

Chevron

Advertising Guidelines for Marketers and Retailers





Introduction

Websites and social media platforms can be valuable resources for customers and great tools for businesses to communicate services offered at their stations. It is important that any use of the Chevron, Texaco, and ExtraMile brands in this environment be in accordance with Chevron's established image standards in order to maintain the integrity of those brands.

These guidelines should be followed when using Chevron brand elements with your marketer/retailer websites and social media platforms. Following these guidelines will help maintain uniformity and a positive brand image across the network.

Chevron is committed to helping support the needs of our marketers and retailers while providing a consistent brand experience for their customers.

By applying these standards with consistency, you will help bring uniformity to stations and make a positive and lasting impression for the Chevron brand.



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- Chevron Retail Brand Identity General Usage
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- Disclaimer



Chevron Retail Brand Identity

General Usage



Chevron Brand Identity Introduction

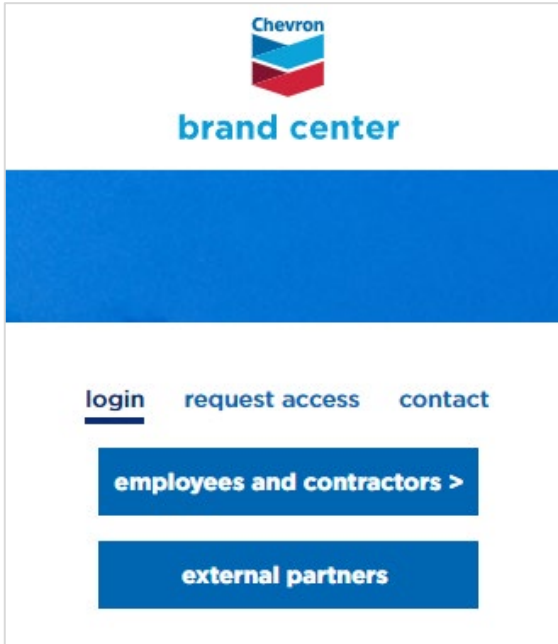
Resources and Standards for Use of the Chevron Brand

These guidelines are designed to protect the strong global image recognized by customers throughout Chevron's service area.

The Chevron hallmark visually represents Chevron products and services and sets Chevron apart from our competition.



Chevron Logo
CVX_Logo_Corp_Flat_RGB.jpg



Enter your profile info

first name *

last name *

email address *

company name *

Password must be at least eight characters and include a capital letter, number and special character.

password *

password repeat *

Who is your primary Chevron contact?

contact's full name *

contact's email *

Terms of use

Please read our [terms of use](#).

I agree to the Chevron Brand Center terms of use.

[send access request >](#)

Downloading Logos

Visit <https://www.chevronbrand.com> | Downstream Brands Section | Scroll Down | Select Chevron Retail. You can download the standard Chevron logos, including variations.

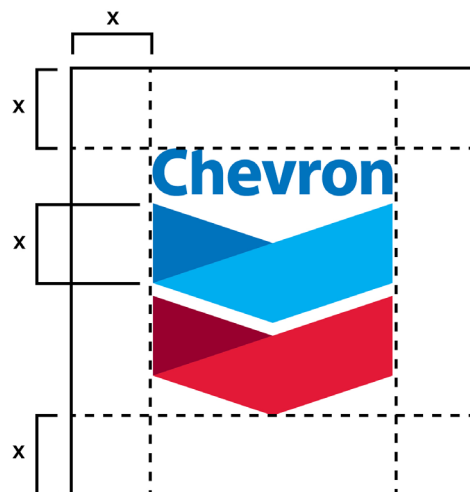
The Chevron logo should be approved **prior to use**.

The following Corporate Brand Identity General Usage Guidelines provides basic guidance and standards for use of Chevron Identity components.

Downloads are available in various file formats, for use in web pages, Microsoft Word®, PowerPoint®, Access® and almost any other software for electronic or desktop publishing.

To request access:

- Go to 'Request Access'
- Enter profile info' and password
- Enter your Chevron Business Consultant Name and Email address
- Click 'Send access request'
- Request will be sent to Chevron Business Consultant for approval



Clear Space Guide

Preferred Chevron Logo

These guidelines are designed to protect the strong retail image recognized by customers throughout Chevron's service area.

DO NOT alter any graphic element or their spatial relationship (such as letter spacing or typesetting). Only use the official artwork provided.

Clear Space

Follow the clear space standards shown to ensure Chevron's Brand visibility.

Minimum Size

In reproducing the Hallmark, be conscious of its size and legibility. Reproduce the Hallmark no smaller than:
.25 inch
6 millimeters







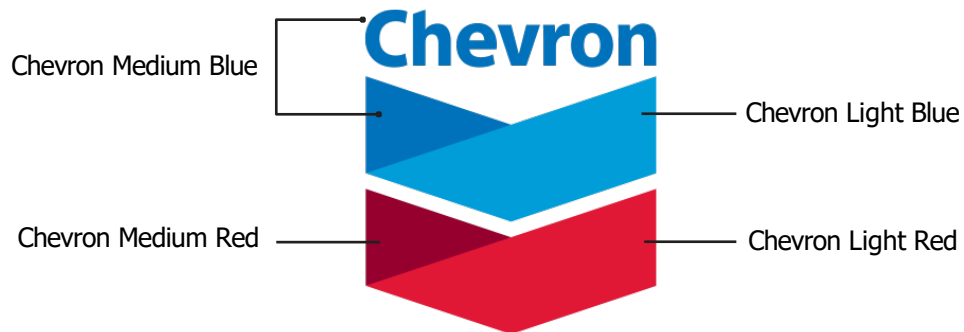


Chevron Logo Colors

Color is a powerful means of visual identification.

When reproducing the Chevron logo only official artwork should be used.

| | | |
|---|--|--|
|  | Chevron Medium Blue CMYK [print] RGB [digital] HEX [web] | Pantone 2945 C:100 M:53 Y:0 K:16 R:0 G:102 B:178 0066B2 |
|  | Chevron Light Blue CMYK [print] RGB [digital] HEX [web] | Pantone Cyan C:100 M:0 Y:0 K:0 R:0 G:157 B:217 009DD9 |
|  | Chevron Medium Red CMYK [print] RGB [digital] HEX [web] | Pantone 202 C:0 M:100 Y:61 K:43 R:151 G:0 B:46 97002E |
|  | Chevron Light Red CMYK [print] RGB [digital] HEX [web] | Pantone 186 C:0 M:100 Y:81 K:4 R:228 G:24 B:54 E21836 |





Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Primary Fonts

A typeface should reflect a company's personality and brand.

Arial: Italic, Bold, and Bold Italic
Arial Narrow: Italic, Bold, and Bold Italic

All parties are responsible for ensuring they have license to use the fonts.



Marketer/Retailer-Owned Social Media Account Style Guide



Marketer/Retailer-Owned Social Media Account Style Guide

- Anatomy of a post
- Setting-up Your Station Page
- Style Guide
- Voice and tone
- Spelling, grammar, and punctuation
- Formatting, hashtags, and tagging
- More on hashtags
- Link shorteners
- Contents to avoid
- Examples
- Cropping images

Anatomy of a post

Facebook anatomy of a post

- #tag**
Hashtags categorize a topic and are searchable
- Link**
Clickable links send a user to an external story or page
- Creative**
Copy plus a video or image
- Share**
Used to share the post on a user's own page
- Comment**
Used to respond to a post
- Like**
Show your approval with different emoji reactions

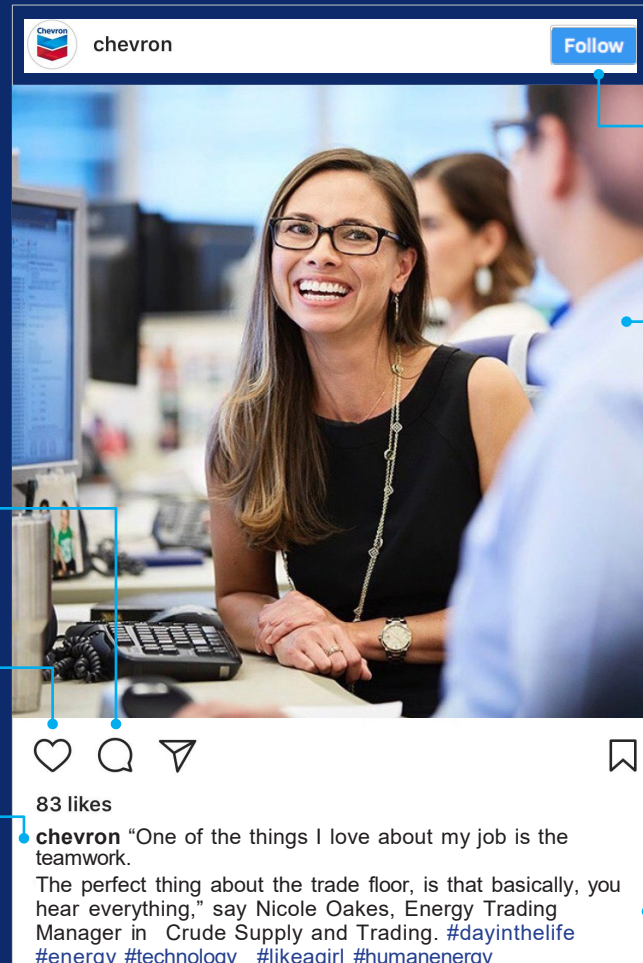
Chevron's fleet travels approximately 1.4 MILLION Miles around the world every year.

THAT'S THE EQUIVALENT OF THE WORLD.

Like Comment Share

Anatomy of a post

Instagram anatomy of a post



Follow
Follow the Chevron
instagram page

Image
Ensure that the image
featured is either a
human or a story

Comment
Allows for user
interaction

Like
Shows approval
by individual users

Caption
30-100 words

#tag
Hashtags categorize a
topic and are searchable.
Use between zero and
five hashtags per post



Setting-up Your Station Page

- If you have already created a social media account for personal or business use, you can use that account to create a new page for your Chevron station.
- Provide all information requested in the “Local Business or Place” section.
- You must include the word “Station” in the “Business or Place Name.”
 - For example, “Central Richmond Chevron Station.”
- Insert the physical address of your station. Do not use an office address or P.O. box.
- Insert the phone number of the landline at the station.
- Describe your station’s distinguishing features, hours, and location in the “About” section.
 - Example: The Stanley family has operated the Central Richmond Chevron Station for more than four decades. Stop by our full-service station to purchase fuel and visit our ExtraMile convenience store for food and drinks anytime; we are open 24 hours a day, seven days a week. Our station is located on the northeast corner of 25th Avenue and Fulton Street in San Francisco, just a few short blocks from Golden Gate Park, Ocean Beach, and many of the best restaurants in the city.
- Make your social media Web address the same as the name you gave your station page, without spaces.
 - Example: CentralRichmondChevronStation
- Once you set this address you cannot change it; check your word choice and spelling before clicking the “Set Address” button.



Setting-up Your Station Page

Social media continues to evolve, and new forms of social networking are continuously emerging. Sharing news about Chevron through business or personal social media networks not only reflects on your business but also on the Chevron brands. It is important that any use of the Chevron, Texaco and ExtraMile brands in this environment be in accordance with Chevron's established image standards in order to maintain the integrity of those brands.

Following these guidelines will help maintain uniformity and a positive brand image across the network.

1. Follow Chevron's image standards. Retailer shares Chevron's goal to be #1 in the hearts and minds of our customers and recognizes that Chevron and Texaco branded retail outlets comprise a unified network with a distinctive visual identity and by conveying a consistent, instantly recognizable, attractive, and first-class image, Chevron and Texaco branded retail outlets boost brand recognition and increase the value of the brand for the benefit of Chevron and its retailers alike. Online content must always follow Chevron's brand image standards.
2. Ensure social media content is appropriate. Retailers are responsible for ensuring that their social media content and postings are not considered offensive or inappropriate, do not violate laws, including trademark infringements, and comply with all social media terms, conditions and policies.
3. Do not pressure others to join social media sites. Be mindful of whether your customers, employees, suppliers, and business collaborators will feel pressured to join a social media site you have joined if you invite them to join, even if you do not intend to exert any pressure on them.
4. Protect your privacy and respect the privacy of others. Social media makes sharing information easier, including personal data about you and others. Seek permissions before mentioning any customer, employee, supplier, or business collaborator. You are personally responsible for what is published on your social media sites. Be mindful that what is published will be public for a long time. By taking precautions to safeguard personal data, you can help deter identity theft and fraud.



Style Guide

- Do not use Chevron as the official social media name; include the station's name (i.e. Joe's Chevron)
- Voice should be approachable, confident, and direct
- Language used should strive for clarity and steer clear of confusing industry-jargon and acronyms
- Try to keep copy to one to two sentences max to increase legibility
- Create a shorter link to increase engagement and trust-worthiness when sending people to a link

Voice and tone

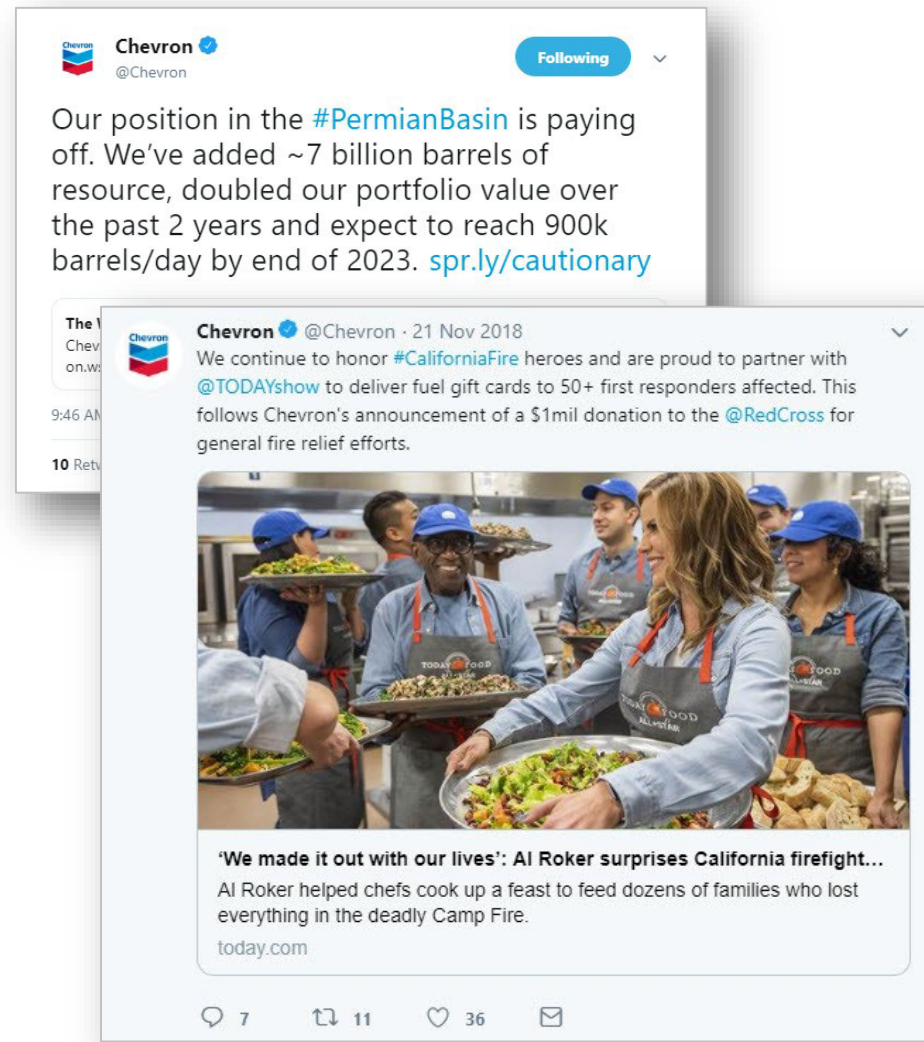
- Voice should be approachable, confident, and direct.
- Tone should be confident, but not sarcastic or boastful.
- Language used should strive for clarity and steer clear of confusing industry-jargon and acronyms.



Spelling, grammar, and punctuation

Use short, declarative statements

- Be as concise as possible when conveying your message. Less is more on social
- Use the familiar first person (“we” or “our”)
- Avoid abbreviations unless absolutely necessary, then check they are common abbreviations



Formatting, hashtags, and tagging

Strive for clarity and conciseness in every post

- Ideally use only one hashtag and one link in every post
- This will give the reader more visibility to the intended message, and your call to action (CTA)
- When sending out a link, direct readers to what you want them to do, or what they're expectation will be when they click it. E.g., Learn more at www.chevron.com
- If working with outside organizations or collaborators, it's always best practice to "tag" them in posts when appropriate



More on hashtags

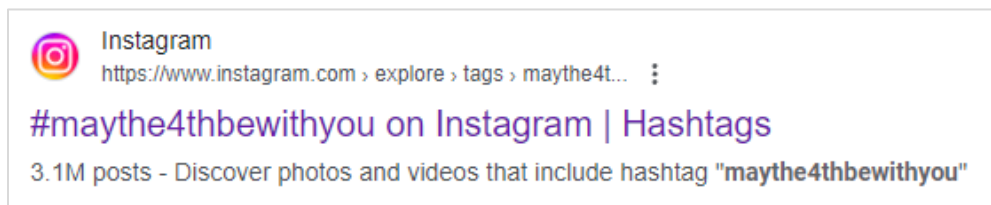
Each channel uses hashtags slightly differently, so it's important to understand how they're used

- They're used least on Meta (formerly Facebook), almost not at all
- On X (formerly Twitter), use only one hashtag per tweet to make your content discoverable in a river of noise
- On Instagram, use up to five hashtags. Did you know you can also follow hashtags on Insta?
- On any channel, test your hashtag in the search to be sure it has the meaning you intended before you use it (e.g., #RecordProduction is about music not producing oil)

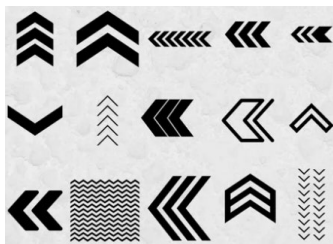
More on hashtags

Each channel uses hashtags slightly differently, so it's important to understand how they're used

- If no one is talking about that topic or hashtag, it may not make sense to use it
- If you're posting about an event, use the official conference hashtag
- Always use the most popular hashtag when participating in cultural moment (#IWD, #PiDay, #WorldAIDSDay, #Maythefourthbewithyou)



- Don't ever use the hashtag #Chevron (it means patterns, pillows, design elements -- but not Chevron the company)



Link shorteners

Use your own custom link shortener

- This not only looks cleaner, but according to a rebranded study, branded links will outperform generic short URLs and can increase **click-through rates by up to a 39%**



Content to avoid



Headshots or quotes



Photos with unclear subjects; too busy.



Photos without clear storyline; no staged photos.



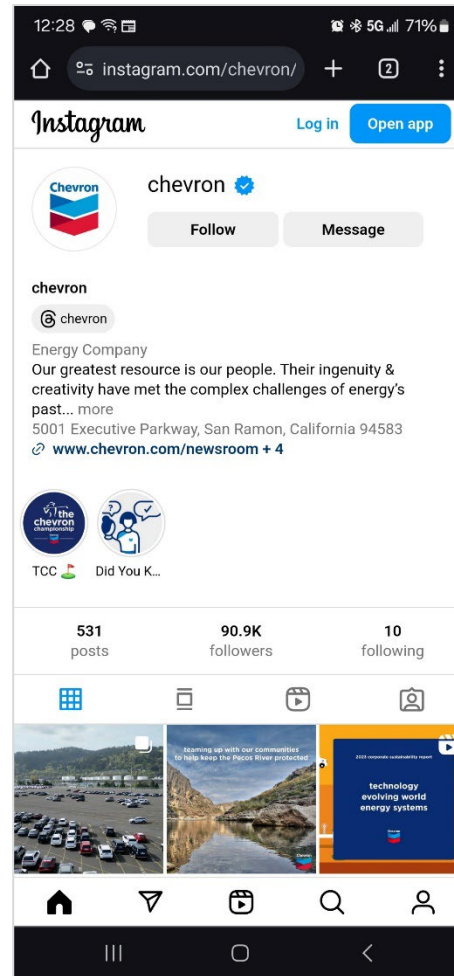
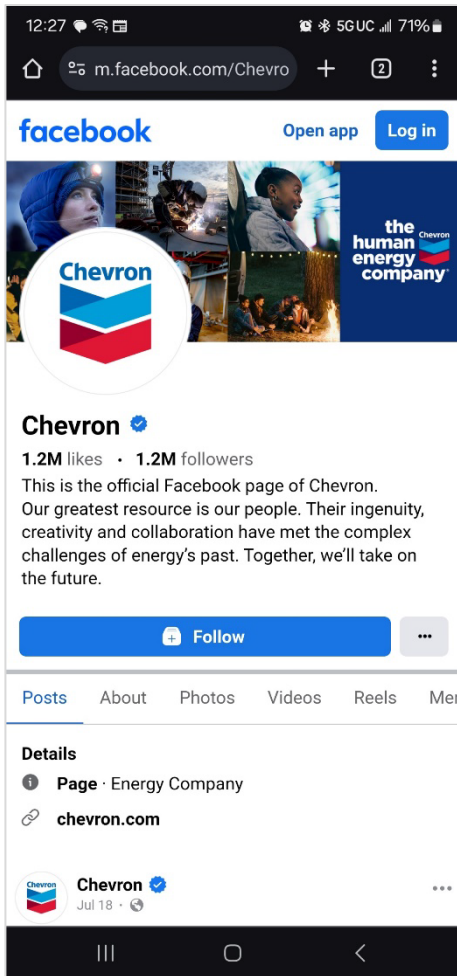
Unfocused photos of groups. Ensure you have proper permission and rights to use people in the photograph.



Photos of news or events. Avoid aligning brand with politics, religion, or adult content



Examples



Cropping images

- Find a photo with strong focal point
- Avoid cropping that removes context about the story

- Crop the photo with a square aspect ratio
- When cropping, make sure the photo is still clear and high resolution (not pixelated)

Original



One possible cropping





Marketer/Retailer-Owned Website Style Guide



Style Guide

- Design Recommendations
 - General Page Layout
 - Logo and Station Name Requirements
 - ExtraMile Retail Standards
 - ExtraMile Banner Specs
 - Site Examples
- Domain Name Requirements
- Content for the Website
- Support



Design Recommendations

General Page Layout

The banner is horizontal and sits in the top portion of a 1024 pixel by 768-pixel website. It includes the Chevron with Techron logo, a customizable station name and station location.

Required banner elements include:

- Retail station name
- Station city and state location
- Chevron with Techron logo
- White background

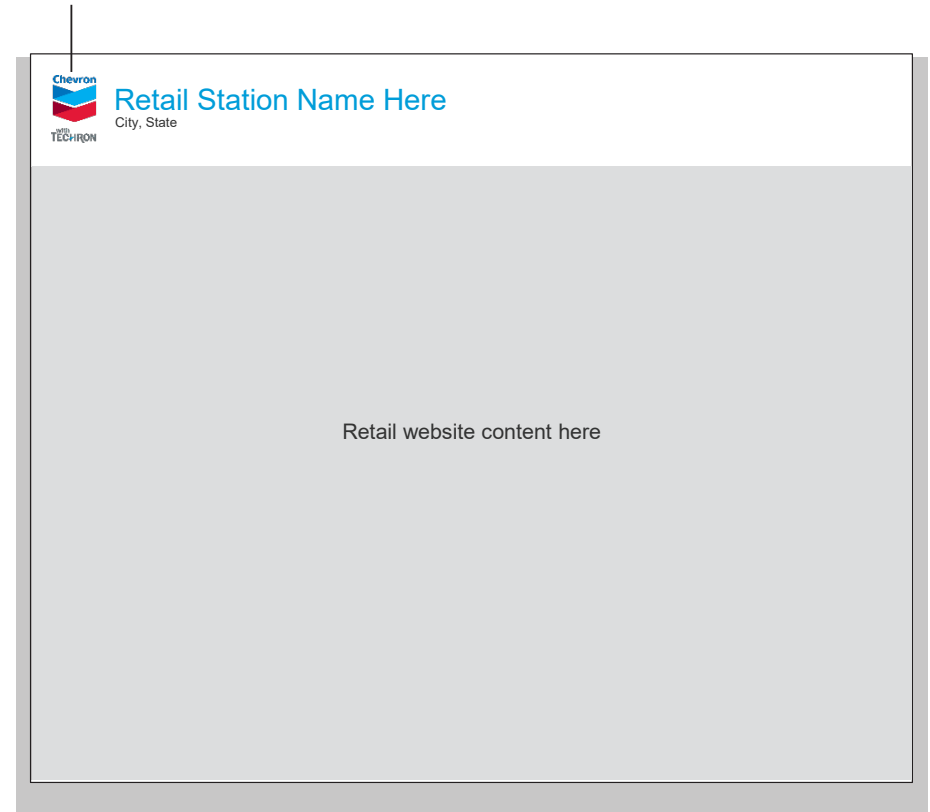
Optional banner elements include:

- ExtraMile logo

Website content below the banner can continue to remain in the Marketer or Retailer's unique look and feel.

All websites must comply to the standards set by Section 508 of the Rehabilitation Act of 1973. To learn more, go to <http://www.section508.gov/>

Banner containing Chevron with Techron logo, station name and location



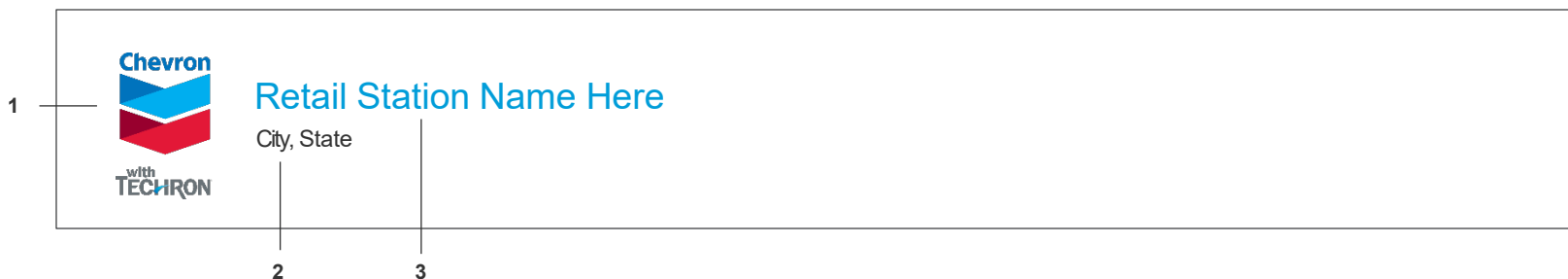
Example representation of banner and position on website

Design Recommendations

Logo and Station Name Requirements

The banner should appear on all pages of the website. The following shows the banner without the ExtraMile logo treatment.

Required elements



1. Chevron with Techron Logo

The Chevron with Techron logo should be displayed on the left side of the banner. When using the Chevron Hallmark, the “with Techron” lockup is a requirement to differentiate the Corporation from the Retail brand.

2. City and State

The city and state are mandatory descriptors beneath the station name. Spell each word using initial capital letters. Separate city and state with a comma. Do not abbreviate state name. An approved example is “San Ramon, California.”

3. Retail Station Name

The name should be straightforward and descriptive. The word “Station” is a requirement when using the Trademark “Chevron” in both the website name or the domain. Spell each word using initial capital letters. It is not necessary to add “website or site” to the name. An approved example is “North Bay Chevron Station.”

Do not use “Chevron” only in the name.



Design Recommendations

ExtraMile Retail Standards

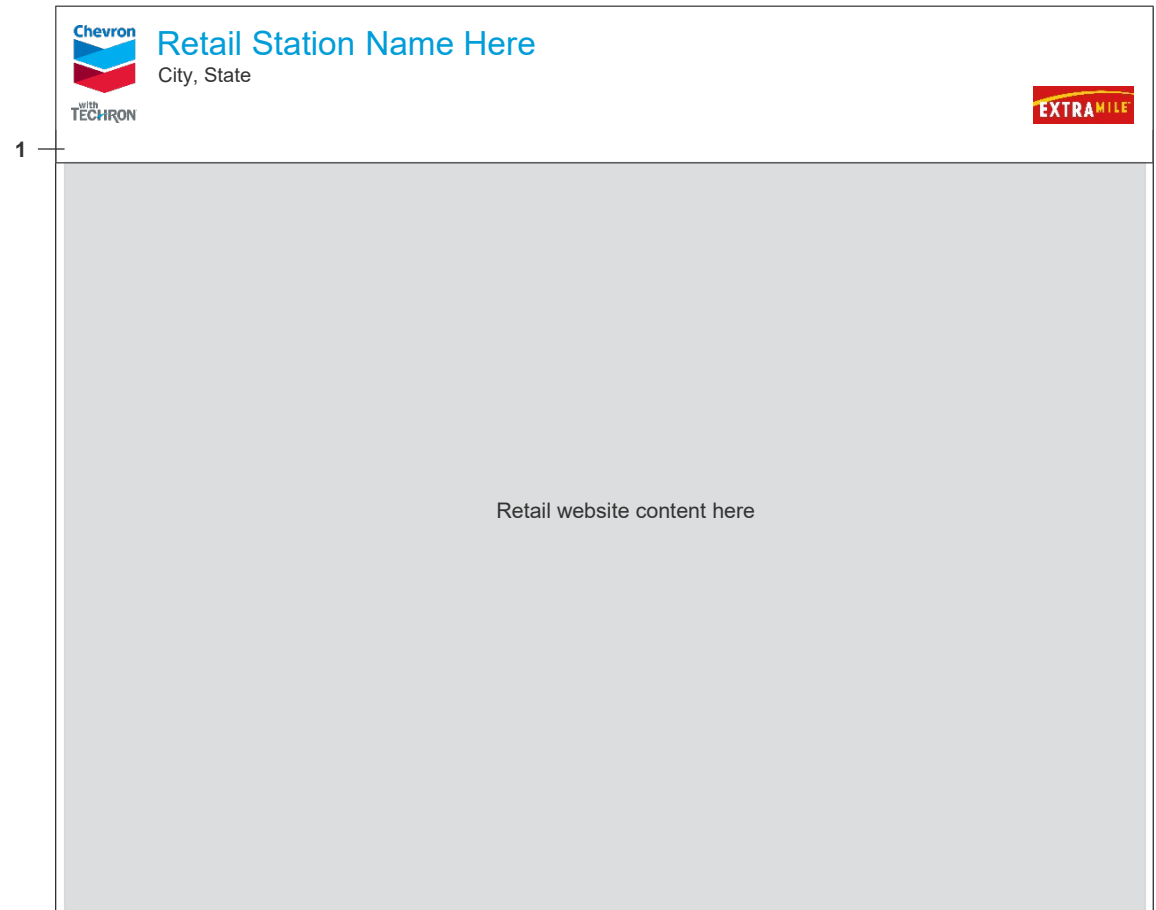
Retail sites that wish to promote their ExtraMile presence can implement the ExtraMile banner. This banner includes the same elements as the standard retail banner with the addition of the ExtraMile logo.

Required Elements

Required elements includes the Chevron with Techron logo, Retail Station Name, and City and State location.

ExtraMile Logo

The logo is positioned on top of the horizontal bar and on the right side.



Example layout for ExtraMile banner



Design Recommendations

Banner Specs

The following are specs for both standard and ExtraMile banners. The banner should be centered at the top of the website with no space between the top of the website and the banner.

Required

1 Chevron with Techron Logo

Height 90px Width 57px

2 Retail Station Name

Font: Arial Regular 30px

Color: Cyan (#009cdc)

Tracking: -10

Anti-alias: Crisp Text: Align left

Max character count: 36 with spaces

3 Location

Font: Arial Regular 13px

Color: Dark Gray (#666666)

Tracking: 0

Anti-alias: Crisp Text: Align left

4 Background

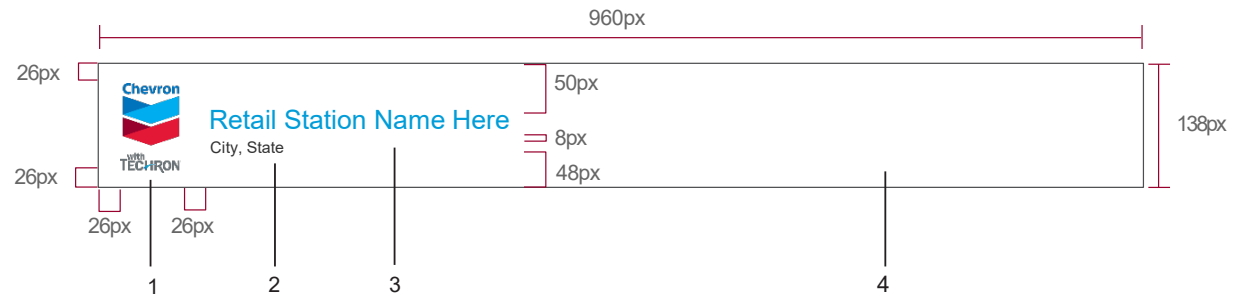
Color: White (#FFFFFF)

Optional

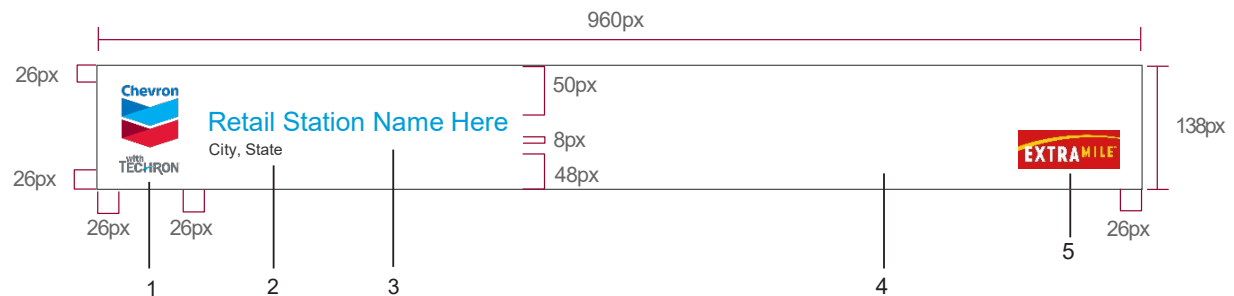
5 ExtraMile logo

Height 110px Width 47px

Standard banner



ExtraMile banner





Design Recommendations

Site Examples

The following are examples of the banner applied across a variety of Marketer/Retailer websites.

Delta Lakes Chevron Station
Seattle, Washington

Navigation 1
Navigation 2
Navigation 3
Navigation 4

Main Content Column

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Lorem ipsum dolor sit amet, consectetur adipisicing elit. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip voluptate velit esse ceillum eu fugiat. Duis aute irure dolor in reprehenderit in voluptate.

Secondary Column

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Contact:
Phone: (999)999-9999

Hours of Operation:
Mon-Fri: 6am - 12pm
Sat: 6am - 12pm
Sun: 6am - 12pm

North Bay Chevron Station
Springfield, California

Navigation 1
Navigation 2
Navigation 3
Navigation 4

Main Content Column

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla commodo consequat pariatur.

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Secondary Column

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Contact:
Phone: (999)999-9999

Hours of Operation:
Mon-Fri: 6am - 12pm
Sat: 6am - 12pm
Sun: 6am - 12pm

© 2025 Chevron.

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Content for the Website

Retailers are responsible for all content contained on the website, including ensuring the following at all times:

- Station information is accurate and current.
- Only Chevron-approved brand messaging is used for Chevron brands and products.
- Services and products available at the station are kept up to date.
- Content does not infringe on any third-party trademarks or copyrights.
- Compliance with all applicable federal, state and local laws and regulations.
- Consistency with Chevron’s image as a first-class motor fuel retail outlet.

All Chevron-related product claims must follow Chevron-approved messaging. Below are approved claims.

| Not OK | OK |
|--|--|
| Techron is the best for your engine | Techron helps clean your engine |
| Our gasoline is the best | Use unbeatable cleaning power of Chevron with Techron |
| We provide the best service for your car | Chevron with Techron helps your car’s engine perform at it’s best. |

Retailers must obtain written approval from Chevron to use any other Chevron-related product claims and Chevron expects to update this list as it approves additional claims.

Chevron reserves the right to request the removal of any content that it finds objectionable at any time in its sole discretion.



Support

Current websites are encouraged to adopt the standards. It is strongly recommended that new websites implement the guidelines from the start.

Technical implementation of the banner is at the discretion of the marketer or retailer and their developer. Once implemented, it is not necessary to seek formal Chevron approval of the updated website.



Content Do's and Don'ts



Content Do's and Don'ts

| Do's | Don'ts |
|--|--|
| Highlight Chevron Texaco Rewards | Place competitive pricing |
| Promote convenience store specials | Include logo or reference to Chevron when advertising alcohol, cigarettes/tobacco, lottery |
| Promote on-station offering (car wash, convenience store, offering/promotions) | Reference Techron with diesel. Techron is only added to gasoline and is not added in diesel. |
| Use the word gasoline when referring to gasoline with Techron | Techron is an additive, not the fuel. |
| | Do not make claims related to Techron. |
| | Do not name your social media account or website with "Chevron" only. |



Disclaimer



Disclaimer

Social Media and Website content

Marketers and Retailers are responsible for all contents contained on their own social media accounts and website, including ensuring the following at all times:

- Station information is accurate and current.
- Only Chevron-approved brand messaging is used for Chevron brands and products.
- Services and products available at the station are kept up to date.
- Content does not infringe on any third-party trademarks or copyrights.
- Compliance with all applicable federal, state and local laws and regulations.
- Consistency with Chevron's image as a first-class motor fuel retail outlet.

Note: The contents in this Advertising Guidelines can be removed or modified at any given time. It is the marketer's or retailer's responsibility to check current guidelines found under CTSS > Marketing