



Brand Standards

March 2026



Introduction / Contents

Strong brands influence customer choice and build loyalty. A strong brand is a competitive asset — one that can improve market position and contribute to company success. When the essence of a brand is understood, it can serve as a source of inspiration, excitement and engagement.

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Brand Overview



Our purpose

Our mission is to elevate the driver experience by setting a higher standard for fuel quality. Through TOP TIER™ Performance Standards, we help engines run as designed — optimally and for the full life of the vehicle — providing consumers with peace of mind, delivering quality fuel trusted by automakers and driving loyalty for fuel retailers.



Positioning and messaging

Positioning Statement

Why we're here

TOP TIER™ sets the standard for fuel performance, ensuring engines run cleaner, longer and as designed — delivering confidence to drivers and automakers alike.

Messaging Pillars

What you can expect from TOP TIER™ Approved Fuel

Protection	Performance	Restoration	Trust
Helps avoid costly engine repairs and cleaning services	Helps prevent the loss of critical fuel economy	Cleans existing engine deposits after just a few tanks	Developed by many leading global automakers
Minimizes carbon buildup on critical engine and fuel system components	Restores emissions performance	Helps resolve hard starting, hesitation and stalling	Has been independently verified (AAA)
Prohibits the use of harmful organometallic components	Developed for high performance engines	Provides the highest fuel detergency standards	Requires no additional cost to consumers at the pump
Provides better wear protection	Helps keep engines running optimally longer	Restores engines to like-new performance	Uses many of your preferred participating fuel brands

Brand | Hierarchy

COMPANY (ENDORSER) BRAND

At its highest level TOP TIER™ is a consortium of automakers and additive suppliers working together to create fuel formulation standards for today’s engines.

TOP TIER™ currently offers several products including multiple fuel standards and corresponding licenses, a Station Finder tool and development of future products yet to be seen.

Our identity system begins with the TOP TIER™ company logo type and icon. This construction is carried through to all product-level logos.

In all communication, the first use of the TOP TIER™ name should always be set in all caps with the TM symbol.

You may use TOP TIER™ as a generic modifier when combining non-branded descriptors.

PRODUCT (ENDORSED) BRANDS

TOP TIER™ product brands are built using the TOP TIER™ mark as an endorser to the specific product name. Keep in mind that TOP TIER™ represents an approved fuel standard — not the fuel itself. For this reason, it’s important to maintain proper logo usage and product naming in all marketing materials.

Product nomenclature consists of the endorser brand, followed by the product brand set in initial caps.

* Examples used throughout this document show a sampling only. They will not include all product logos and brand nomenclature, but will provide guidelines for their usage.

Company Brand
(The company, its people and assets)



Construction in copy

TOP TIER™

Modifier of a generic noun

Available in the
TOP TIER™ store

Visit the
TOP TIER™ booth

Examples*

Product Brands



Endorsed Brand Nomenclature

TOP TIER™+
Approved Gasoline

TOP TIER™+
Approved Diesel

TOP TIER™
Station Finder App

Proper use of the TOP TIER™ brand in your communications

There are multiple factors to consider when using the TOP TIER™ brand in your messaging. You should be mindful not only of proper nomenclature but also of using accurate terminology for trademarking claims, and positioning.

TOP TIER™ General Usage

- Always set TOP TIER™ in all caps and always uses the “™” symbol.
- TOP TIER™ endorsement lines should always be set in initial caps.

Examples:

TOP TIER™ Approved Fuels; TOP TIER™ Approved Gasoline;
TOP TIER™ Approved Diesel; TOP TIER™+ Approved Gasoline,
TOP TIER™+ Approved Diesel, etc.

Claims (see next page for more detail)

- Use “help” or “may” before claims to soften language.

Examples:

Instead of: TOP TIER™ Approved Fuels are recommended by automakers to keep their advanced engines in peak condition.

Use: TOP TIER™ Approved Fuels are recommended by automakers to help keep their advanced engines in peak condition.

Terminology

- Use the term “fuel economy” in place of “gas mileage” or “fuel efficiency.”
- Use the term “optimize economy” not “optimize efficiency.”
- Do not use the definitive statement “improves fuel economy.” Use the phrase, “restores or optimizes fuel economy” instead. We can’t claim to improve fuel economy relative to how the vehicle performed when the engine components were clean and free of deposits.
- You may use, “helps restore or optimize fuel economy.” If you want to claim “improves fuel economy” it should also be stated “relative to lower-quality or lower-detergency fuels.”
- Do not use price/cost comparisons. TOP TIER™ is not necessarily more expensive than lower-quality fuel. It may cost more for the retailer, but cost is typically not passed on to consumers.
- Do not use the term “certification” or its variants (i.e. TOP TIER™ Certified). Instead use: TOP TIER™ Approved, or TOP TIER™ Authorized Supplier.

Legal guidelines and claims

Claims

With respect to marketing claims about the TOP TIER™ Program, avoid terms such as “reduces emissions” and “increases fuel economy.” Use instead: “minimizes emissions” or “restores emissions,” “restores fuel economy” or “reclaims fuel economy.” Any such claim of reduced emissions or increased fuel economy are outside of the TOP TIER™ claims and should be supported with data to substantiate claims of gains above vehicle certification.

Comparative claims using language such as “better than,” “exceeds,” or other such expression may be made only expressly in reference to the TOP TIER™ minimum treat rate, and not toward the TOP TIER™ Gasoline Standards or TOP TIER™ Program in general. Promotional materials containing such comparative claims shall also indicate Licensee’s participation in the TOP TIER™ Program.



Please Note:

Claims are the responsibility of fuel marketers. TOP TIER™ is not responsible for substantiating any performance data.

Use of OEM Sponsors

TOP TIER™ Licensees may use the names of the sponsoring automotive manufacturers in promotional material but may not use corresponding logos.

List of sponsors (as of January 2026):

Audi	General Motors	Stellantis
BMW	Honda	Subaru of America
Daimler Truck	International	Toyota
Ford	Mercedes-Benz	Volkswagen

Trademark

TOP TIER™ is registered as a trademark, not a certification mark. It is important that the TOP TIER™ mark or program not be mischaracterized. References to certified, certification or the like should be avoided. The use of “Approved Gasoline” or equivalent is the correct terminology.

Logo Guidelines



The TOP TIER™ logo

How do you see it?

For more than twenty years, the TOP TIER™ icon has inspired multiple interpretations. The mark originated with a GM designer circa 2004 who envisioned a capital structure. While the details may have been lost over time, here are the most popular perspectives on what this symbol represents.



The Greek Capital

A pedestal holding the standard high, serving to set a clear benchmark that inspires others to strive toward excellence.



The Racing Car

Automotive performance and adaptability are central to how modern vehicles meet the demands of drivers and ever-changing technologies.

Company logo

The TOP TIER™ logo represents both performance and stability. Its icon resembles the capital of a Greek column, symbolizing strength, while its dynamic form often evokes the motion of a speeding automobile.

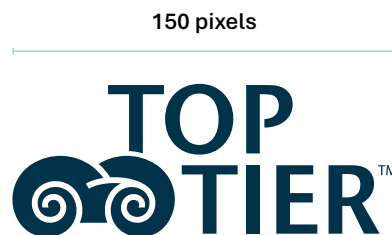
As our logo is the most visible and essential element of our identity, using it correctly is critical. Incorrect use of the mark can dilute its effectiveness and weaken our trademark.

Usage

The company logo represents the TOP TIER™ organization — its people, brand and assets. Individual TOP TIER™ products should use their designated logomarks. The logo is available in standard formats and multiple color options.

Minimum Sizes

Always use the logo at a legible size on all communications. The minimum size for display applications is 2 inches wide. Digital applications should be a minimum of 150 pixels wide.



Company Logomark (without tagline)



Clear Space

Logos are best presented with margin to separate from other visual elements. The preferred amount of clear space is equal to half the height of the “T” in the TOP TIER™ logotype.



DEEP BLUE

C:100 M:75 Y:47 K:44
R:0 G:50 B:73
HEX: 003249

Color Formula

The preferred color is the TOP TIER™ deep blue but black and white versions are also available.



Favicon

A TOP TIER™ favicon has been developed for very small uses in digital applications. The favicon is never used as a substitute for the logo.

Logo | Company Logo Tagline

Tagline

The TOP TIER™ tagline, “Approved Fuels” can provide context in applications outside the TOP TIER™ ecosystem, linking the enterprise-level brand to its product brands. In communications referencing both the TOP TIER™ company and its products, a combination of logos, including the tagline-logo lockup, may be used where appropriate.

Usage

Single brand touchpoints, like an ad or a piece of apparel, don’t have the means to fully convey the brand story. For these applications, the tagline-logo lockup is a great way to communicate the core product offering.

The tagline is also well suited for co-branding applications or when you need to represent multiple products i.e., gasoline and diesel standards.

Language Options

English



Spanish



French



Japanese



Company Logomark (with tagline)



DEEP BLUE

C:100 M:75 Y:47 K:44
R:0 G:50 B:73
HEX: 003249

Clear Space


Logos are best presented with margin to separate from other visual elements. The preferred amount of clear space is equal to half the height of the “T” in the TOP TIER™ logotype.

Color Formula

The preferred color is the TOP TIER™ deep blue but black and white versions are also available.

Logo color options

Deep blue is the preferred color option, ideally used on white or very light backgrounds. White and black options are also available for imprinting or reverse applications where deep blue may not provide optimal visibility.

 **Request Brand Assets**
For TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com

Primary (Preferred)

One-Color Black

One-Color White

TOP TIER™
Company Logo



TOP TIER™
Company Logo
Tagline lockup



Product logos (Base)

TOP TIER™ is a mark of approval, not a formulated gasoline or diesel fuel product. The proper logos stating that approval are critical to maintain the proper brand relationship between TOP TIER™ and licensed Fuel Brands.

TOP TIER™ product logos should not be combined with any other logo in a manner that gives the appearance they are related in some way or confusing the logo distinction.

Usage

Product logos are to be used to represent licensed fuel approvals in retail or promotional applications including branding and decals as outlined on page 27 of this guide.

Minimum Sizes

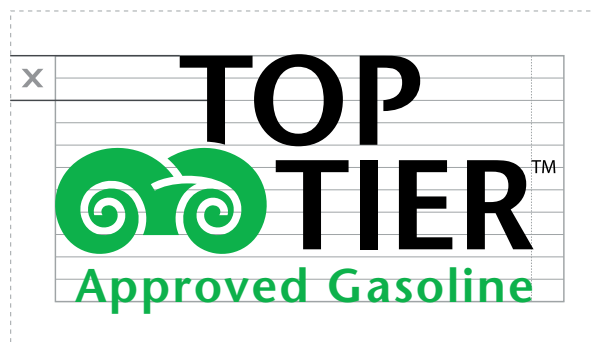
Always use the logo at a legible size on all communications.

The minimum size for display applications is 2 inches wide.

Digital applications should be a minimum of 150 pixels wide.



Approved Fuel Product Logos



Clear Space

Logos are best presented with margin to separate from other visual elements. The preferred amount of clear space is equal to half the height of the “T” in the TOP TIER™ logotype.

Color Formulas

The preferred colors are the TOP TIER™ green (gasoline) and blue (diesel) but black and white versions are also available.



GREEN

C:80 M:0 Y:100 K:0
R:13 G:177 B:75
HEX: 0DB14B

BLUE

C:100 M:33 Y:0 K:5
R:0 G:127 B:194
HEX: 007FC2

BLACK

C:75 M:68 Y:67 K:100
R:0 G:0 B:0
HEX: 000000

Product logos (Plus)

TOP TIER™+ is a mark of approval, not a formulated gasoline or diesel fuel product. The proper logos stating that approval are critical to maintain the proper brand relationship between TOP TIER™ and licensed Fuel Brands.

TOP TIER™+ product logos should not be combined with any other logo in a manner that gives the appearance they are related in some way or confusing the logo distinction.

Usage

Product logos are to be used to represent licensed fuel approvals in retail or promotional applications including branding and decals as outlined on page 27 of this guide.

Minimum Sizes

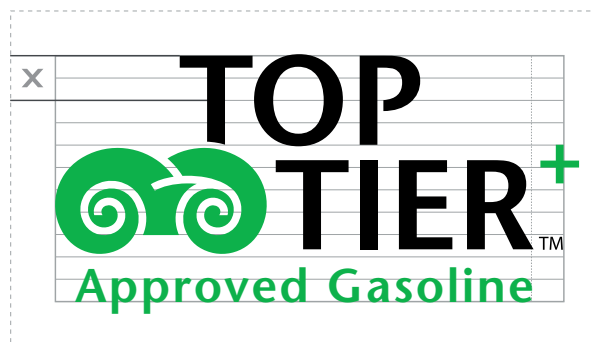
Always use the logo at a legible size on all communications.

The minimum size for display applications is 2 inches wide.

Digital applications should be a minimum of 150 pixels wide.



Approved Fuel Product Logos



Clear Space

Logos are best presented with margin to separate from other visual elements. The preferred amount of clear space is equal to half the height of the “T” in the TOP TIER™+ logotype.

Color Formulas

The preferred colors are the TOP TIER™ green (gasoline) and blue (diesel) but black and white versions are also available.



GREEN

C:80 M:0 Y:100 K:0
R:13 G:177 B:75
HEX: 0DB14B

BLUE

C:100 M:33 Y:0 K:5
R:0 G:127 B:194
HEX: 007FC2

BLACK

C:75 M:68 Y:67 K:100
R:0 G:0 B:0
HEX: 000000

Logo color variations

TOP TIER™ Approved Fuels are currently available as four distinct products, each with a corresponding logomark. The color option (primary) is preferred, ideally used on white or very light backgrounds. Reverse and one-color (white and black) options are also available. All product logos are currently available in English, French, Japanese and Spanish.



Request Brand Assets

For TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com

Product	Primary (Preferred)	One-Color Black	One-Color White	Reverse
TOP TIER™ Approved Gasoline				
TOP TIER™+ Approved Gasoline				
TOP TIER™ Approved Diesel				
TOP TIER™+ Approved Diesel				

Note: Color boxes represent optional backgrounds and are not part of the logomark. see page 17 for additional information.

Note: Reverse logos use a lighter variation of the TOP TIER™ green and blue color formulas.

Logo application

Logos may be applied over a variety of backgrounds, including color and imagery. The key considerations are visibility and legibility. One-color and reverse logos work well on or dark colors, textures or complex photography while primary logos work best on very light colors.

Primary



One-Color (Black)



Reverse



Logos on Photography

Be cautious when using logos over photography. Backgrounds should be very light or very dark and not contain distracting textures or patterns. White is the preferred logo over most photography.

Examples



Logo requirements

While TOP TIER™ encourages Licensees to use our logos and brand assets, it's important to adhere to the brand standards when implementing the logo into point of sale environments and other promotional applications.

The TOP TIER™ logo should not be combined with any other logo giving the appearance they are related in some manner or confusing the logo distinction.

Common violations include:

- Changing or embellishing the logo
- Improper trademark usage
- Generic, poorly branded materials
- Size, spacing and visibility

Do not change the color or add effects



Do not combine with other brands



Do not change the tagline or product name



Do not place on busy or non-contrasting images



A woman with long dark hair, wearing a denim shirt and jeans, is smiling and looking to the right. She is holding a green gas nozzle. The background shows a gas station pump and some trees. The image has a blue tint.




Identity System

Color specifications

The primary color palette should be used first and frequently throughout the identity system. Hero application areas — such as brochure covers, presentation covers and website home pages — should use this palette to reinforce the brand. Our palette also includes a palette of secondary accent colors that adds flexibility and vibrancy to our materials.





PRIMARY COLOR PALETTE

Blue and green are the core of our color system. Tints may be used, but do not vary the color formulas.

		
GREEN C:80 M:0 Y:100 K:0 R:13 G:177 B:75 HEX: 0DB14B	BLUE C:100 M:33 Y:0 K:5 R:0 G:127 B:194 HEX: 007FC2	DEEP BLUE C:100 M:75 Y:47 K:44 R:0 G:50 B:73 HEX: 003249

SECONDARY COLOR PALETTE

Our secondary colors add brighter, complementary tones to extend the palette range. These can be used alongside the primary colors but not to replace them.

			
BRIGHT BLUE C:40 M:10 Y:0 K:0 R:146 G:197 B:235 HEX: 92C5EB	RED C:22 M:87 Y:86 K:13 R:175 G:63 B:51 HEX: AF3F33	YELLOW C:15 M:25 Y:100 K:0 R:221 G:183 B:38 HEX: DDB726	TEAL C:84 M:20 Y:62 K:5 R:0 G:145 B:121 HEX: 009179

NEUTRALS

Greys and neutrals are used as utility colors for text, graphic elements and backgrounds. These should not be used as the primary color for marketing materials.

				
DARK GREY C:70 M:60 Y:55 K:40 R:68 G:71 B:75 HEX: 44474B	MEDIUM GREY C:40 M:30 Y:30 K:0 R:160 G:164 B:166 HEX: A0A4A6	LIGHT GREY C:4 M:3 Y:2 K:0 R:240 G:241 B:243 HEX: F0F1F3	LIGHT BLUE C:4 M:1 Y:0 K:0 R:240 G:245 B:251 HEX: F0F5FB	BLACK C:75 M:68 Y:67 K:100 R:0 G:0 B:0 HEX: 000000

Font usage

Corporate Brand Fonts

Fonts portray a distinct brand personality and character. TOP TIER™ uses *Aptos* as its primary typeface. This font should be used on all print and electronic materials. Any style or weight found within the *Aptos* family may be used.

The *Radikal* family may also be used for headlines and applications that need to draw attention. This font should be used sparingly and never for body copy.

Marketing Campaign Fonts

Marketing materials typically have a shorter lifespan than corporate assets such as the website and collateral. The current campaign uses the *Industry* font for headlines and feature text. While this is acceptable for these materials, *Industry* should not be used in corporate applications.

Manual of style

TOP TIER™ follows the Associated Press (AP) Stylebook guidelines for grammar, punctuation and principles of reporting, including many definitions and rules for usage as well as styles for capitalization, abbreviation, spelling and numerals.

Aptos

Example of Aptos Regular 16 pt.

The quick brown fox
jumped over the lazy dog.

Example of Aptos Bold 12 pt.

The quick brown fox jumped over the lazy dog.

Example of Aptos Regular 10 pt.

The quick brown fox jumped over the lazy dog.

Radikal Bold

Example of Radikal Bold 16 pt.

**The quick brown fox
jumped over the lazy dog.**

CURRENT CAMPAIGN FONT

Industry

Example of Industry Regular 16 pt.

The quick brown fox
jumped over the lazy dog.

Imagery

Imagery plays a powerful role in illustrating the features and benefits of our products. Whether selecting or shooting still images or video footage, the same principles for style and content apply.

Product Photography

Product photography should always be clean and simple. 3D models or illustrations may be used, but should be accurate in their representation.

Products in Action

Products in action are the most authentic images. Interaction and story are key in this space, not solely capturing the technical aspects.

Authenticity

TOP TIER™ products are available to a large and diverse demographic. Imagery should represent the intended audience with as much authenticity as possible.

Brand Neutral

TOP TIER™ is partnered with many top fuel brands and automakers, so it is important to remain brand neutral. Other than co-branded materials, stations and vehicle brands should be obscured as much as possible.

Branded Images



Product in Action



Brand Neutral



Iconography

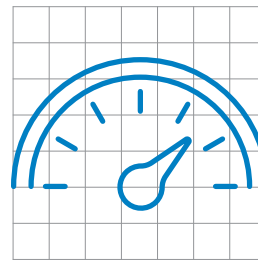
Our icons are uniquely styled and built to complement our identity system. Each icon is reduced to its minimal form, with every idea edited to its essence. Icons may be scaled up or down and may appear in any color from our palette. We often pair our icons with descriptive text to call out specific actions.

General Icons

These icons are used to illustrate messaging and can be used across all media channels.

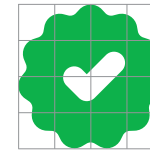
UI Icons

These icons are intended for digital use as buttons, badges or other actions. Usage outside of this purpose should be limited.



General Icon Construction

Our icons are drawn using linework only with rounded endcaps. Maintain a 6 point line on a 4" by 4" grid structure to ensure consistency.



UI Icon Construction

Our UI icons are drawn as solid objects to be legible at very small sizes. They are built on a 2" by 2" grid structure to ensure consistency.

Examples



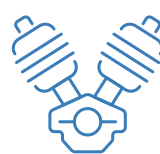
Creating New Icons

Before creating a new icon please review the TOP TIER™ icon library to avoid creating an existing symbol that could cause confusion.



Request Brand Assets

For TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com



Station Branding



Logo display requirements for fuel stations

TOP TIER™ Licensees are required to display the TOP TIER™ logo at all licensed fueling sites throughout the duration of the licensing term. The TOP TIER™ logo should be placed in a location and displayed in such size that it is readily visible by the consumer upon entry to the physical location, at the point of fuel dispensation, or both.

The preferred method of display is a durable decal affixed to the dispenser. Based on available data, this is where the consumer most often looks to confirm they are purchasing TOP TIER™ Approved Fuels. As a service to Licensees, decals can be purchased online at toptiergas.com/fuel-pump-decals. The Licensee can also customize their own in accordance with the TOP TIER™ Brand Standards. Credentials to login to the licensee portal will be sent once the Fuel Marketer is an authorized TOP TIER™ supplier upon execution of the license agreement.



TOP TIER™ TIP

On-site displays such as store entry window decals, pump toppers, stand up signs, posters, etc. can be great additions for promotion, messaging and awareness. However, the most powerful has proven to be a decal on the pump dispenser.

Data shows consumers are actively looking for the TOP TIER™ seal of approval at fuel stations.



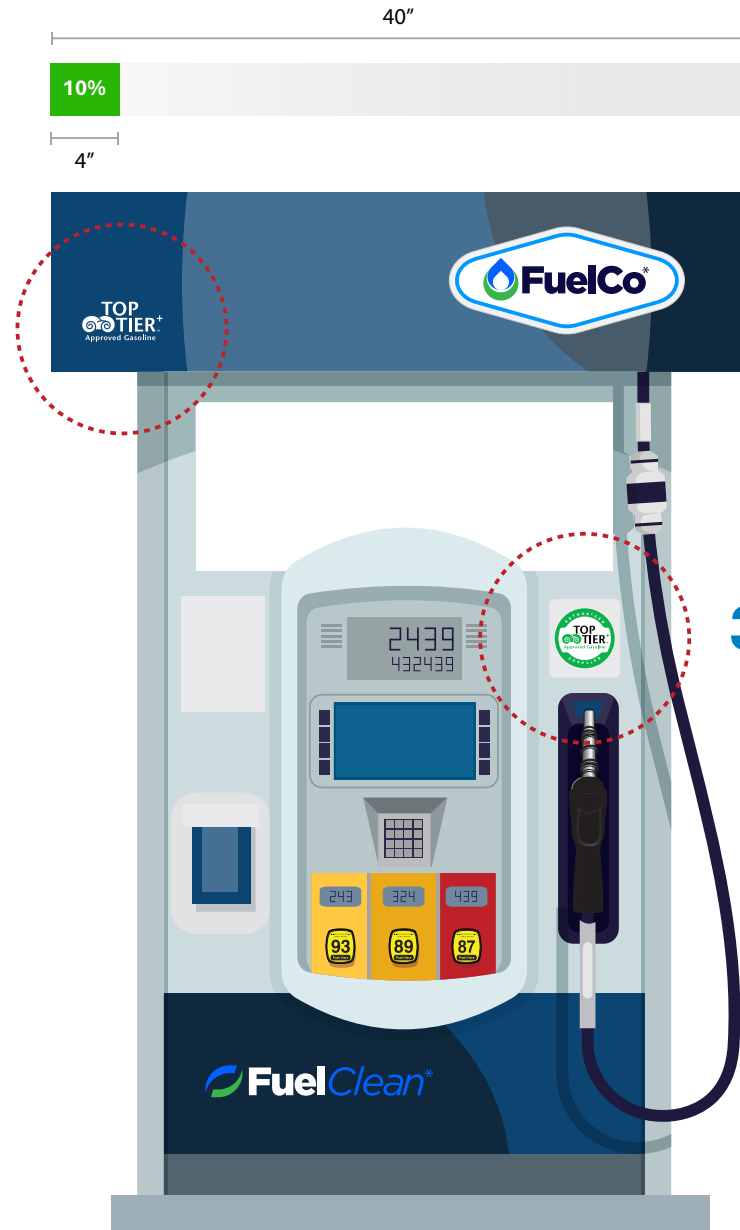
Application

TOP TIER™ Licensees are free to incorporate TOP TIER™ branding in a variety of ways, provided they follow the licensing agreement and Brand Standards.

- 1 When using the TOP TIER™ logos, the minimum logo width on any display is at least 2 inches. The logo is measured from left of the icon to right of the letter “R” in TIER.
- 2 For displays where the print or color area is greater than 20 inches, the TOP TIER™ logo must be at least 10% of the width of the print or colored area.
- 3 The preferred method of display is a durable decal affixed or adjacent to the dispenser. Based on feedback, this is where the consumer most often looks to confirm they are purchasing TOP TIER™ Approved Fuel.



2



Pump decals

Prominently display the logo at your service stations so consumers recognize you participate in the TOP TIER™ Program. If participating in the Gasoline and/ or Diesel Program, please take care to ensure the TOP TIER™ pump decals are clearly displayed at your select stations' pumps.

Circle decals are available for all TOP TIER™ programs and can be purchased from the TOP TIER™ website or Licensees may request decals and other assets by contacting the marketing team.



Order Pump Decals

Decals can be purchased online at:
toptiergas.com/fuel-pump-decals

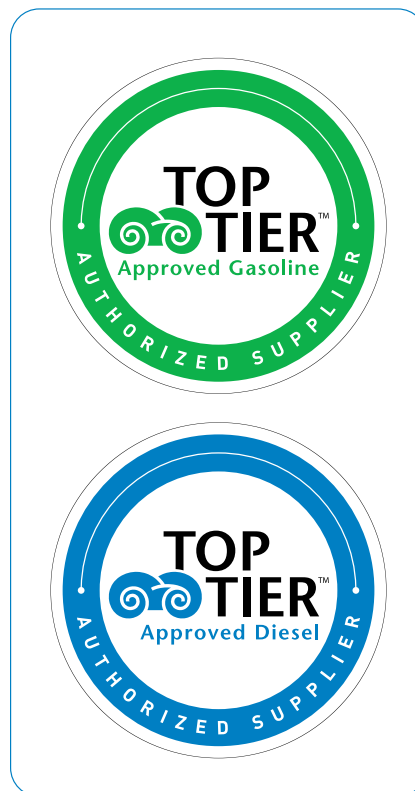
Base – TOP TIER™ Approval Decals

Our base formulation standard decal has been in service for many years and will continue to represent TOP TIER™ Approved Fuels.

Plus – TOP TIER™+ Approval Decals

With the introduction of TOP TIER™+ Approved Fuels, a new decal has been developed to signify adherence to the new TOP TIER™+ standard.

Base Decals




















Plus Decals



Available decal options

Standard circle decals may be ordered in both base and plus options for gasoline and diesel. TOP TIER™ currently offers four language options, but if you require an additional language you can use our customizable templates or contact our marketing department for assistance.

 **Order Pump Decals**
 Decals can be purchased online at:
toptiergas.com/fuel-pump-decals

		English		Spanish		French		Japanese	
		Base	Plus	Base	Plus	Base	Plus	Base	Plus
TOP TIER™ Approved Gasoline									
									

Co-branding and customization

All standard pump decals are available for purchase on the TOP TIER™ website. If you'd like to customize your badging, you can contact our marketing team.

Note: *Custom badging requires approval from the TOP TIER™ marketing team.*

Co-Branded Templates

Templates are available with editable text, allowing you to add your own fuel brand or additive package brand to your badging.

Standard Templates

If you choose to print your own decals or integrate badging into your pump branding, all standard decal templates can be obtained by contacting our marketing team.



Request Brand Assets

For co-branded templates and other TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com

Base – TOP TIER™ Approval Decals

Our base formulation standard decal has been in service for many years and will continue to represent TOP TIER™ Approved Fuels.

Co-Branded Templates

(Additional languages available)



Plus – TOP TIER™+ Approval Decals

With the introduction of TOP TIER™+ Approved Fuels, a new decal has been developed to signify adherence to the new TOP TIER™+ standard.

Co-Branded Templates

(Additional languages available)



Co-branding with
TOP TIER™



Amplify your impact through co-branding

TOP TIER™ is now offering co-branding resources designed to add value for our Licensee partners through easy-to-use templates and guidelines.

By adopting an ingredient branding strategy, TOP TIER™ helps fuel marketers elevate their brand by highlighting their commitment to a higher standard of fuel quality. This standard is endorsed by leading automakers and trusted automotive experts.

These marketing assets can be accessed through our website using your Licensee login credentials. In addition, a selection of promotional items is available through our Licensee storefront, where they can be purchased or customized to fit your brand.

Don't miss out on the advantages of a strategic partnership that informs consumers where to find the highest-quality fuel — endorsed by most global automakers.



TOP TIER™ TIP:

Data shows that consumers actively seek out fuel brands that display the TOP TIER™ seal of approval.

Co-branded Signage Example

FuelCo

What you put in your tank matters

TOP TIER™ Approved Fuels are recommended by many leading automakers to help keep engines operating as designed.

PROTECT
TOP TIER™ Approved Fuels minimize carbon buildup on engine components

PERFORM
Regular use of TOP TIER™ Approved Fuels can help prevent the loss of fuel economy

RESTORE
TOP TIER™ Approved Fuels clean existing engine deposits after just a few tanks

FIND TOP TIER™ STATIONS WHEN YOU'RE ON THE GO.
Download the Station Finder app today.

toptiergas.com

THIS STATION PROVIDES **TOP TIER** APPROVED FUELS

*FuelCo and FuelClean are fictional brands shown for demonstration purpose only.

Ingredient brand strategy delivers shared equity

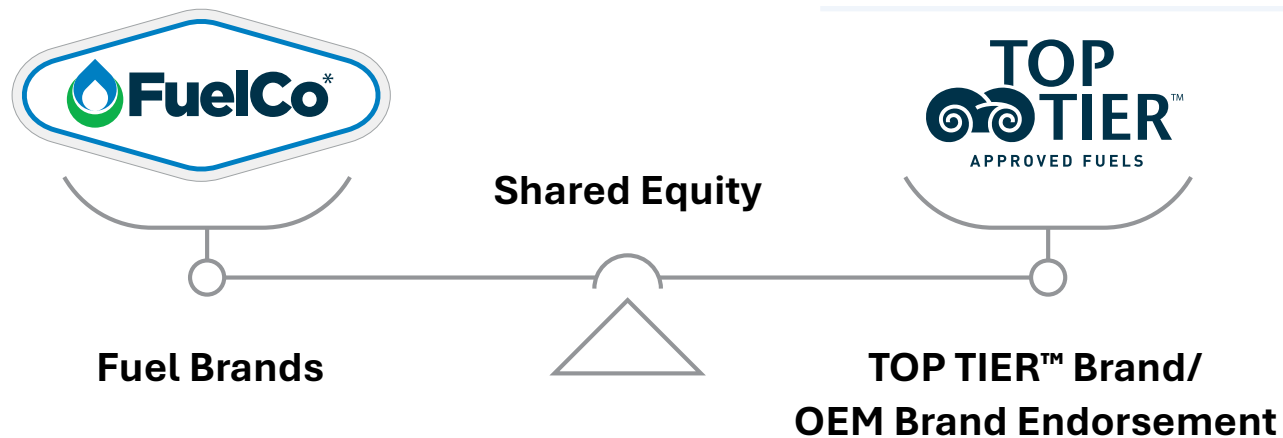
Co-branding with TOP TIER™ can turn a fuel brand’s hidden advantages into a powerful selling point. By showcasing a trusted, high-performance component, like TOP TIER™ approval, fuel brands can instantly boost credibility, drive preference and command premium positioning. It’s a proven way to turn what’s inside into a key reason customers choose your product.

Shared Equity

TOP TIER™ represents the collective expertise of its OEM partners. Consumers can trust that the standards are in the best interest of their vehicles — endorsed by many automakers and often recommended directly in their owner’s manuals.

TOP TIER™ Licensees may use the names of the sponsoring automotive manufacturers in promotional material but **may not use corresponding logos**.

Audi	BMW	Daimler Truck	Ford
General Motors	Honda	International	Mercedes-Benz
Stellantis	Subaru	Toyota	Volkswagen



Benefits of implementing co-branding

TOP TIER™ is positioned using an ingredient branding structure. This approach is not related to fuel additive packages (sometimes referred to as “ingredients”), but rather is a classic branding method designed to create mutually beneficial relationships between brands.

Benefits include:

Expanded Reach and New Audiences

Each brand gains exposure to the other’s customer base, increasing market penetration and awareness without starting from scratch.

Stronger Brand Image

Partnering with a respected or complementary brand can enhance credibility, trust and perceived value.

Shared Resources

Marketing and promotional activities can be shared, making campaigns more cost-effective.

Differentiation in the Market

A co-branding partnership can create something unique, helping both brands stand out from competitors.

Consumer Trust

Equity from both brand ecosystems can significantly accelerate the process of building consumer trust and confidence.

Co-branding hierarchy

Fuel Brands

Each fuel brand is unique in its TOP TIER™ product offering. When signifying TOP TIER™ approval, be clear which products are endorsed. For example, a station may provide TOP TIER™ Approved Gasoline but not diesel.

Branded Additive Packages

Many fuel marketers have developed and branded their own proprietary additive packages that meet TOP TIER™ standards. These brands may also use TOP TIER™ endorsement, positioning and benefit statements. It is important to note that any claims are the responsibility of the fuel marketer.



Please Note:

Always observe the fuel marketers brand identity and trademarking guidelines when producing co-branded materials.

Fuel Brand



Co-branded Positioning Statement Example



FuelCo* provides TOP TIER™ Approved Gasoline

Branded Additive Package



Co-branded Positioning Statement Example



FuelClean* meets TOP TIER™ standards

*FuelCo and FuelClean are fictional brands shown for demonstration purpose only.

Co-branding requirements

The TOP TIER™ logo should not be combined with any other logo giving the appearance they are related in some manner or confusing the logo distinction.

Comparative claims using language such as “better than,” “exceeds,” or other such expression may be made only expressly in reference to the TOP TIER™ minimum treat rate, and not toward the TOP TIER™ Gasoline Standards or TOP TIER™ Program in general. Promotional materials containing such comparative claims shall also indicate Licensee’s participation in the TOP TIER™ Program.

Adherence to the Brand Standards is required to maintain the TOP TIER™ logo’s integrity and its consistency.



Point of purchase

TOP TIER™ offers several point of purchase items both in our Licensee store and customizable templates for use. For questions or custom requests please contact the TOP TIER™ marketing department.

Co-branded POP example:

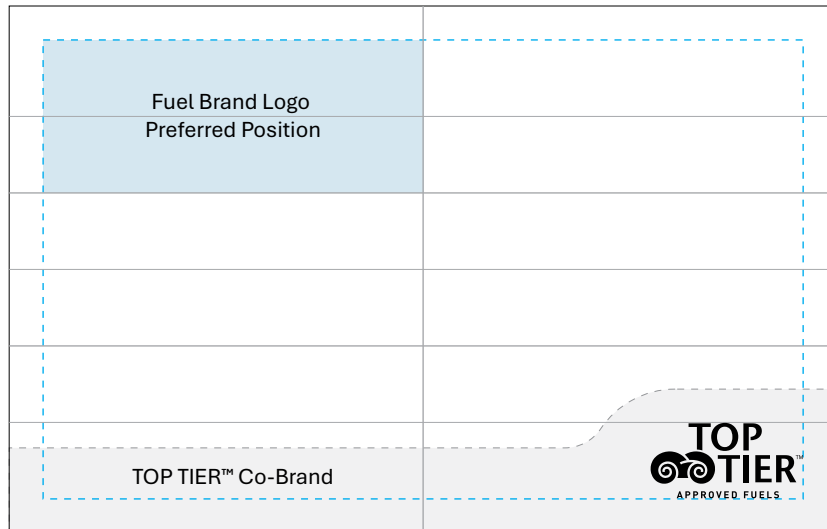
Pump toppers are a simple and effective way to communicate to your customers. The TOP TIER™ customizable pump topper can be obtained by contacting our marketing team.



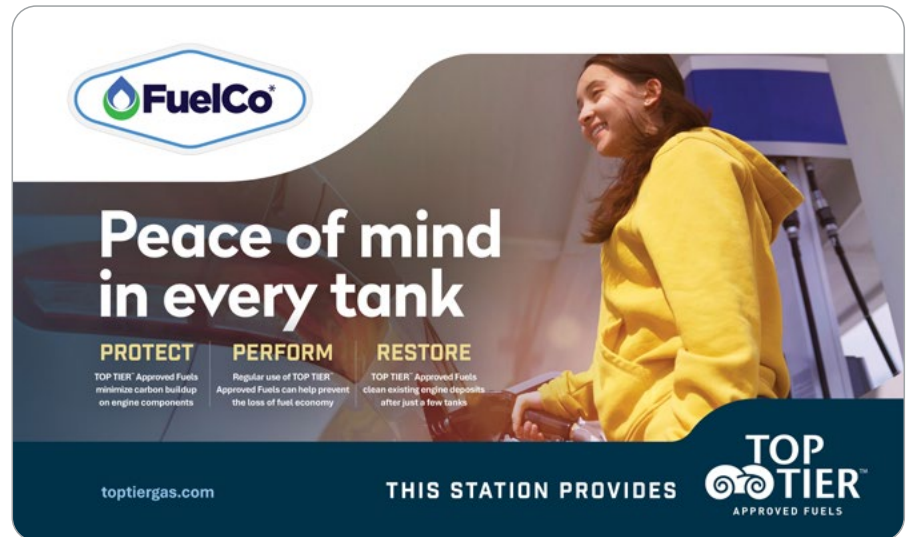
Request Brand Assets

For a complete selection of co-branded templates and other TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com

Pump Topper




Example



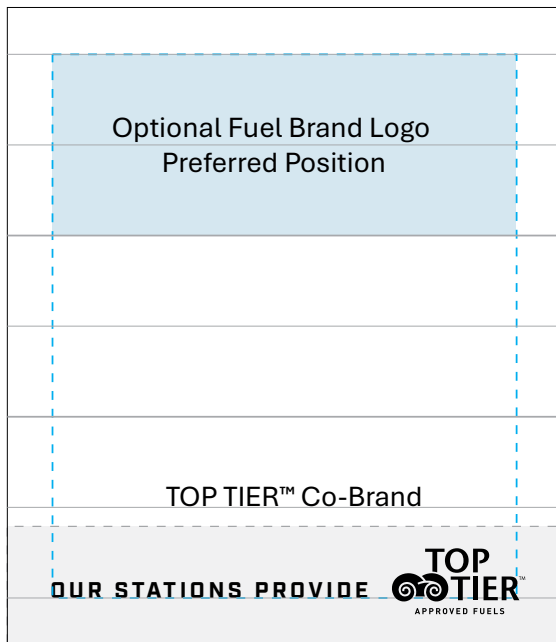
Digital media

Digital advertising and social media offer endless opportunities to engage with consumers. TOP TIER™ has a number of assets and templates available for download in our brand center.

Media content templates are designed for flexibility by implementing a simple footer graphic to denote participation in the TOP TIER™ fuel program.

 **Request Brand Assets**
For co-branded templates and other TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com

Social Post

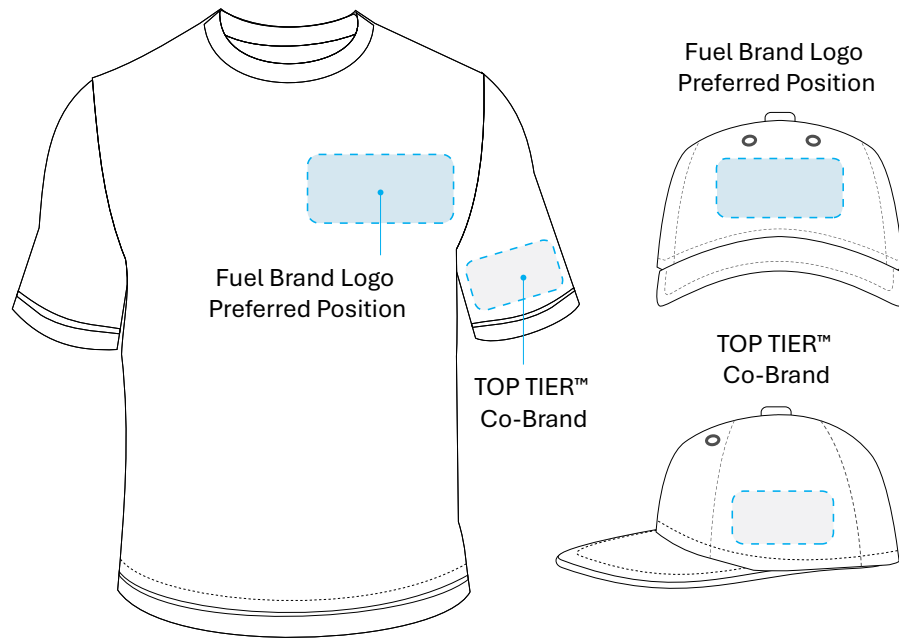


Example



Apparel

The preferred placement for co-branded apparel is to position the TOP TIER™ logo in a secondary location, away from the fuel brand logo. For shirts, a sleeve placement works well, and for hats, a side placement is recommended. Artwork for screen printing or embroidery can be obtained by contacting our marketing team. Apparel can also be ordered directly from the TOP TIER™ website.



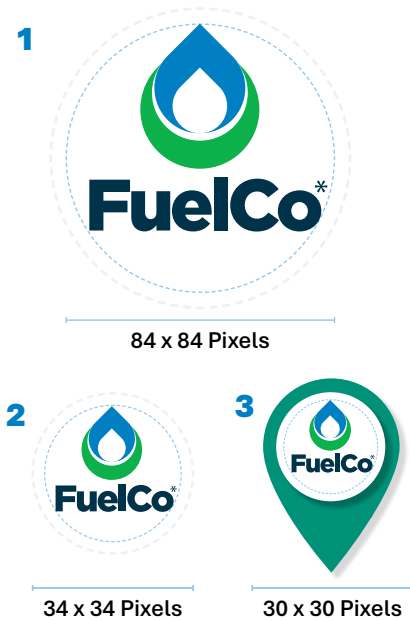
Example



TOP TIER™ Station Finder

TOP TIER™ Licensee station data is available to consumers from the TOP TIER™ website and through the Station Finder app. A logo submission is required to be featured on these platforms and should conform to both the fuel brand’s guidelines and meet the criteria in this guide.

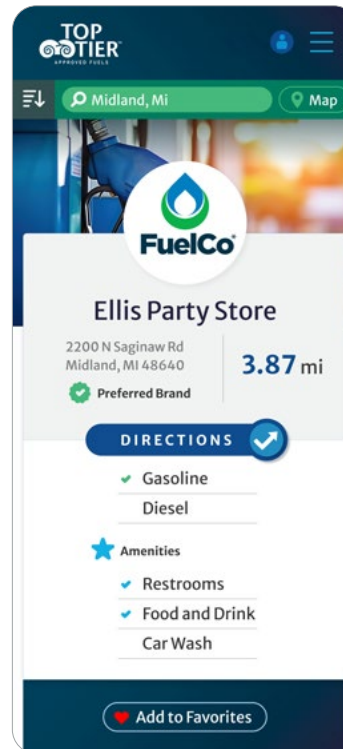
Fuel Brand Logo Dimensions



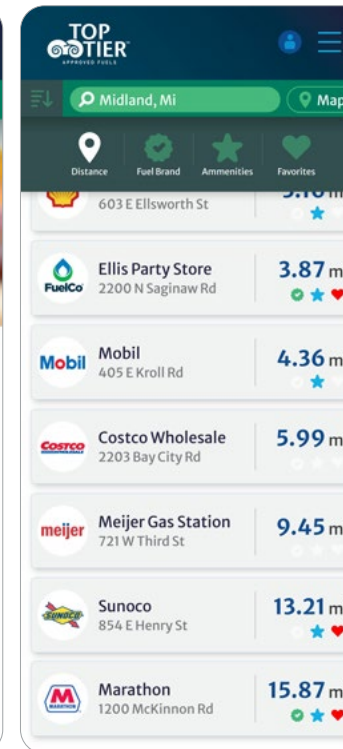
Note: A single logo of any dimension is all that is required but the system will automatically scale to fit the platform application.

Fuel Brand Logo Applications

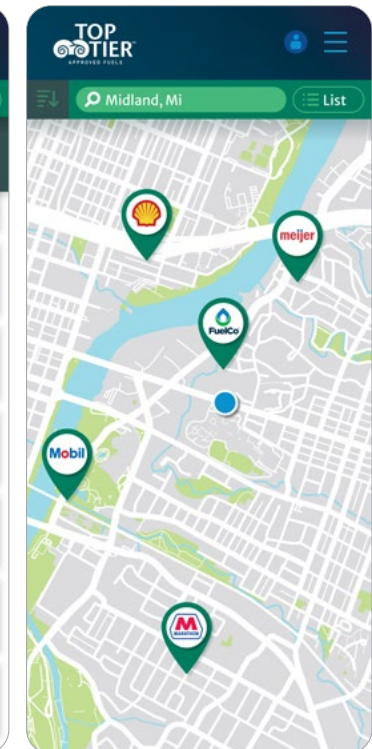
1 Station Detail Screen



2 Station List View



3 Station Map View



Station Finder logo submission

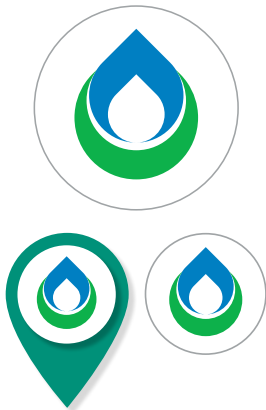
Preferred logo formats

Fuel brand logos are displayed within white circular containers to maintain visual consistency across the interface. These circles appear at multiple sizes throughout the app, including very small applications such as map pins. If permitted by your brand guidelines, it is preferred to use either the standalone icon, or a stacked version of the logomark if available. These formats ensure optimal legibility and recognition at smaller sizes.

Examples

Standalone Icon

Preferred option If your logomark contains a recognizable icon and your brand standards allow.



Stacked Logo

When icon and text are both required in the logo, it is preferred to be stacked if possible.



Horizontal Logo

While we accept all logos designs, please keep in mind that size restrictions may affect legibility.



Logo submission requirements

- We will accept logos in any size but please note the system automatically scales them to fit the fixed dimensions.
- The file size should be under 1 MB.
- Preferred file formats are PNG with a transparent background or JPG with a white background.
- The logo should be edge-to-edge without any extra white spacing or padding added to the file. Internal padding will make the logo appear smaller once it's scaled into the placeholder.

Note: We always preserve aspect ratio, so logos are never stretched; they simply scale down to fit inside the contained dimensions.



Logo Submission

Station Finder logos can be emailed directly to the marketing team at: TopTier@TierOneFuel.com

Putting it into action

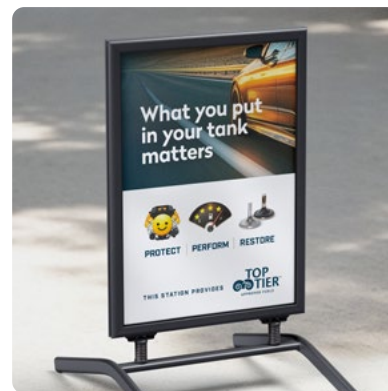
TOP TIER™ has many promotional assets available that can be customized. These can be obtained by contacting our marketing team.

↓ **Request Brand Assets**
For co-branded templates and other TOP TIER™ brand assets contact our marketing team at: TopTier@TierOneFuel.com

Examples



Pump Topper



Signage



Hose Slider



Feather Banner

