be used if the customer selects the Cenex logo or Co-branded options for the side.

## Bulk Trailer or Tanker Decal Options

Bulk truck options may be either a full trailer application or a tanker. If you have a bulk distribution vehicle that is unique, please reach out to CHS Lubricants Marketing at 651-355-4597 to discuss prior to submitting an order.

### Option 1: Cenex Logo



### Option 2: Product Logo



Only one product logo may be used on a vehicle and must be used on both sides.

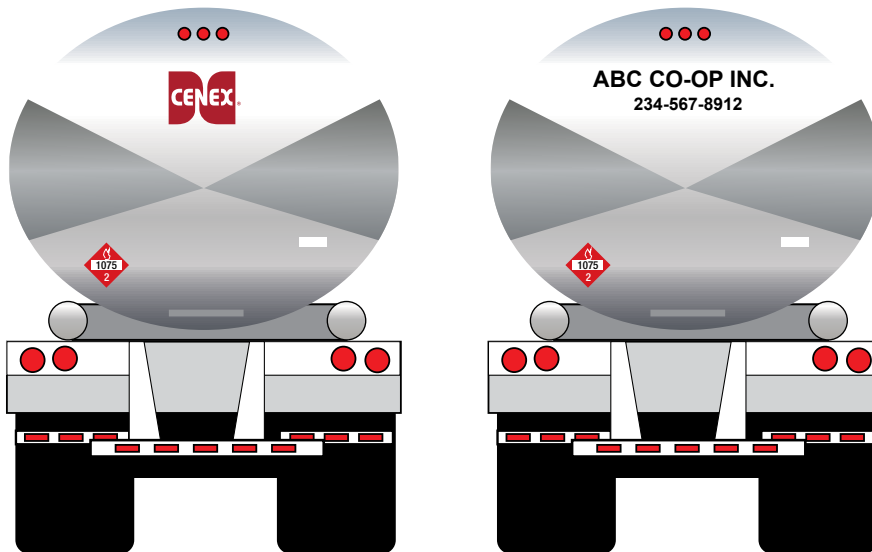


### Option 3: Co-Branded



## Rear Trailer or Tanker Decal Options

- When used in conjunction with Cenex® Marks on the side of the vehicle, distributor information may appear on the back. Distributor may choose to place their own logo or use plain black Arial type.
- When Cenex lubricant product logos are used on the side of the vehicle, distributor may use the Cenex Total Protection Plan® Mark or place their distributor information on the rear.
- Distributor may use the Cenex Total Protection Plan Mark in conjunction with the Cenex Marks only on the side of the vehicle.
- When used in conjunction with Cenex Marks only on the side of the vehicle, distributor may use a Cenex lubricant product logo or product bottle shot – if surface is flat.



## Rear Trailer or Tanker Decal Options



\*Lubricants product logos or product bottle shot may only be used if the customer selects the Cenex logo or Co-branded options for the side.



**Questions?** Contact CHS Retail Image and Equipment at 800-852-8186, Ext. 7729  
CHS reserves the right to discontinue or change the guidelines outlined in this manual at any time.



## Branded Propane Distributor Requirements

All Cenex® Propane distributors must comply with the brand standards outlined in the Brand Standards section at all times (Page 4). **For questions on brand standards or bulk distribution vehicle options, please call 800-852-8184.**

## Propane Delivery Vehicle Decal Options

This section of the Cenex Branded Distributor Manual is designed to help identify the proper use of the Cenex Marks for vehicles that haul Cenex Propane.

### Cab

The cab must have a solid base color. Distributor information is placed on cab doors along with appropriate DOT information.

### Bobtail Tank Requirements

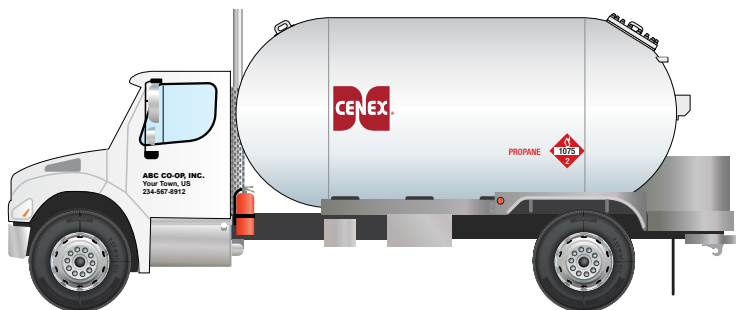
- If tank was originally white, it must remain white.
- If tank was originally aluminum, it must remain unpainted.

### Tank Decal Requirements

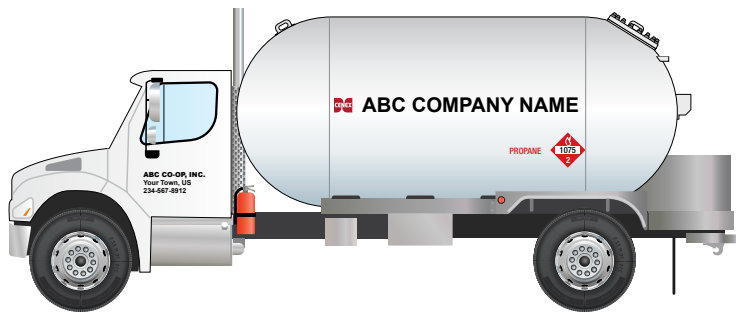
All decals must be applied as shown on the installation instructions that are included with the shipment of the decals. The Cenex logo must be left justified to the front seam of the tank and no other logos are allowed on the same side of the tank as the Cenex Marks. Appropriate “Flammable” placards must appear on the truck in the lower rear corner of the tank. If tank design does not allow, then the placard should appear in lower front corner.

### Tank Decal Options

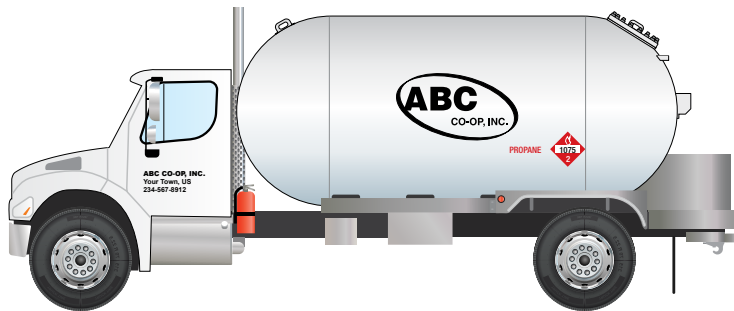
#### Option 1: Cenex Logo



## Option 2: Co-Branded



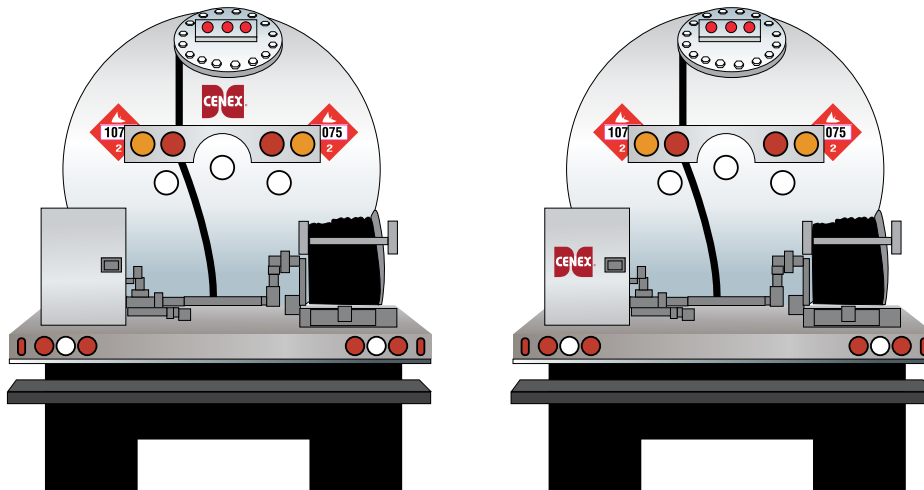
## Option 3: Distributor Logo



Sample Distributor Logo

## Rear Bobtail Decal Options

- Cenex® Branded Propane Distributors may use the Cenex logo on the back of the vehicle when used in conjunction with Option 3: Distributor Logo.
- The Cenex logo may not be used on the same side of the vehicle as the distributor logo.
- “Flammable” placards must also appear on the rear of tank.



# Ordering

## Ordering Process

Cenex® provides our valuable dealer locations with a simple and streamlined ordering process. Our approved graphic vendor is knowledgeable in our products and image standards, in addition to producing high-quality 3M graphic substrate to prolong the life of the decal on your vehicle. All Cenex branded decals must be ordered through CHS Retail Image and Equipment. **To place an order, visit [cenexbulkdecals.com](http://cenexbulkdecals.com) or call 800-852-8186, ext. 7729.**

## Resources

Our approved identification vendors are knowledgeable in our products and image standards. Items are stocked for quick delivery, and personalization is available to communicate your message.

Resources		
<b>CHS Retail Image &amp; Equipment</b>	800-852-8186, ext. 7729	Contact regarding decal orders
<b>CHS Refined Fuels Marketing</b>	<a href="mailto:refinedfuelsmarketing@chsinc.com">refinedfuelsmarketing@chsinc.com</a> 651-355-8530	Resource for questions on refined fuels vehicles and branding options
<b>CHS Lubricants Marketing</b>	<a href="mailto:lubricantsmarketing@chsinc.com">lubricantsmarketing@chsinc.com</a> 651-355-4597	Resource for questions on lubricant vehicles and branding options
<b>CHS Propane Marketing</b>	<a href="mailto:chspropane@chsinc.com">chspropane@chsinc.com</a> 800-852-8184	Resource for questions on propane vehicles and branding options
<b>CHS Energy Equipment</b>	800-852-8186, press 1	Contact for purchasing distribution vehicles
<b>CHS Brand</b>	<a href="mailto:michele.tibodeau@chsinc.com">michele.tibodeau@chsinc.com</a> 651-355-4583	Contact to order CHS decals

View the most current Cenex<sup>®</sup> Branded Distributor Manual at [my.chsinc.com](http://my.chsinc.com).



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