

Image Package	AMSTAR® White Image	AMSTAR® Blue Image
<b>Forecourt – Canopy</b>	Canopy features a clean white background, using the classic AMSTAR® full-color logo and stripe element.	Canopy features a bold blue background, a reverse-color AMSTAR® logo and a modern color-blocked stripe element.
<b>Forecourt – Dispenser</b>	Dispensers feature a clean white background, the full-color AMSTAR® logo, the AMSTAR® tagline: “Honest. Real. American.,” and a classic stripe element.	Dispensers feature a bold blue background, the reverse-color AMSTAR® logo and a modern star element.
<b>Backcourt – Building Exterior &amp; Shop Sign</b>	The building fascia is painted blue, trimmed in yellow, with the “Shop” sign centered on a white background for a traditional look that matches the canopy. The building is painted white and trimmed along the lower foot in black.	The building fascia is painted blue, with the “Shop” sign centered on a blue background, framed with diagonal yellow stripes for a modern look that matches the canopy. The building is painted white and trimmed along the lower foot in black.
<b>Backcourt – Carwash Exterior, Carwash, Exit &amp; Entrance Signage</b>	The building fascia is painted blue, trimmed in yellow, with the “Wash” sign centered on a white background for a traditional look that matches the canopy. Identifier signage features a simple, clean look that matches the canopy and “Shop” sign.	The building fascia is painted blue, with the “Wash” sign centered on a blue background, framed with diagonal yellow stripes for a modern look that matches the canopy. Identifier signage features a simple, clean look that matches the canopy and “Shop” sign.
Image Levels	Standard	Premium
<b>Forecourt – Canopy</b>	The Standard image level features two-dimensional signage for the canopy and all identifier signage for a traditional look. It is the perfect solution for a smooth, low-investment conversion to the AMSTAR® network.	The Premium image level features the addition of back-lit, LED channel letters for the canopy and all identifier signage for a modern, polished look. It stands out from the crowd with an inviting, well-lit display.