

SUNOCO BRAND CREATIVE

SERENA LISI ZHANG'S PORTFOLIO

● LOGOS / TYPEFACE / COLORS

.....
COLOR
.....



RUGULAR COLOR



NEW STORE COLOR

.....
LOGO
.....



.....
TYPEFACE
.....

BENDER SOLID
STRATUM BLACK
Script MT Bold

APLUS INTERIOR KIT

INTERIOR SIGNAGE

Deliverables and services include initial concept development and revisions: Includes creative and project management time to design concepts of the following around 120 pieces for each month, featuring content provided in Client's planner includes some rounds of revisions. Look and feel designs of the following items and more.

- BULK DISPLAY SIGNS
- COOLER DOOR STATICS
- COOLER DECAL
- COOLER MERCHANDISER
- SHELF TAGS
- CAPP TRANSLITE
- CAPP FLAVOR IDS
- COFFEE URN IDS
- COFFEE POT ID
- NAPKIN INSERTS
- FOUNTAIN STATIC
- CANDY VIOLATOR
- LARGE STARBURST
- CANDY STARBURST
- PRODUCT IDS
- PRODUCT ID EXTENDERS
- MINI-CHIP STRIP
- EASEL CARD
- ROLLER GRILL STATIC
- SHELF TAG
- WISCO WARMER STATICS

- INTERIOR KIT - COOLER DOOR SIGN



RED BULL

2 / \$5.33

RED BULL GIVES YOU WINGS

12 OZ / ALL VARIETIES / REGULAR FOR ONE



- INTERIOR KIT - WISCO WARMER STATICS

\$1.50
BREAKFAST SANDWICHES

SAVE 3¢
 ON EVERY GALLON

WHEN YOU BUY ANY
MORRISONS MUFFIN
 - ALL VARIETIES -

\$2.50
CHICKEN TENDERS & WINGS

NEW!

\$1.69 **CRANBERRY APPLE WHOLE GRAIN MUFFIN**
 - LIMITED TIME ONLY -

LIMITED TIME ONLY

BUFFALO CHICKEN BITES

2/56 MIX & MATCH OVEN ITEMS
 \$3.99 SINGLE RETAIL

\$5.49
CHEESESTEAK

- WHOLE SUBS -

NEW!

\$2.19 **RASPBERRY CHEESECAKE MINI CHIMICHANGAS**

- 2 PER ORDER -

SAVE 3¢
 ON EVERY GALLON

WHEN YOU BUY ANY
BAKERY ITEM
 MORRISONS MUFFINS & PRAIRIE CITY PASTRIES

NEW!

\$1.59 **OREO CHURRO**
 - once a cookie, now a churro -

OREO IS A REGISTERED TRADEMARK OF MONSIEUR DIEZEL INTERNATIONAL GROUP
 8A875W01

SAVE 5¢
 ON EVERY GALLON

WHEN YOU BUY ANY
PERSONAL SIZE PIZZA

SR0715CWW01

- INTERIOR KIT - COFFEE SIGNS

PUMPKIN SPICE COFFEE

A rich blend of pumpkin, cinnamon and delicious autumn spices. Fill your cup with the flavors of fall.



PUMPKIN SPICE

COFFEE

A rich blend of pumpkin, cinnamon and delicious autumn spices. Fill your cup with the flavors of fall.



BE YOUR OWN BARISTA

MAKE IT YOUR WAY



PUMPKIN PIE LATTE



DARK CHOCOLATE MOCHA



PUMPKIN PIE LATTE

2 International Delight Hazelnut Creamers
1/4 cup half and half
3/4 cup Pumpkin Spice Cappuccino

- INTERIOR KIT - COFFEE SIGNS





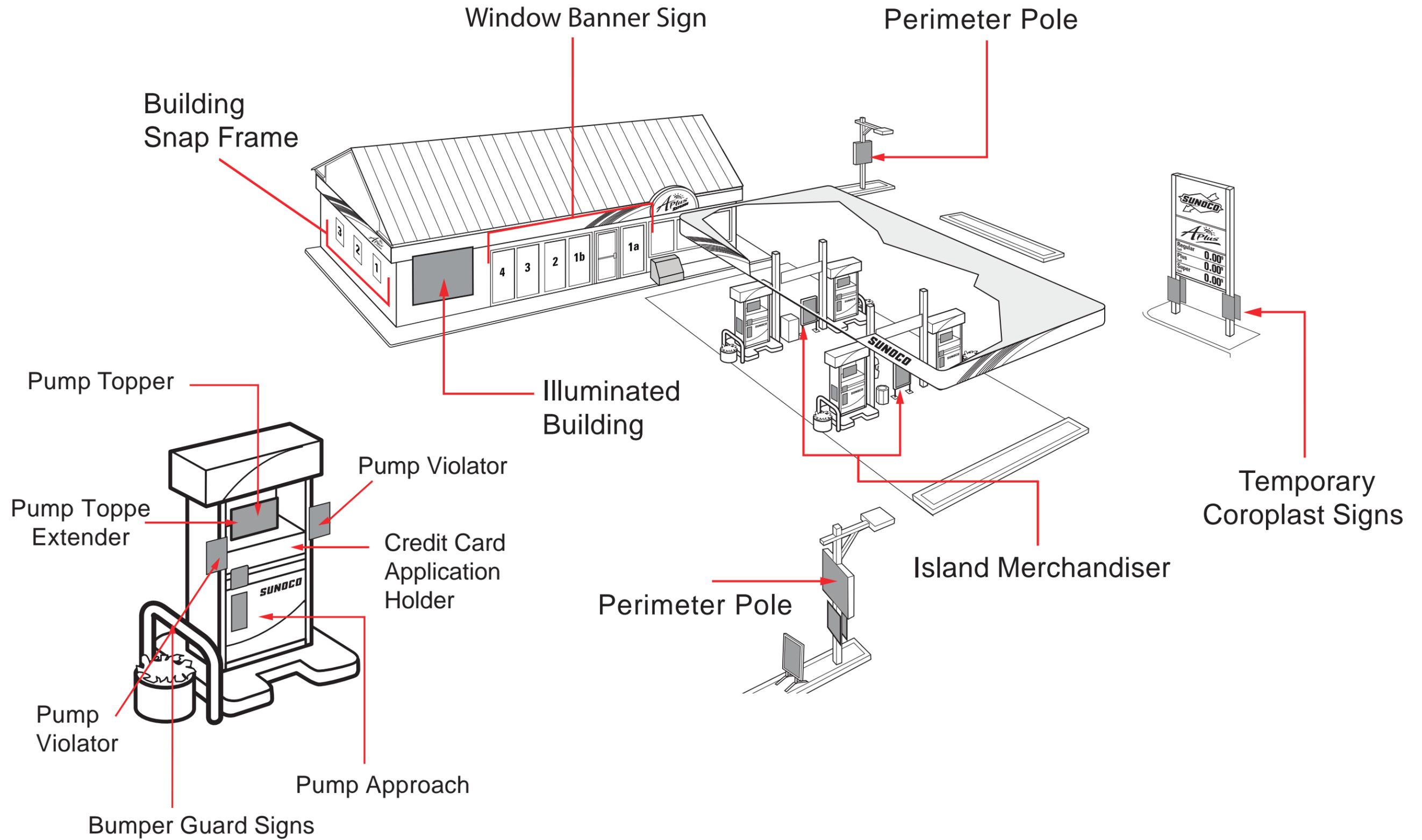
APLUS EXTERIOR POP

ENTERIOR SIGNAGE

Creative and project management time to design concepts of 2-3 designer work for around 50 pieces for each 2 months, featuring content provided in Client's planner includes 3 - 4 time rounds of revisions. Following Signage for Regular Stores, Grand Opening New Stores and Special Holidays.

- Illuminated Building Sign
- Perimeter Pole Signs
- Building Snap Signs
- Bumper Guards
- Island Merchandisers
- Pump Toppers
- Pump Top Extenders
- Pump Approach Sign
- Window Banners
- Door Decal

● EXTERIOR POP PLACEMENT GUIDE



- EXTERIOR POP SIGNS

\$5 **ITALIAN SUBS**
- SATISFY YOUR CRAVING -

A long Italian sub sandwich is shown on a wooden cutting board. The sandwich is filled with layers of salami, tomato slices, lettuce, and cheese. The bread is a long, crusty roll.

\$3.99
ITALIAN SUBS
- SATISFY YOUR CRAVING -

A shorter Italian sub sandwich is shown on a wooden cutting board. The sandwich is filled with layers of salami and tomato slices. The bread is a long, crusty roll.



89¢
PER SANDWICH

\$3.99
ITALIAN SUBS

2 FOR \$3.99
G2G

\$1.99
BREAKFAST SANDWICHES

\$5 ITALIAN SUBS
- SATISFY YOUR CRAVING -



● EXTERIOR POP NEW STORE SIGNS



99¢ CHICKEN TENDERS & WINGS

- LIMITED TIME OFFER -



- LIMITED TIME OFFER -

99¢ CHICKEN TENDERS & WINGS



LIMITED TIME ONLY
CHICKEN TENDERS REGULARLY \$3.59
CHICKEN WINGS REGULARLY \$3.99

LIMITED TIME ONLY
CHICKEN TENDERS REGULARLY \$3.59 • CHICKEN WINGS REGULARLY \$3.99



Aplus

OFFICIAL PIT STOP **NASCAR**

3752

FREE
FORTUNE & COFFEE
- THIS ONE'S ON THE HOUSE -

● GRAND OPENING FLYERS & BALLOON SIGNS



GRAND OPENING SPECIALS

JULY 6 - 12



2 SOUTH CLAUDE LORD BLVD, POTTSVILLE



OFFERS ONLY VALID AT 2 SOUTH CLAUDE LORD BLVD, POTTSVILLE
OFFERS VALID JULY 6 - 12, 2015

LIKE GOSUNOCO AND VISIT US ONLINE AT GOSUNOCO.COM

● GRAND OPENING MAILER

JOIN US
GRAND OPENING
 FRIDAY, JULY 31
 1515 HWY 17N, MT PLEASANT

FREE ICED COFFEE
 any size

FREE FOUNTAIN & COFFEE
 any size

\$1 BREAKFAST SANDWICHES

\$3 SUBS

11AM - 5PM
 2015 NO. 88 DIET MOUNTAIN DEW CHEVY SS SHOWCAR

12pm: Ribbon and 8 Foot Sub Cutting Ceremony
 Special Donation to Children's Miracle Network
 Great Deals on freshly made Breakfast Sandwiches and Subs
 Free Coffee, Fountain, and Iced Coffee all week

2015 HENRICK MOTORSPORTS LLC *SHOWCAR SUBJECT TO CHANGE
 OFFERS VALID JULY 27 - AUGUST 2, 2014 ONLY AT 1515 HWY 17N MT PLEASANT, SC 29564

FREE 18 OZ TRAVEL MUG

OUR GIFT TO YOU
 PRESENT THIS MAILER TO RECEIVE YOUR FREE APLUS TRAVEL MUG*

FREE 18 OZ TRAVEL MUG

*OFFER VALID WHILE SUPPLIES LAST

SUNOCO
 1515 HWY 17N,
 MT PLEASANT SC 29464



FIRST
BUCKETS
99

hot food **TO GO**

BREAKFAST STARTERS		LUNCH & DINNER	
Sausage, Egg and Cheese	\$3.99	Hamburger	\$4.99
Hot Egg and Cheese	\$3.99	Cheeseburger	\$5.99
Bacon, Egg and Cheese	\$3.99	Chicken Pizza	\$4.99 or 2/5\$
Chicken or w/ Bacon	\$3.99	Pepperoni Pizza	\$4.99 or 2/5\$
Available Monday - Friday 8am-11pm		Pepperoni/Sausage Pizza	\$4.99 or 2/5\$
Yoke - 2oz Chicken or Sausage Soup		Hot Wings (1)	\$4.99 or 2/5\$
		Chicken Tenders (1)	\$4.99 or 2/5\$
BREAD & BUNS		DESSERT	
Hot Buns (1)	\$1.49	Hot Chocolate Ball	\$1.99
Panino/Wedges (1)	\$1.75	Chocolate Chip Dessert	\$1.75
Miscellaneous Breads (1)	\$3.99		
Chocolate Dipped Pretzel	\$2.95 or 2/5\$		
Pretzel Trail	\$2.95 or 2/5\$		

↑
Pick up **HERE**

Warning: Hot liquid can cause severe burns and scalding. Use caution when handling hot liquids.

ADVERTENCIA: Los líquidos calientes pueden causar quemaduras graves y escaldaduras. Use precaución al manejar líquidos calientes.

torix Xpressnap
BEATS WIPING YOUR HANDS ON YOUR PANTS.
Hot Hand

JOIN US
GRAND OPENING
JULY 6 - 12

- Great Deals on our new freshly made food offerings
- Free Fountain, Coffee, and Iced Coffee all week
- Ribbon Cutting Ceremony and NASCAR Showcar

JULY 6 - 12
GRAND OPENING
GREAT DEALS ON FRESH FOOD

FREE COFFEE & FOUNTAIN

2015 NO. 88
DIET MTN DEW
CHEVY SS SHOWCAR
- JULY 10, 11AM - 5PM -

GRAND OPENING

SUNOCO CREDIT CARD

- RE-LAYOUT REWARD & CREDIT CARD SIGNS

SAVE FOR MILES

Save 5¢ on Every Gallon Purchased with the Sunoco Rewards Credit Card*. Apply Today at SunocoRewards.com

*Subject to credit approval. You will receive the 5 cent per gallon discount in a reduced fuel price at the point of sale. In the event discounts at the point of sale are unavailable for any reason, you will receive the discounts as a statement credit applied monthly with qualifying purchases. Account must be open and current to earn discounts. 2015 Sunoco Inc. (R&M). All rights reserved.

SAVE 5¢ ON EVERY GALLON

Purchased with the Sunoco Rewards Credit Card*

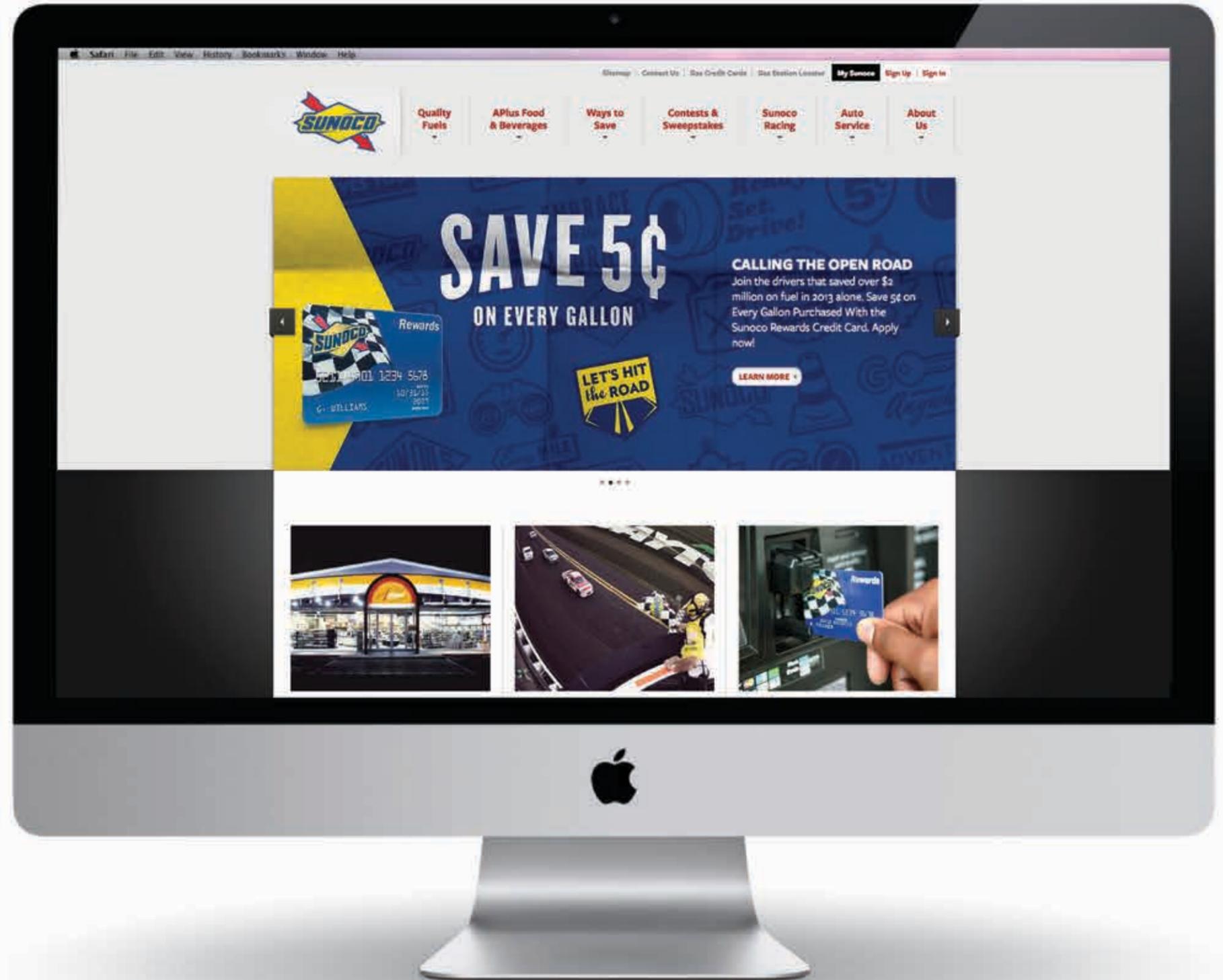
*Subject to credit approval. You will receive the 5 cent per gallon discount in a reduced fuel price at the point of sale. In the event discounts at the point of sale are unavailable for any reason, you will receive the discounts as a statement credit applied monthly with qualifying purchases. Account must be open and current to earn discounts. 2015 Sunoco Inc. (R&M). All rights reserved.

SAVE 5¢ ON EVERY GALLON

Apply Today at SunocoRewards.com

SUNOCO

● GOSUNOCO MONTHLY WEBSITE UPDATES



- GOSUNOCO MONTHLY WEBSITE UPDATES

SAVE 3¢ ON EVERY GALLON FIJI WATER 1 LITER

+

SAVE 4¢ ON EVERY GALLON WONDERFUL PISTACHIOS 5 OZ. BAG

+

SAVE 4¢ ON EVERY GALLON CHEX MIX 3.75 OZ. BAG

SAVE 11¢ ON EVERY GALLON 11¢ OFF EVERY GALLON OF FUEL (UP TO 20 GALLONS)

DONEC NEC JUSTO EGEE FELIS FACILISIS FERNT.
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nib, viverra non, semper suscipit, posuere, dispartem.

[LEARN MORE](#)

**GET THE DECAL
GET SPOTTED**

WIN

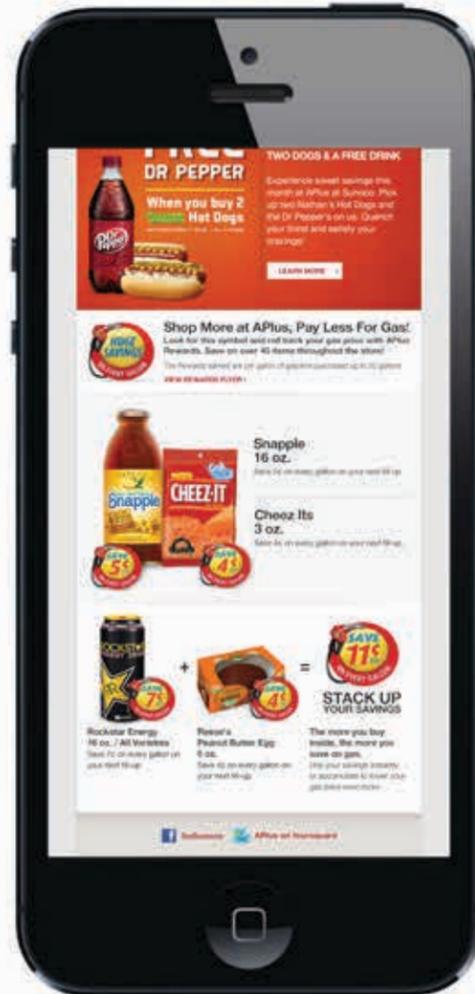
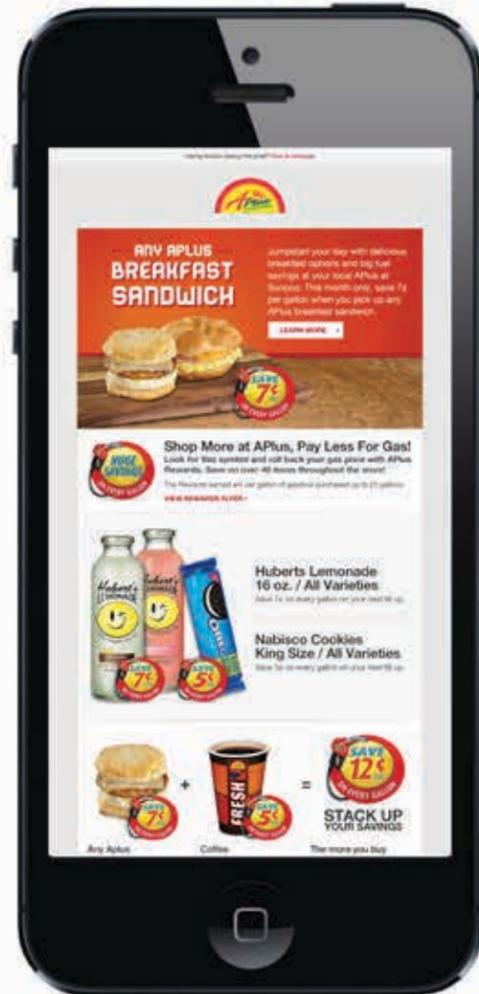
**GET THE DECAL
GET SPOTTED**

WIN

DONEC NEC JUSTO EGEE FELIS FACILISIS FERNT.
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[LEARN MORE](#)

• APLUS ENEWSLETTERS



MORE SIPS MORE SAVINGS

Winter may be moving in, but it's still Pumpkin Spice season at APlus. This month at APlus at Sunoco, warm up with a 24 oz coffee or cappuccino and you'll save 5 cents per gallon on your next fill-up!



[LEARN MORE](#)



Shop More at APlus, Pay Less For Gas!

Look for this symbol and roll back your gas price with APlus Rewards. Save on over 40 items throughout the store!

The Rewards earned are per gallon of gasoline purchased up to 20 gallons.

[VIEW REWARDS FLYER](#)



Snapple
32 oz / All Varieties
Save 5c on every gallon on your next fill up.

Special K Protein Bars
All Varieties
Save 6c on every gallon on your next fill up.



Bagel Bites
All Varieties
Save 6c on every gallon on your next fill-up.

Pepsi Family
20 oz
Save 5c on every gallon on your next fill-up.

STACK UP YOUR SAVINGS
The more you buy inside, the more you save on gas. Use your savings instantly or accumulate to lower your gas price even more.

[GoSunoco](#) [APlus on foursquare](#)

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Offers good December 1, 2014 through December 31, 2014. All offers on your next fill-up to 20 gallons. An APlus Rewards card must be used to earn and redeem APlus Rewards. APlus Rewards expires on the last day of the month following the month in which discounts are earned. APlus Rewards can be redeemed for up to 20 gallons of Sunoco's motor fuel. APlus Rewards are good for only one vehicle per transaction. Card authorization limits subject to terms and conditions of the credit/debit card issuer. For complete terms and conditions refer to the APlus Rewards pamphlet at participating locations. APlus is a registered trademark of Sunoco, Inc. and its subsidiaries. Not all items are available at all locations. ©2014 Sunoco, Inc. (R&M). All rights reserved.

- KIOSK BUTTON & TOUCH SCREEN

SELECT AN ITEM

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, OR EGGS
MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS



MONTHLY UPDATED

● CRAFT BEER ENEWSLETTER



WELCOME BEER LOVERS

Thanks for joining the Craft Beer Exchange community. Whether you're a craft beer novice or true connoisseur, you'll love the Craft Beer Exchange at APlus. We have a unique selection of craft beer on tap available to-go in growlers, and a wide assortment of bottles so you can mix your own six-packs. Cheers!



[LEARN MORE](#)



What's on Tap

With up to 12 craft beers on tap and a selection that rotates daily, there's always something new to try. Check out our blog to see what's on tap near you.

[TAP LIST](#)



\$2 Off Your Purchase

Getting a deal on craft beer couldn't be easier. Just print this coupon and bring it to any Craft Beer Exchange. We'll scan it for you and give you \$2 off.

Expires 6/30/2014



CraftBeerExchange

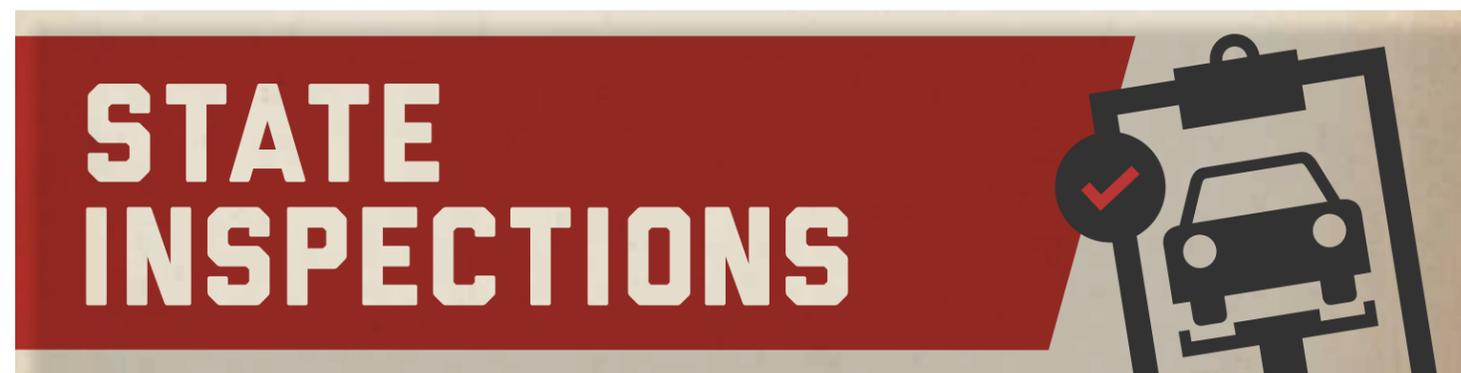
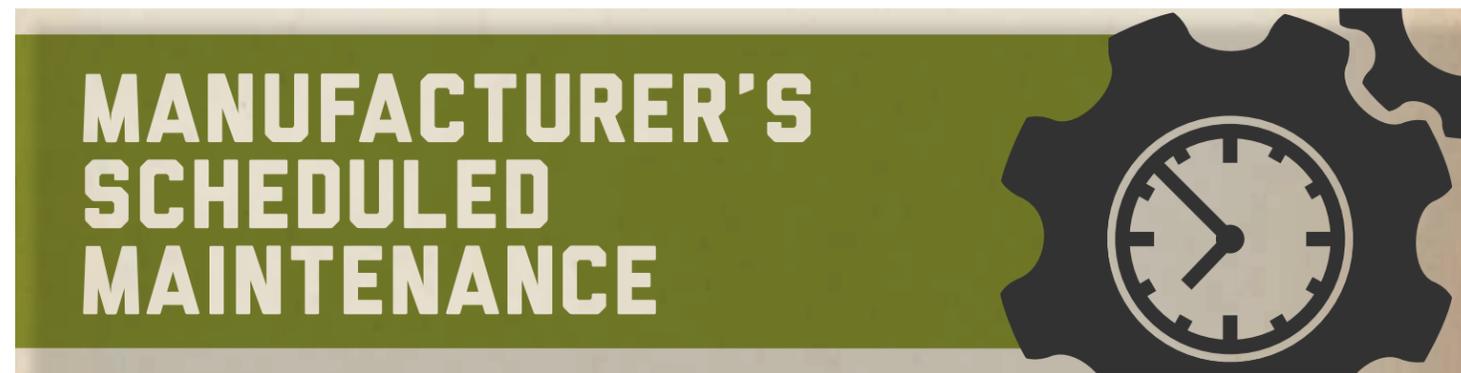
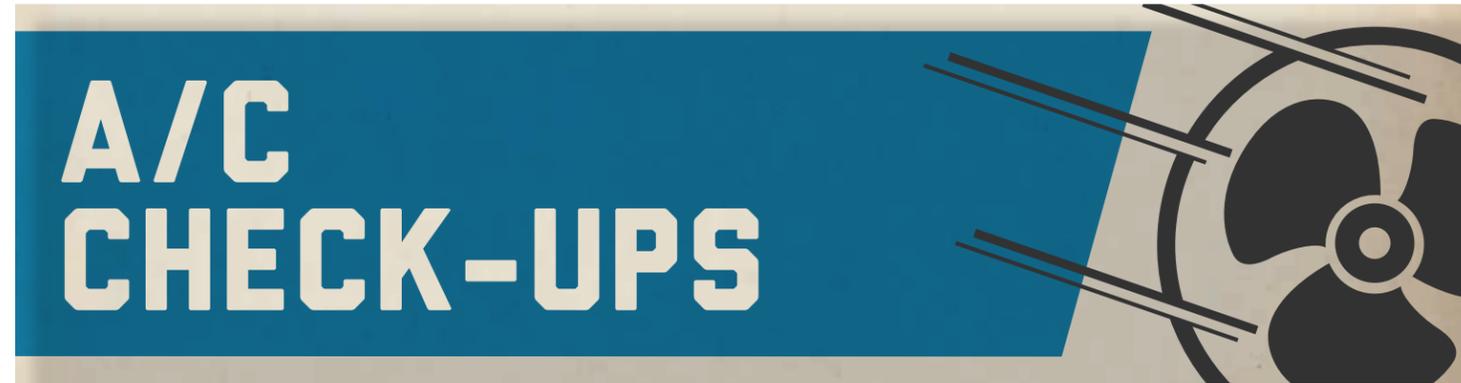


@FeedTheGrowler

SUNOCO OTHER SIGNS

RACE FUEL / FREE FUEL / USC / RED CROSS / THANK YOU CARD / B2B

- RE COLOR & LAYOUT USC SIGNS



- RE-LAYOUT "SOLD HERE" FOR RACE FUEL

**PERFORM
LIKE A CHAMPION**



- SOLD HERE -

**PERFORM
LIKE A CHAMPION**



- SOLD HERE -

**PERFORM
LIKE A CHAMPION**



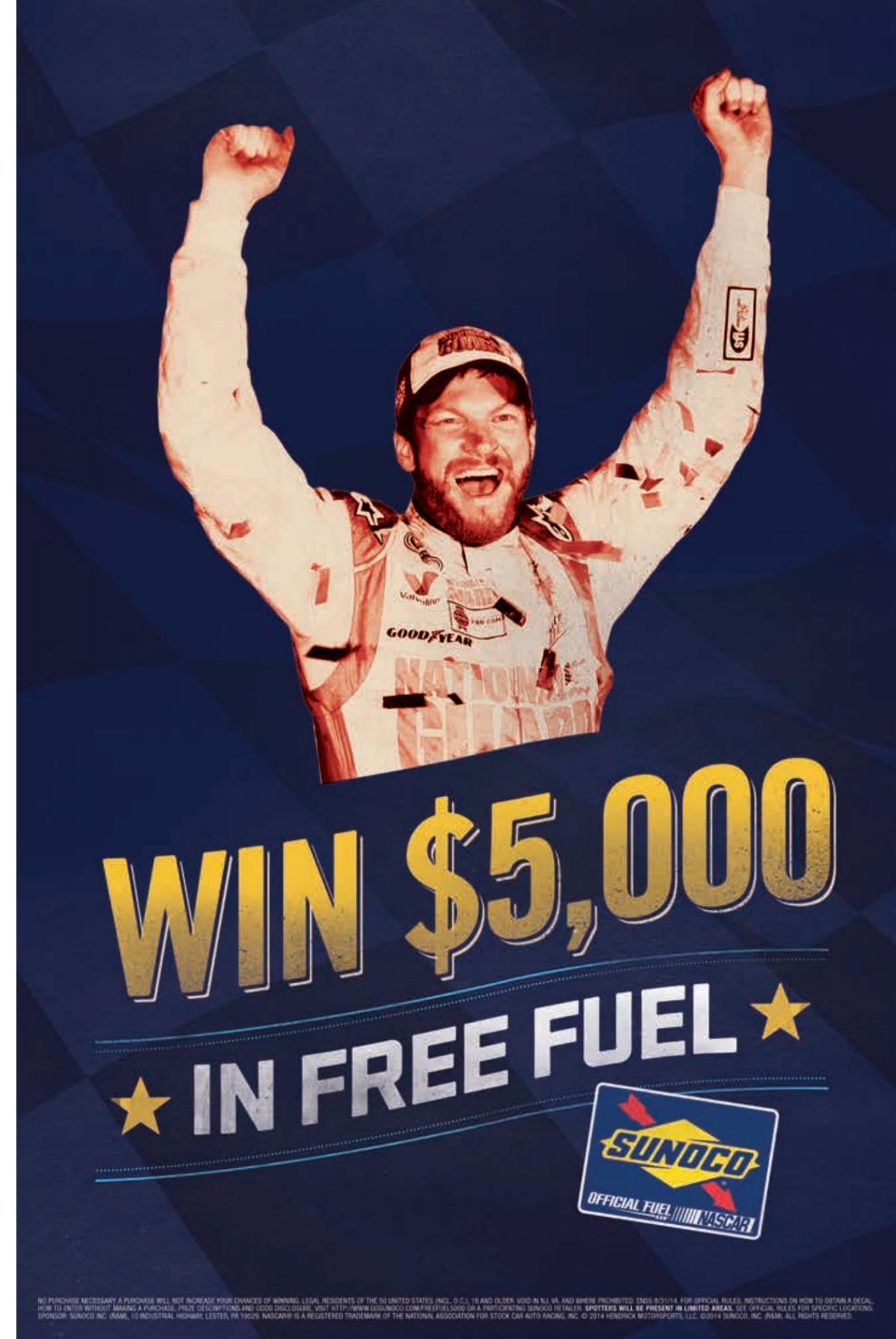
- SOLD HERE -

**FUEL
YOUR
PASSION**



**5 GALLON PAILS
- SOLD HERE -**

- RE-LAYOUT FREE FUEL SIGNS



NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (INCL. D.C.), 18 AND OLDER, VOID IN AL, WA, AND WHERE PROHIBITED. ENDS 8/31/14. FOR OFFICIAL RULES, INSTRUCTIONS ON HOW TO OBTAIN A DECAL, HOW TO ENTER WITHOUT MAKING A PURCHASE, PRIZE DESCRIPTIONS AND ODDS, SEE ONLINE. VISIT [HTTP://WWW.SUNOCO.COM](http://www.sunoco.com) FOR \$5,000 ON A PARTICIPATING SUNOCO RETAILER. SPOTTERS WILL BE PRESENT IN LIMITED AREAS. SEE OFFICIAL RULES FOR SPECIFIC LOCATIONS. SPONSOR: SUNOCO INC. (RAM), 15 INDUSTRIAL HIGHWAY, LESTER, PA 19003. NASCAR IS A REGISTERED TRADEMARK OF THE NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING, INC. © 2014 HENRIKSEN MOTORSPORTS, LLC. © 2014 SUNOCO, INC. (RAM). ALL RIGHTS RESERVED.

● B2B POSTCARD, MAILER & SIGNS

**WHEN IT'S TIME TO RENEW,
IT'S TIME TO TALK TO SUNOCO.**

YOU DON'T LAST 125 YEARS IN THIS BUSINESS sitting on your laurels and letting the other guy lead. You step it up with innovation that spurs growth. You offer point-of-sale technology that boosts purchase at the pump and at the register. You shift into gear with a world-class marketing program that includes partnerships like being the Official Fuel of NASCAR®. You offer unparalleled in-the-field support and facility upgrades, like the Sunoco diamond goal post sign, canopy imaging, and digital pricing signs. You do what you have to, and you do it the right way.

YOU LEAD.



GET IN TOUCH & SEE WHAT SUNOCO CAN DO FOR YOUR BUSINESS.

STEVE MALEY
Manager, New Business Development
Cell: (609) 458-6690
scmaley@sunocoinc.com



SUNOCO
10 Industrial Hwy, MS4
Lester, PA 19029



**WHEN IT'S TIME TO RENEW,
IT'S TIME TO TALK TO SUNOCO.**

YOU DON'T LAST 125 YEARS IN THIS BUSINESS sitting on your laurels and letting the other guy lead. You step it up with innovation that spurs growth. You offer point-of-sale technology that drives sales and unparalleled in-the-field support. You shift into gear with a world-class marketing program that includes partners like being the Official Fuel of NASCAR®. Our growth continues to push us into new markets and we are proud to return to the great state of Oklahoma. We're looking forward to the road ahead.

WE'RE DRIVEN



GET IN TOUCH & SEE WHAT SUNOCO CAN DO FOR YOUR BUSINESS.

TONY LAURO: Manager, New Business Development
Cell: (954) 815-0445 | arlauro@sunocoimage.com
www.sunocoimage.com

OFFICIAL FUEL  OFFICIAL FUEL  OFFICIAL FUEL 



SUNOCO
10 Industrial Hwy, MS4
Lester, PA 19029



THERE'S A NEW FUEL IN TOWN.

YOU DON'T LAST 125 YEARS IN THIS BUSINESS sitting on your laurels and letting the other guy lead. You step it up with innovation that spurs growth. You offer point-of-sale technology that boosts purchase at the pump and at the register. You shift into gear with a world-class marketing program that includes partnerships like the Official Fuel of NASCAR®. You offer unparalleled in-the-field support, and best-in-class consumer and fleet programs, like the Over-The-Road card, accepted at 99% of truck stops in the US. You do what you have to, and you do it the right way.

YOU LEAD.



GET IN TOUCH & SEE WHAT SUNOCO CAN DO FOR YOUR BUSINESS.

TONY LAURO: Manager, New Business Development
Cell: (954) 815-0445 | arlauro@sunocoimage.com

KAREN MOORE: Area Manager, Distributor
Cell: (610) 613-1630 | kmoore@sunocoimage.com

www.sunocoimage.com

● SUNOCO THANK YOU CARD



*Thank
you!*



SHOP.GOSUNOCO.COM

**WE APPRECIATE YOUR BUSINESS
AND HOPE TO SEE YOU AGAIN SOON.**

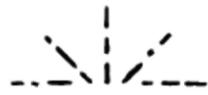
APLUS COFFEE REBRAND

RE-DESIGN CUPS & NEW INDOOR RENDERING

SUN COFFEE COMPANY

In a day where everything seems so fast and fleeting, and social media has made life more anti-social, nothing beats simplicity, authenticity and consistency. Sun Coffee is a gentle reminder that making and drinking a cup of coffee is one of life's simplest daily pleasures—a hand-crafted antidote for the daily grind. When consumers enter an APlus they will be welcomed by aroma of expertly-pressed coffee beans, heightened by the sounds of authentic espresso machines.

Visually, Sun Coffee is anchored in American heritage with a nod to the manufacturing era, with the rustic essence of painted brick, steel and warm woods, handcrafted type and simple craft paper cups. A subtle homage to Sunoco in name only, this concept is more about optimism and craft. Simple, sincere and value-priced, Sun Coffee is for consumers who recognize that what's in the cup is as important as what's on the cup.



Quality



Service

SUN COFFEE CO.



CRAFT COFFEE ARTISANS

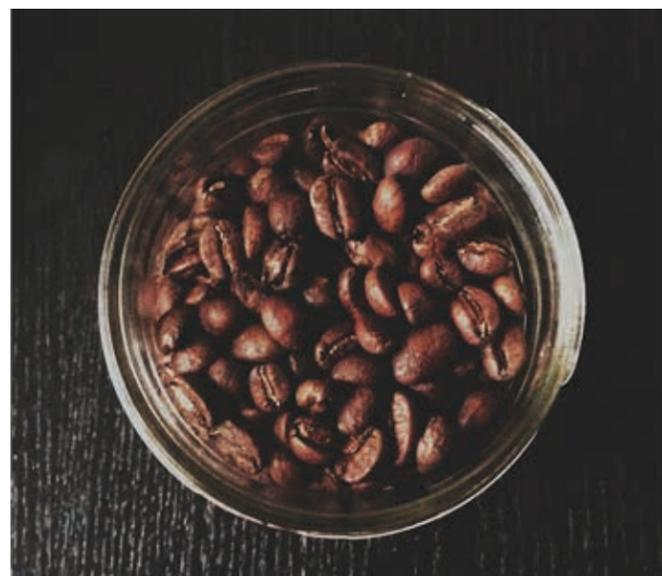
CUSTOM BLENDS



- RE-DESIGN SUN COFFEE CUP



- RE-SIZE MENU & WALL ARTS



TORTOISE + HARE COFFEE

The Tortoise and the Hare is one of our oldest and best known shared pieces of mythology. It is most closely associated with Aesop's fables, but versions of the story appear in many cultures. It's also a near-perfect metaphor for the coffee experience: Some people consume coffee as fuel to speed up, others sip it as a means to slow down.

By borrowing the characters and themes from the fable, placing them in a simple and clean minimalist context within APlus stores, and contemporizing them with bold, modern graphic and type design, we begin to craft a distinct and even lightly playful coffee experience. Beyond that, the coffee is always high quality, and the price is always right. Whether they believe the early bird gets the worm, or slow and steady wins the race, Tortoise + Hare is for coffee lovers who don't take their coffee too seriously.



TORTOISE + HARE

ARTISAN COFFEE



TORTOISE + HARE

ARTISAN COFFEE

- RE-DESIGN TORTOISE & HARE CUP



- NEW INDOOR RENDERING



THANKS YOU!