

BRANDBOOK CHECKLIST

BRANDBOOK

CLIENT: BPL
 LOCATION: 429 N Iowa St, Dodgeville,
 WI, 53533

SVB #: 3342000
 DATE: 05/12/26
 VARIANCE: N/A

TABLE OF CONTENTS

- 1 - COVER CHECKLIST
- 2 - COVER
- 3 - PROGRAM COLOR SPECIFICATIONS
- 4 - S1 - EXISTING/PROPOSED
- 5 - S1 - DETAILS
- 6 - FOUNDATION DETAILS
- 7 - S1 - PANEL 1
- 8 - S1 - PANEL 2
- 9 - S1 - PANEL 3
- 10 - S1 - PANEL 4
- 11 - S1 - PANEL 5
- 12 - LIGHTBAR - DETAILS
- 13 - CODE OF CONDUCT/SAFETY CRITERIA

CONTACTS

Project Manager: Amy Hughes
 Email: ahughes@blairimage.com
 Phone: (814) 949-8287 Ext. 107

DOCUMENT INFO

BLAIR PROJECT #: 129147
 ORDER #: 31011
 DOC #: AD-BPL-129147-31011-0

REVISIONS

Rev:	Date:	Initial Approval
0	05/12/26	



DESIGNER CHECK

PjM CHECK

1. INFORMATION ACCURACY

(initials)

(initials)

N.B.

AH

a) Client Name

N.B.

AH

b) Site Address / Location

N.B.

AH

c) Project and Sales Order Number

N.B.

AH

d) Date and Rendering Revisions w/ Revision Note(s)

N.B.

AH

e) Required Item Notes or N/A

2. BRANDING ELEMENTS

N.B.

AH

a) Brand Standard document number and revision or N/A

N.B.

AH

b) Branding Elements and / or services meet current revision of Brand Standard identified

N.B.

AH

c) Branding Elements and descriptions contained in Rendering match Branding Elements and descriptions in Proposal / Quote

DATE CHECKED

DATE CHECKED

05/12/26

05/17/26

CUSTOMER APPROVAL

Approved Approved as Noted Not Approved
Resubmit with Changes

Print Name _____ Title _____

Signature _____ Date _____



BRANDBOOK

CLIENT: BPL
LOCATION: 429 N Iowa St, Dodgeville,
WI, 53533

SVB #: 3342000
DATE: 05/12/26
VARIANCE: N/A

TABLE OF CONTENTS

- 1 - COVER CHECKLIST
- 2 - COVER
- 3 - PROGRAM COLOR SPECIFICATIONS
- 4 - S1 - EXISTING/PROPOSED
- 5 - S1 - DETAILS
- 6 - FOUNDATION DETAILS
- 7 - S1 - PANEL 1
- 8 - S1 - PANEL 2
- 9 - S1 - PANEL 3
- 10 - S1 - PANEL 4
- 11 - S1 - PANEL 5
- 12 - LIGHTBAR - DETAILS
- 13 - CODE OF CONDUCT/SAFETY CRITERIA

CONTACTS

Project Manager: Amy Hughes
Email: ahughes@blairimage.com
Phone: (814) 949-8287 Ext. 107

DOCUMENT INFO

BLAIR PROJECT #: 129147
ORDER #: 31011
DOC #: AD-BPL-129147-31011-0

REVISIONS

Rev: 0 Date: 05/12/26










Rev	Date	Initial Approval
0	05/12/26	

**BRAND STANDARD
REVISION DATE:**

09/04/2023

- 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 standards due to municipal code and / or specific site conditions. _____

blair
IMAGE ELEMENTS™

COLOR SPECIFICATIONS		
	VINYL MATCH	PAINT MATCH
	PMS 348 C BP RETAIL GREEN (PRICER)	PMS 348 GREEN SATIN FINISH
	PMS 355 C BP RETAIL GREEN (HELIOS)	NA
	PMS 368 C BP LIGHT GREEN (HELIOS)	NA
	PMS 109 C BP YELLOW (HELIOS)	NA
	BP WHITE	WHITE SATIN FINISH
	PMS 661 C INVIGORATE BLUE	NA
	PMS PROCESS BLUE INVIGORATE LIGHT BLUE	NA
	DIGITALLY PRINTED CUSTOM GRAPHICS	NA
	SILK SCREENED GRAPHIC	NA



These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MIDs and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0 05/12/26 Initial Approval

Initial Date: 05/12/26
Artist: N. BRYAN
Doc #: AD-BPL-129147-31011-0
Blair Project #: 129147
Order #: 31011

**PROGRAM COLOR
SPECIFICATION**

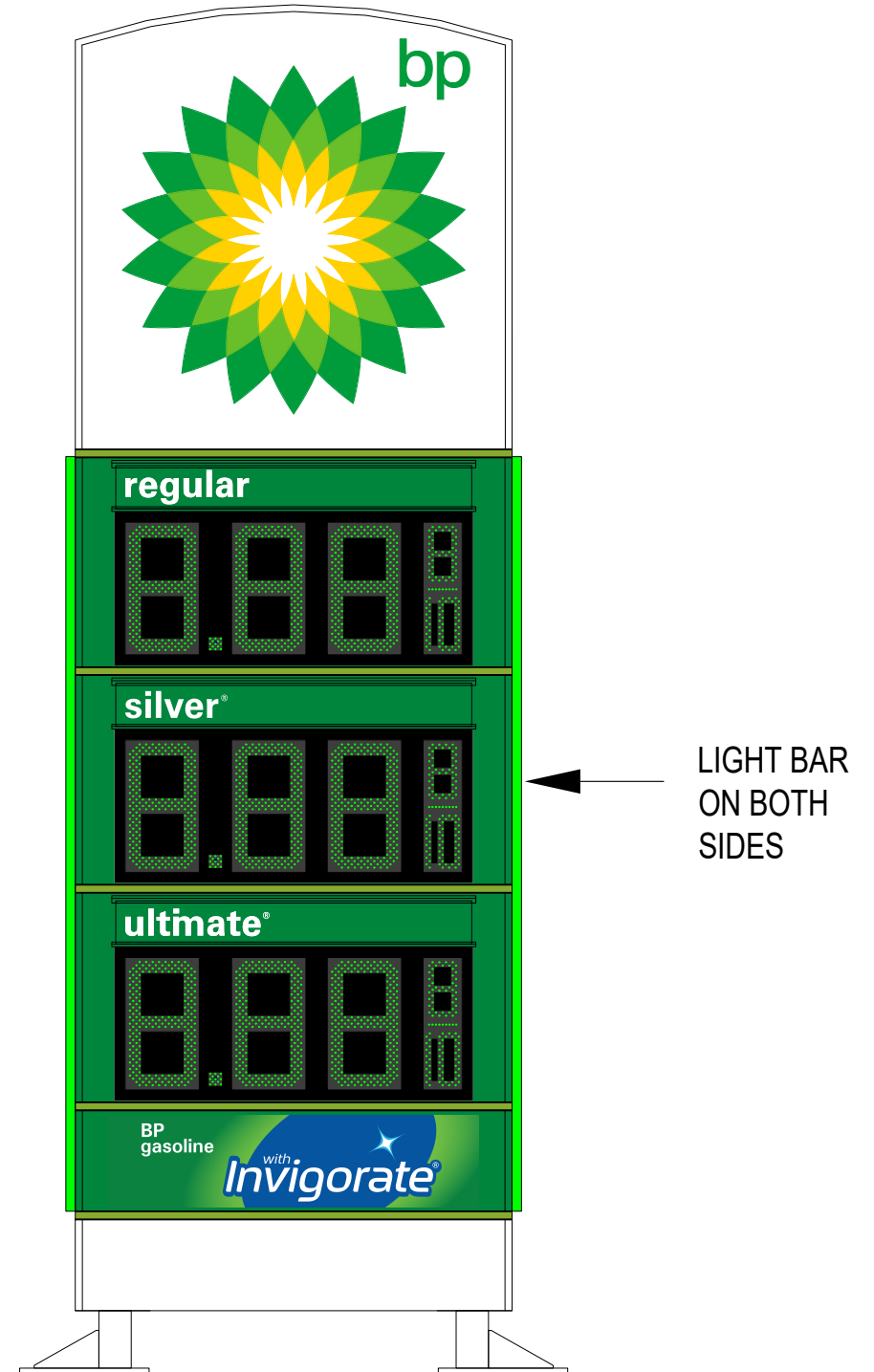
Page 3

Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: 814-949-8287
blairimage.com



Subject to Change During Engineering Review

PROPOSED 136.16 sq.ft.



No Existing Signage on Site

Scope of Work

1. New 81" Gemini Goal Post @ 21'-2" OAH on New Foundation
- * Paint to match Brand Standards

Action Items Required Prior to Production

New Foundation Requested.

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MIDs and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0	05/12/26	Initial Approval

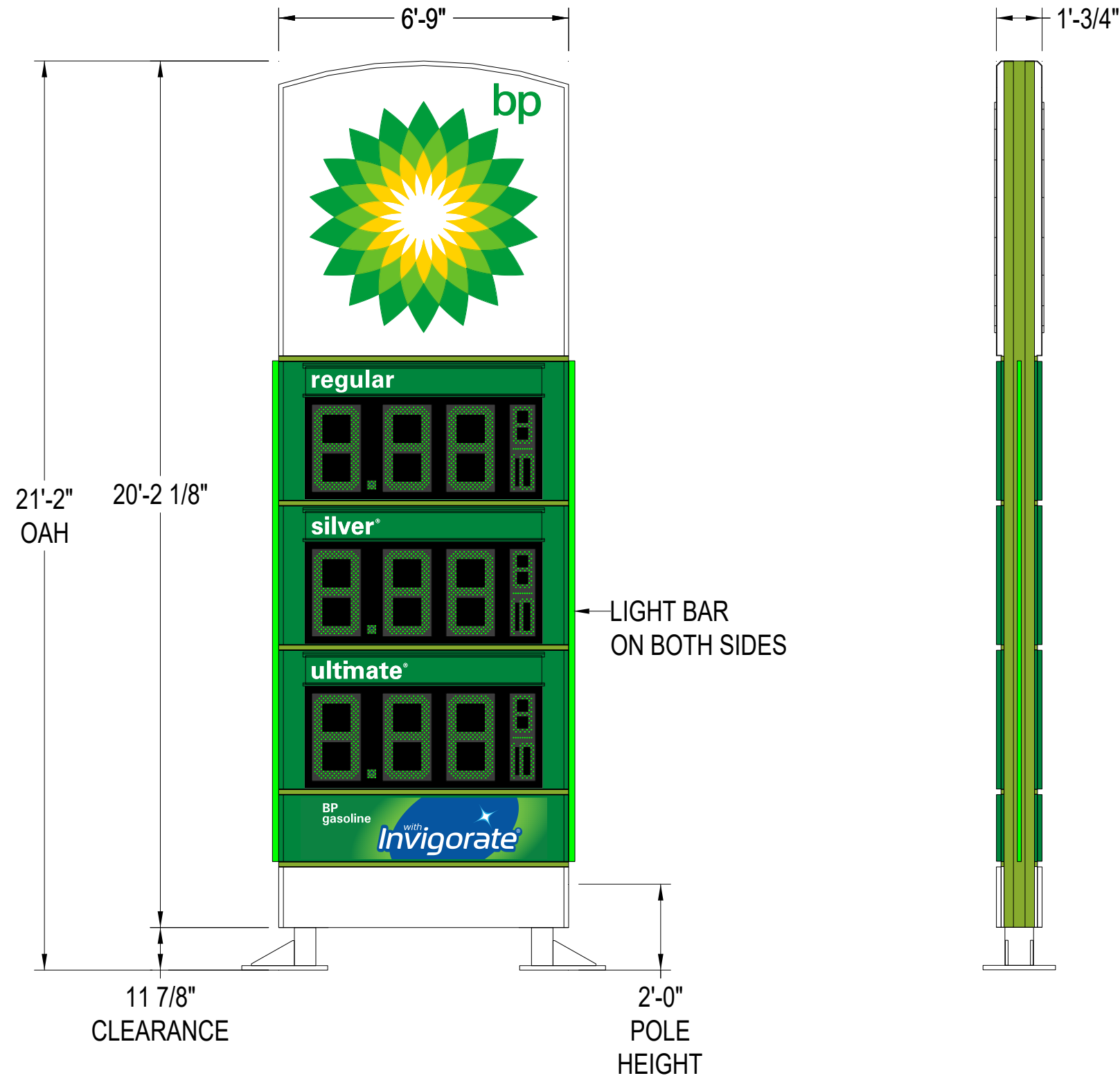
Initial Date: 05/12/26
Artist: N. BRYAN
Doc #: AD-BPL-129147-31011-0
Blair Project #: 129147
Order #: 31011

S1 - EXISTING/PROPOSED

Page 4

Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: 814-949-8287
blairimage.com





These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MID's and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

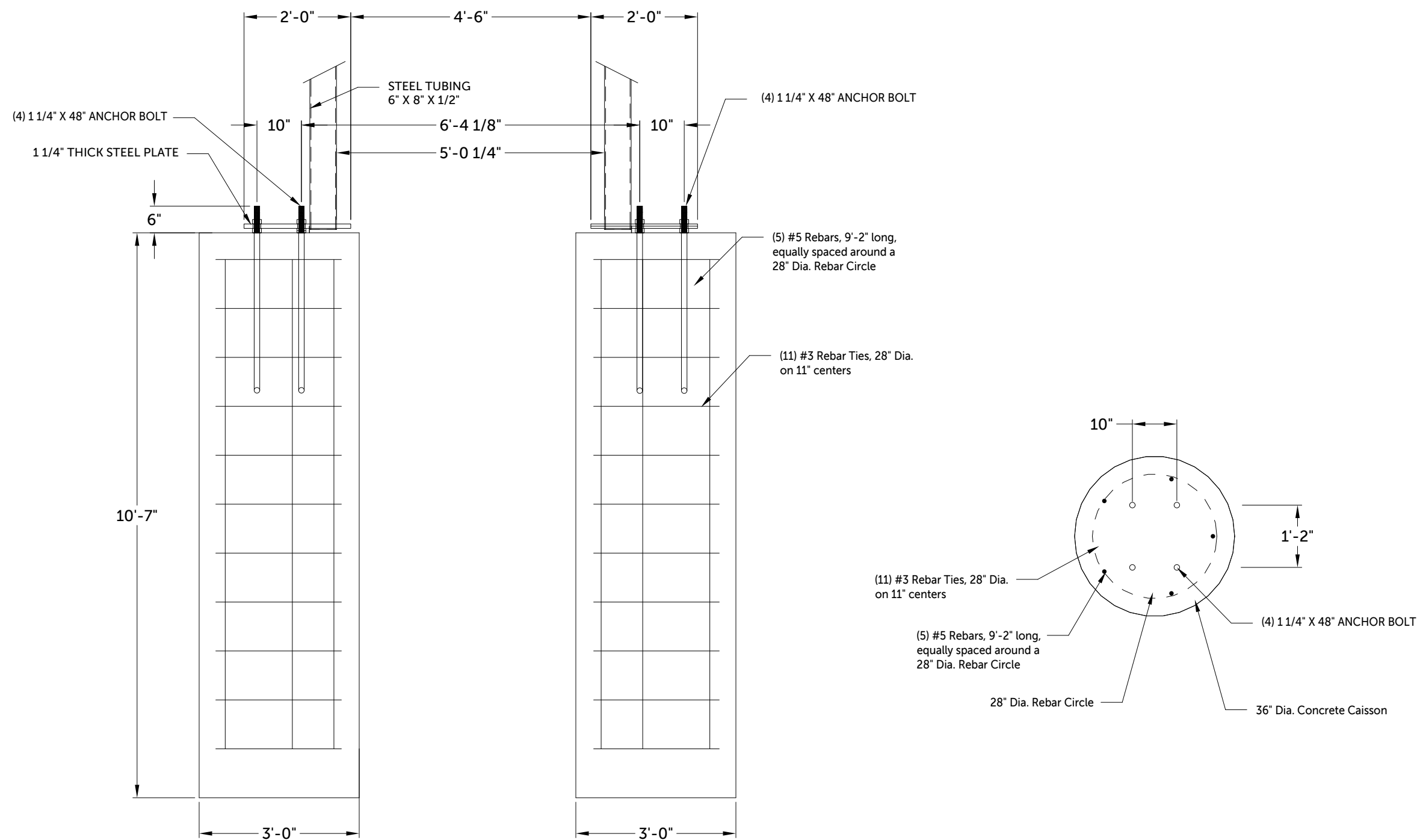
Rev:	Date:	Artist:
0	05/12/26	N. BRYAN
		Initial Approval

Initial Date: 05/12/26
Artist: N. BRYAN
Doc #: AD-BPL-129147-31011-0
Blair Project #: 129147
Order #: 31011

S1 - DETAILS

Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: 814-949-8287
blairimage.com





81" GOALPOST FOUNDATION

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MID's and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0 05/12/26 Initial Approval

Initial Date: 05/12/26
Artist: N. BRYAN
Doc #: AD-BPL-129147-31011-0
Blair Project #: 129147
Order #: 31011

FOUNDATION DETAILS

Page 6

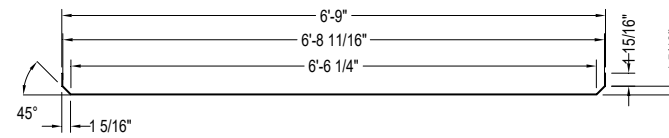
Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: 814-949-8287
blairimage.com



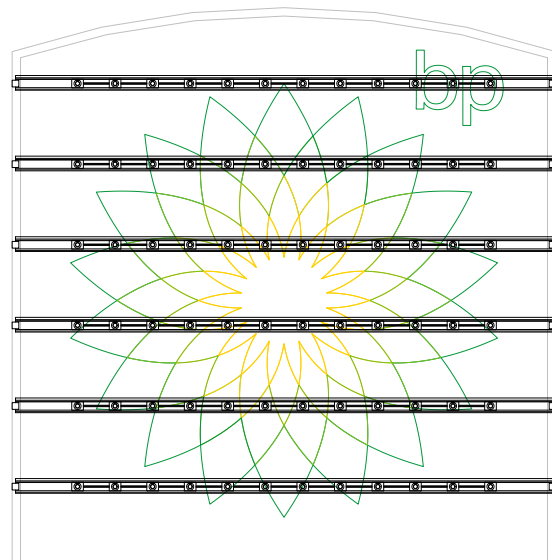
Estimated Current Draw: 2.6 Amps
 Estimated Illumination: 334 cd/m²



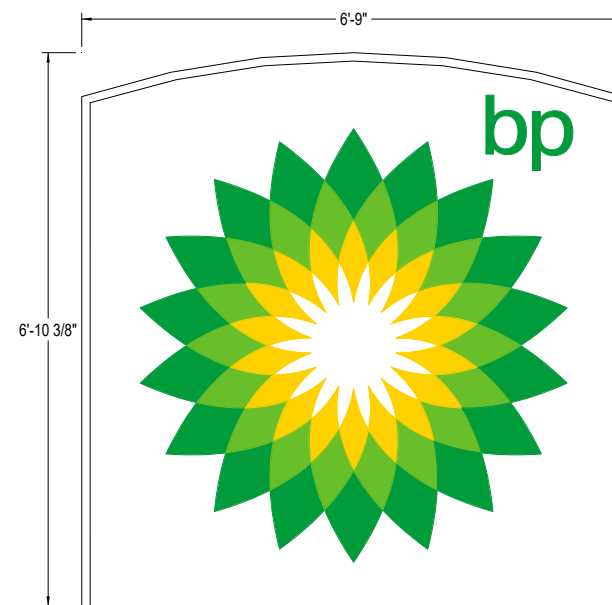
Illumination View



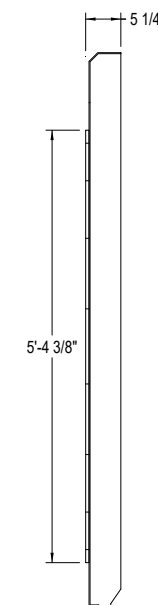
Top View



LED Layout



Front View



Side View

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MIDs and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
 429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0	Date: 05/12/26	Artist: N.B.
0	05/12/26	Initial Approval

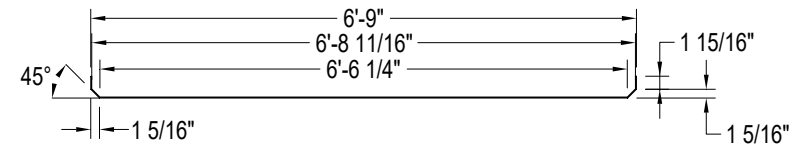
Initial Date: 05/12/26
 Artist: N. BRYAN
 Doc #: AD-BPL-129147-31011-0
 Blair Project #: 129147
 Order #: 31011

S1 - PANEL 1

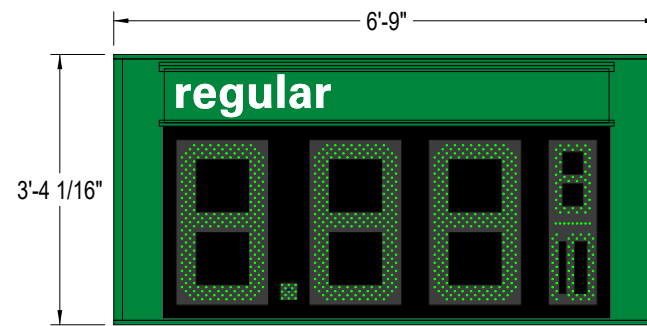
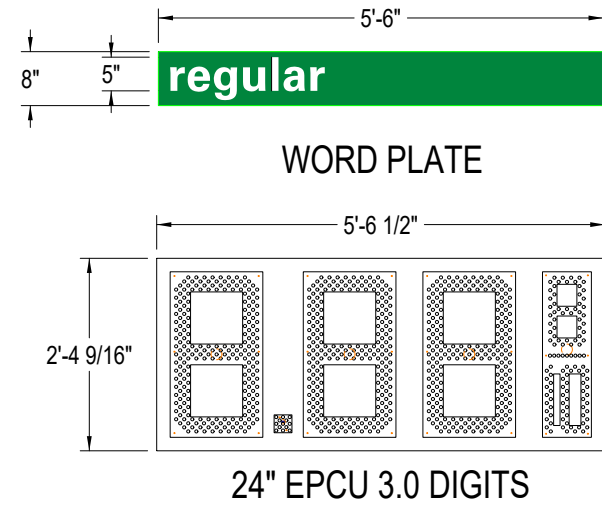
Blair Image Elements
 5107 Kissell Avenue
 Altoona, PA 16601
 P: 814-949-8287
 blairimage.com



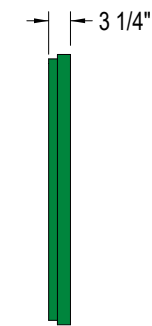
Estimated Current Draw: 1.3 Amps
 Estimated Illumination: 1905 cd/m²



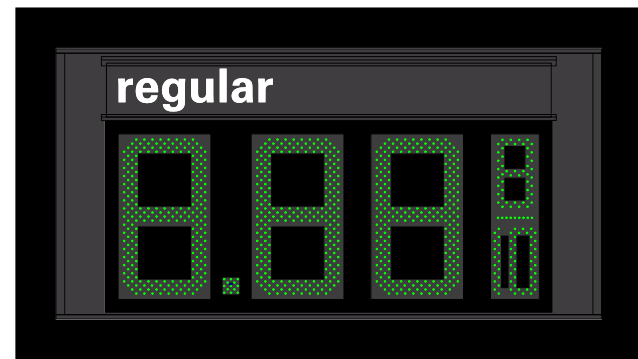
Top View



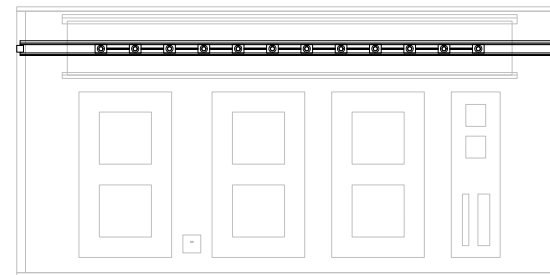
FRONT VIEW



SIDE VIEW



Illumination View



LED Layout

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MID's and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
 429 N Iowa St, Dodgeville, WI, 53533

SVB #:
 3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0	05/12/26	Initial Approval

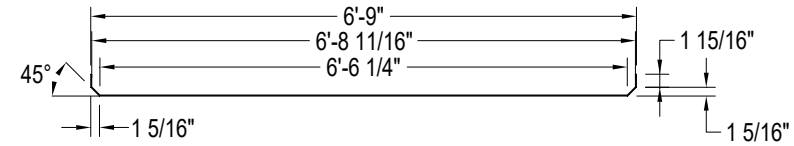
Initial Date: 05/12/26
 Artist: N. BRYAN
 Doc #: AD-BPL-129147-31011-0
 Blair Project #: 129147
 Order #: 31011

S1 - PANEL 2

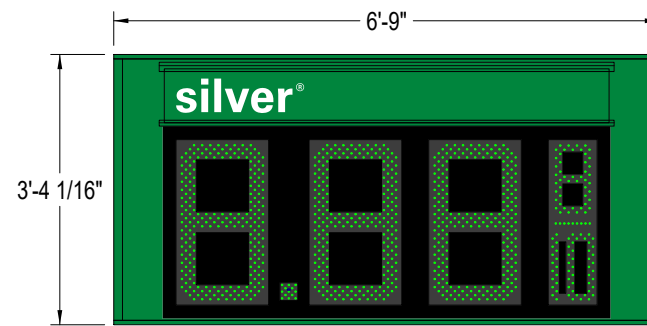
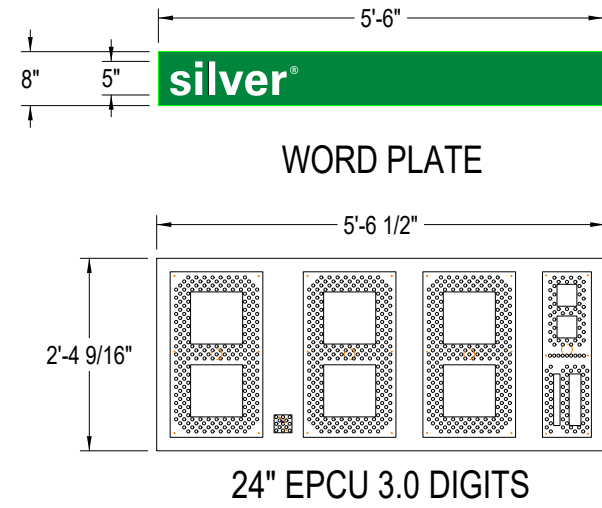
Blair Image Elements
 5107 Kissell Avenue
 Altoona, PA 16601
 P: 814-949-8287
 blairimage.com



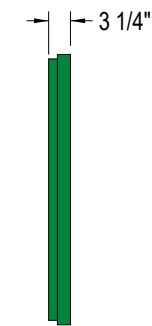
Estimated Current Draw: 1.3 Amps
 Estimated Illumination: 1905 cd/m²



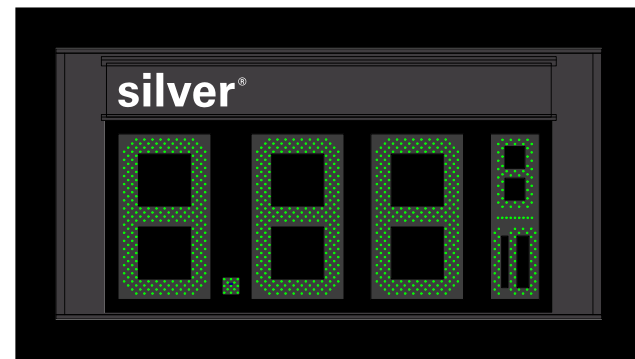
Top View



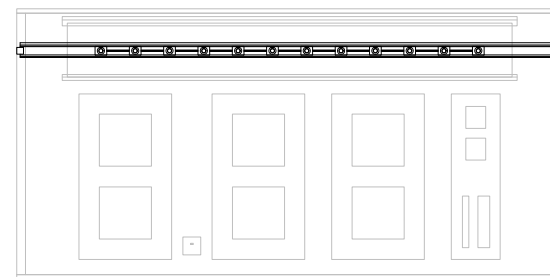
FRONT VIEW



SIDE VIEW



Illumination View



LED Layout

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MID's and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
 429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0	05/12/26	Initial Approval

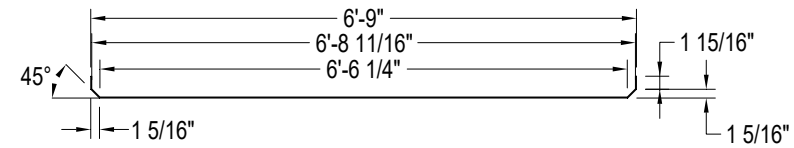
Initial Date: 05/12/26
 Artist: N. BRYAN
 Doc #: AD-BPL-129147-31011-0
 Blair Project #: 129147
 Order #: 31011

S1 - PANEL 3

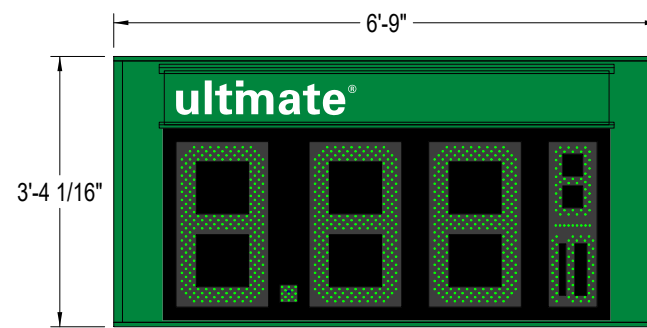
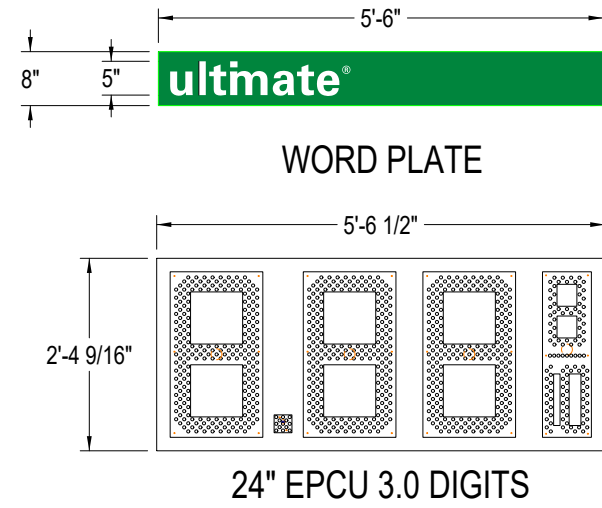
Blair Image Elements
 5107 Kissell Avenue
 Altoona, PA 16601
 P: 814-949-8287
 blairimage.com



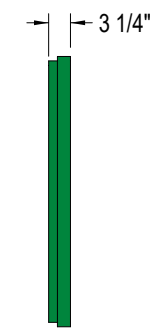
Estimated Current Draw: 1.3 Amps
 Estimated Illumination: 1905 cd/m²



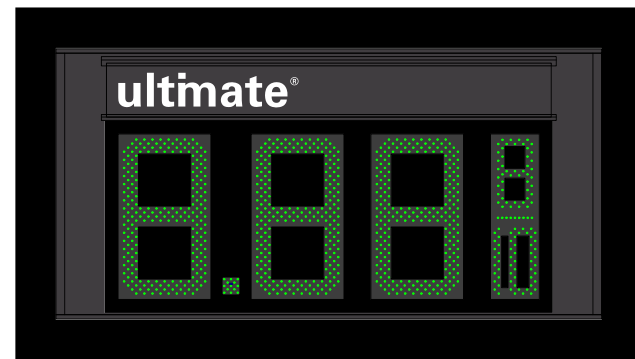
Top View



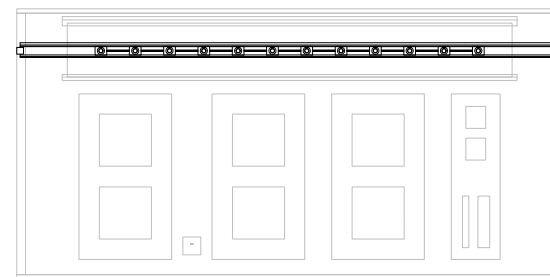
FRONT VIEW



SIDE VIEW



Illumination View



LED Layout

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MID's and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
 429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0	05/12/26	Initial Approval

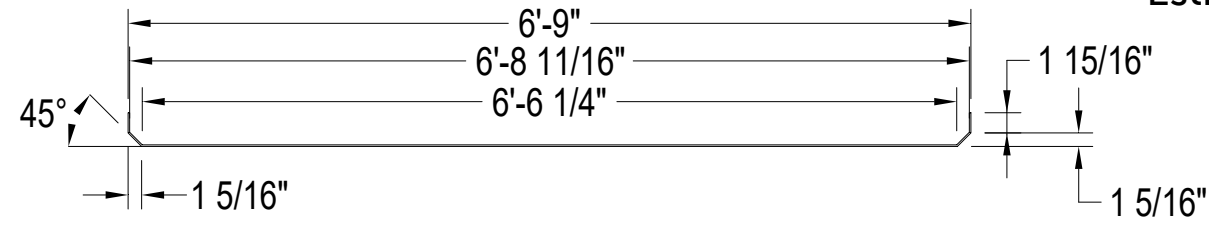
Initial Date: 05/12/26
 Artist: N. BRYAN
 Doc #: AD-BPL-129147-31011-0
 Blair Project #: 129147
 Order #: 31011

S1 - PANEL 4

Blair Image Elements
 5107 Kissell Avenue
 Altoona, PA 16601
 P: 814-949-8287
 blairimage.com



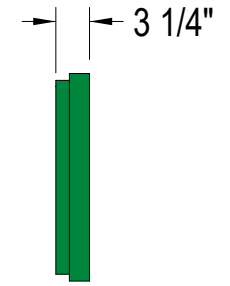
Estimated Current Draw: 0.5 Amps
 Estimated Illumination: 455 cd/m²



Top View



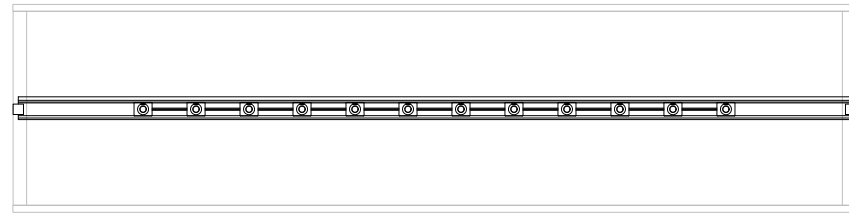
FRONT VIEW



SIDE VIEW




Illumination View



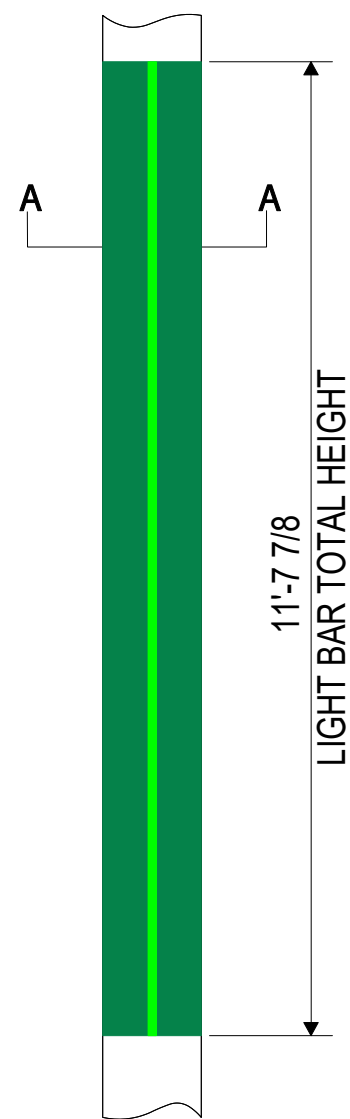
LED Layout

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MIDs and/or any displayed pricers, and for specific pricing listed for each payment designation.

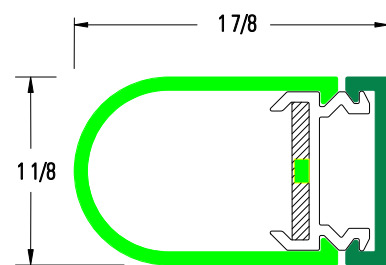
 <p>BPL 429 N Iowa St, Dodgeville, WI, 53533</p>	<p>SVB #: 3342000</p>	<p>Rev: 0 Date: 05/12/26 Artist: N.B.</p>	<p>Initial Date: 05/12/26 Artist: N. BRYAN</p>	<p>S1 - PANEL 5</p>	<p>Blair Image Elements 5107 Kissell Avenue Altoona, PA 16601 P: 814-949-8287 blairimage.com</p>
		<p>0 05/12/26 Initial Approval</p>	<p>Doc #: AD-BPL-129147-31011-0</p>		
		<p>_____</p>	<p>Blair Project #: 129147</p>		
		<p>_____</p>	<p>Order #: 31011</p>		
		<p>_____</p>	<p>Page 11</p>		



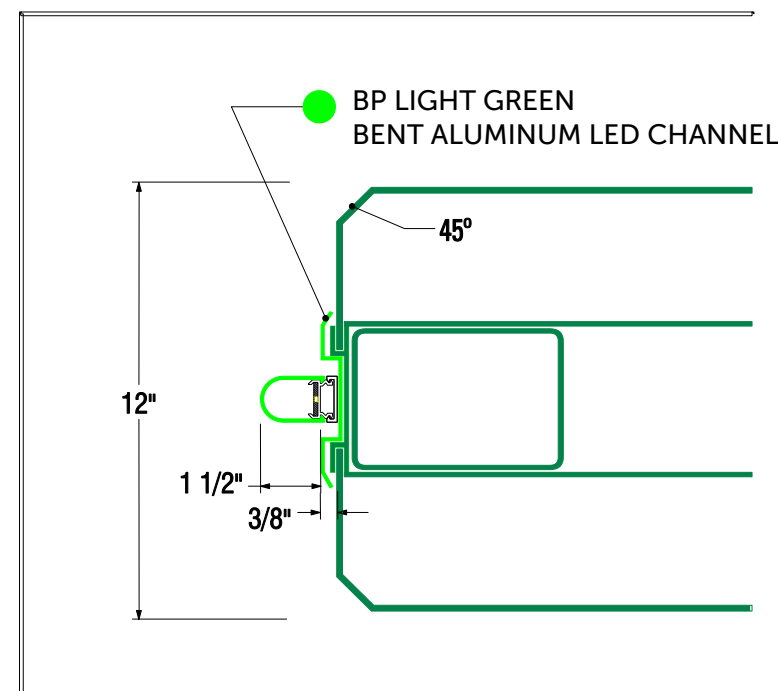
NOTE: Lightbar will be shipped loose and longer than required. This will need field trimmed to properly fit.



SIDE VIEW



LED LIGHT BAR



These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MID's and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
429 N Iowa St, Dodgeville, WI, 53533

SVB #:
3342000

Rev: 0 Date: 05/12/26 Artist: N.B.

0	05/12/26	Initial Approval

Initial Date: 05/12/26
Artist: N. BRYAN
Doc #: AD-BPL-129147-31011-0
Blair Project #: 129147
Order #: 31011

LIGHTBAR - DETAILS

Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: 814-949-8287
blairimage.com



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:
 - Lit branding elements must show nighttime conditions or illuminated LEDs/bulbs.
 - [other photos determined by PM]
 - [other photos determined by PM]

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 OSAH 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.

These drawings are not for construction purposes. The information contained herein is intended to express design intent only. This original design is the sole property of Blair Image Elements. It cannot be reproduced, copied or exhibited, in whole or in part, without first obtaining written consent from Blair Image Elements. For clarification and without limitation, it is the sole responsibility of the fuel station/business owner to comply with applicable local, state or federal laws or regulations pertaining to selection of fuel payment designations (such as Cash, Debit, Credit, Club Price or otherwise) displayed on MIDs and/or any displayed pricers, and for specific pricing listed for each payment designation.



BPL
429 N Iowa St, Dodgeville, WI, 53533

SVB #: 3342000

Rev:	Date:	Artist:
0	05/12/26	Initial Approval

Initial Date: 05/12/26
 Artist: N. BRYAN
 Doc #: AD-BPL-129147-31011-0
 Blair Project #: 129147
 Order #: 31011

CODE OF CONDUCT/
SAFETY/COMMUNICATIONS

Blair Image Elements
5107 Kissell Avenue
Altoona, PA 16601
P: 814-949-8287
blairimage.com

