



# Alternative Fuel Standards Guide

Sunoco prepared this Standards Guide to help you display alternate fuel products at your location. This guide explains your options for pump graphics and signage.

**All Alternative Fuel conversion costs are strictly the responsibility of the Distributors.**





## Labeling Alternative Fuels at Your Location

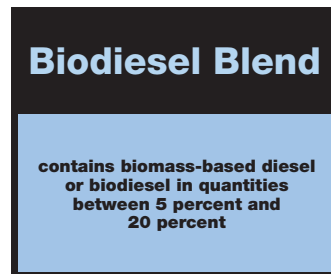
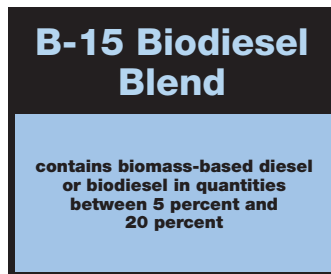
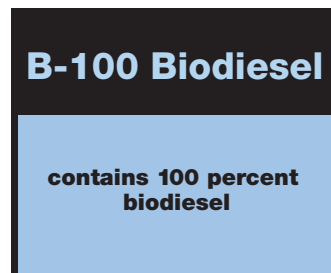
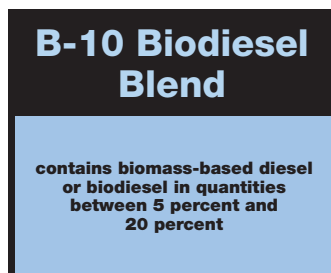
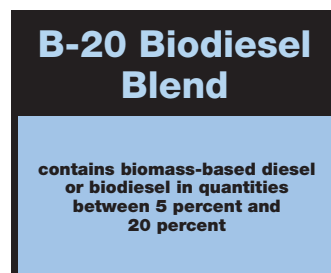
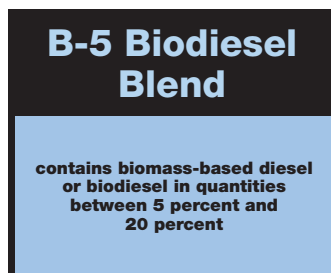
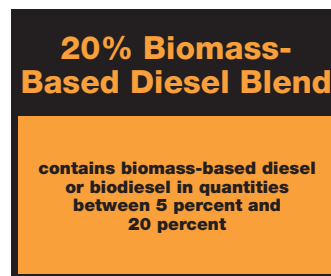
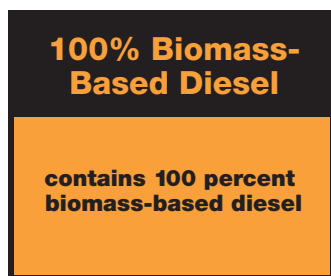
The Federal Trade Commission (FTC) requires businesses to provide certain information to help potential purchasers of vehicle fuels compare products. The FTC also requires a small sticker to be placed on the face of the fuel dispenser as close as possible to the price per unit of fuel.

For additional information, go to:

<http://www.ftc.gov/bcp/edu/pubs/business/energy/bus30.shtm> or [www.e85fuel.com](http://www.e85fuel.com)



Mandatory 2-1/2" x 3"



**Note:** The FTC requires labels for blends over 5%. Shown are sample Biodiesel labels.

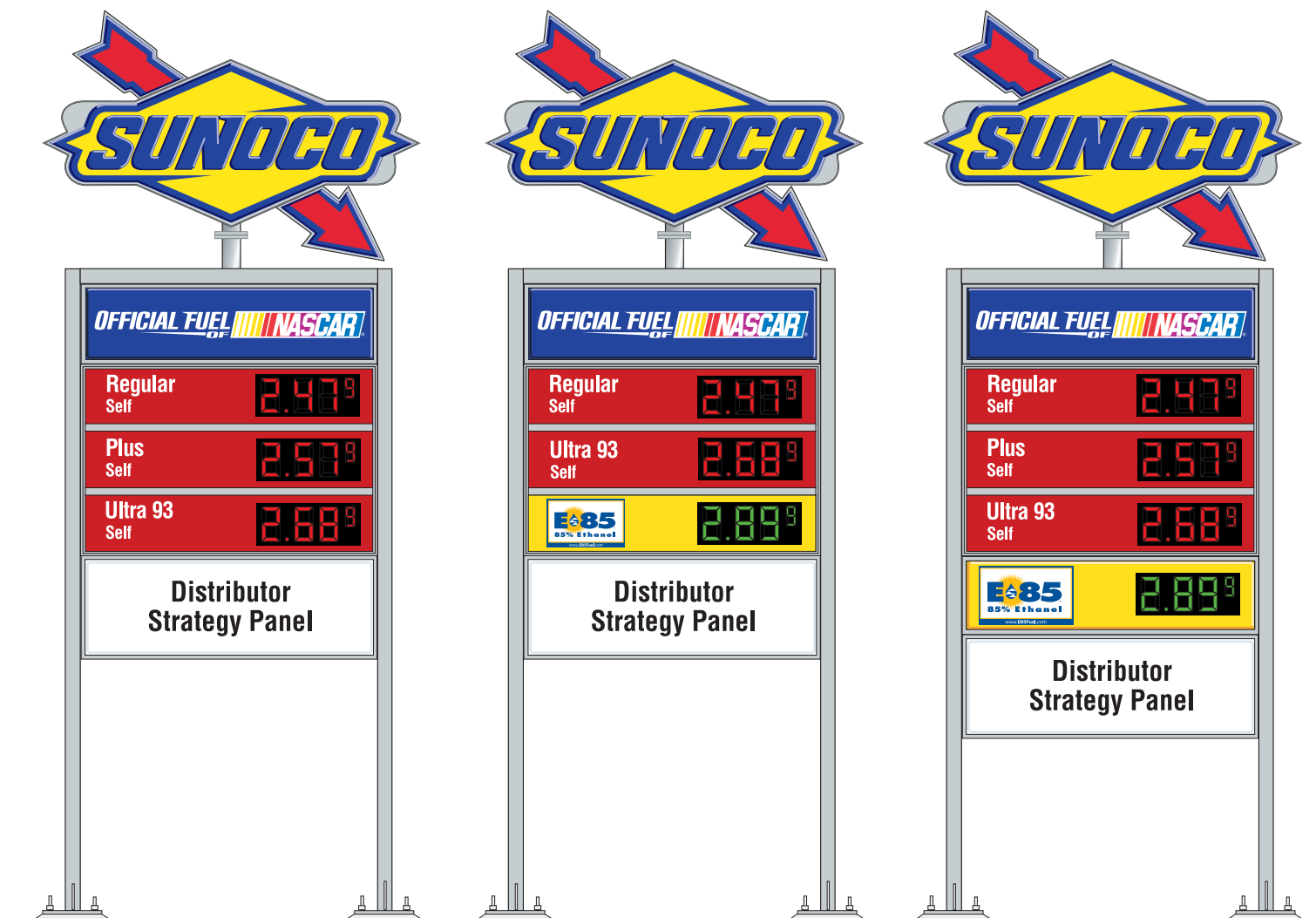


## Goalpost Signage Standards

Shown are sample configurations for locations selling E85. The same standards apply for locations with Biodiesel. The E85 logo will be replaced with the Biodiesel logo. For all configurations showing Alternative Fuels, go to:

<http://www.sunocodistributors.com/id.html>

### 3-Product Price Sign/NO DIESEL



**Original**

#### No Alternative Fuels

Position 1: Regular  
Position 2: Plus  
Position 3: Ultra 93

**Option 1**

#### With Alternative Fuels

Position 1: Regular  
Position 2: Ultra 93  
Position 3: E85/Biodiesel

**Option 2**

#### With Alternative Fuels

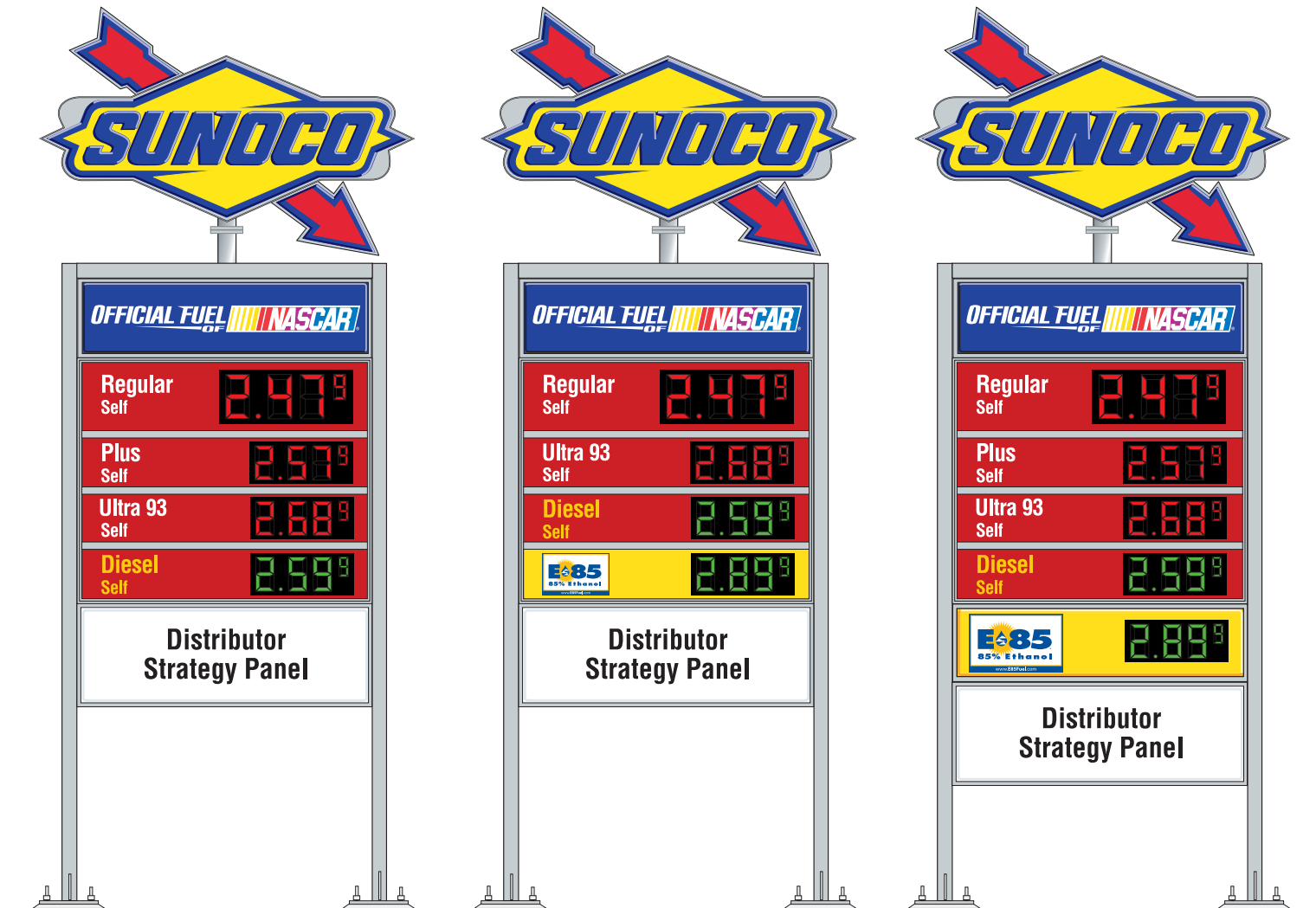
Add E85/Biodiesel panel beneath  
3-product price panel



## Goalpost Signage Standards

When retrofitting any sign where the Diesel price is being moved up, the Diesel price may appear with red LEDs. The green LED price would be used for the Alternate Fuel. When purchasing any new signage, there is an option to have green LEDs for both the Alternative Fuel and Diesel prices

### 4-Product Price Sign/WITH DIESEL



**Original**

#### No Alternative Fuels

Position 1: Regular  
Position 2: Plus  
Position 3: Ultra 93  
Position 4: Diesel

**Option 1**

#### With Alternative Fuels

Position 1: Regular  
Position 2: Ultra 93  
Position 3: Diesel  
Position 4: E85/Biodiesel

**Option 2**

#### With Alternative Fuels

Add E85/Biodiesel panel beneath  
4-product price panel



## Dispenser Graphics

Alternate Fuels are **NOT** manufactured by Sunoco. Sunoco graphics should **NOT** appear on any of these dispensers. See sample dispensers at right.

For complete Dresser Wayne and Gilbarco graphics packages, select the appropriate dispenser at:  
<http://www.sunocodistributors.com/disp.html>

Decals are available at:  
[www.e85fuel.com](http://www.e85fuel.com)



Gilbarco  
Encore



Dresser/Wayne  
Ovation

