



# Image Stewardship Guide



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This guide is a tool to assist Chevron Marketers and Retailers deliver a consistent premium brand facility experience. It provides the standards by which all Chevron stations are measured. Within the guide you will find detailed descriptions of Chevron’s image requirements, pictorial examples of acceptable and unacceptable image conditions, a Hallmark 21 vendor contact list, recommended cleaning checklists and maintenance activities. The recommended CORE (Consistently Outstanding Retail Experience) cleaning techniques were developed for our company-operated stores and have proven to be very effective for keeping stations looking their best.

Consistent application of our image standards will help ensure that we remain “#1 in the hearts and minds of our customers.”

*The Company reserves the right to make changes to the standards described herein at any time.*





## Purpose of Hallmark 21 Image

**A distinctive visual identity for the Chevron retail network that is attractive to the consumer and consistent with the Chevron brand value proposition of quality products and excellent service.**

- Establish a coherent and instantly recognizable Chevron identity throughout Chevron's marketing area
- Maintain and cultivate our image of quality and performance in the marketplace with our highly visible and most important asset, our retail facilities
- Provide consistent image standards
- Foster a clean and uncluttered environment for the consumer







# Yard and Lot



## Yard and Lot / **Image Absolutes**

The lot must be free of unauthorized signage, trash, and abandoned or “for-sale” vehicles. The lot must be paved with concrete slabs at all fueling positions. Landscaping must be maintained and free of weeds.

### **Key Aspects**

The key aspects of yard and lot image maintenance are:

- Access (ingress/egress)
- Visual appearance (clean)
- Authorized signage
- Safety



# Yard and Lot / Acceptable Examples



## ✓ Acceptable



Primary ID sign is clean and operational.



Visible lot striping.



Chevron-approved point of purchase (POP).



Lot is free of significant litter and stains.



Lot is free of significant litter and stains.



Landscaping is maintained.

# Yard and Lot / Air Water

## Issues

Air and water dispensing issues include:

- Equipment wear
- Rust
- Inoperable equipment

## Expectations

Air and water are operational, area decals are applied correctly and bumper posts are white with reflective decals.

## Solutions

Replace signs, repair equipment and then paint and replace reflective decals as needed. This is a high-use area that requires regular maintenance.

## ✓ Acceptable



Air and water are available; paint and decals are in good condition.

## ✗ Unacceptable



Replace rusted or damaged signs.



Paint poles and equipment and replace reflective decals to bumper posts.





## Yard and Lot / Unauthorized Signage – Pole

### Issues

Use of unauthorized pole signage creates the following issues:

- Unprofessional appearance on the primary ID and perimeter poles
- Visual clutter

### Expectations

Clear and consistent communication of brand and Additional Profit Center (APC) messages. Follow Hallmark 21 Image Guidelines, Sections 2 and 9.

Exterior signs must be safely constructed, easily recognizable from a distance, readable to motorists and permissible under local sign ordinances.

### Acceptable

Acceptable signage consists of:

- 4 by 5 foot sign on light poles
- Alternatives: APC signage (see Exterior Sign Options), and approved perimeter signs – Examples: 4 by 5 foot and 3 by 4 foot POP sign fixtures

### X Unacceptable



Mount only approved 4 by 5 foot signs on lightpoles. Never place on primary ID or price signs.



Remove temporary signage. Product panels must be clean as well.



Do not use unauthorized backcourt signage. Refer to Exterior Sign Options Guide for correct use of forecourt and backcourt signs.

# Yard and Lot / Unauthorized Signage – Banners

## Issues

Unauthorized banner signage issues include:

- Compromise of the total site image
- Banners become worn and fade quickly
- Visual clutter

## Acceptable

Banner use is limited to short-term event promotions such as grand openings. Never attach banners to the canopy or the primary ID sign.

## Alternatives

Perimeter POP, 3 by 3 foot signs, Automotive Service Bay (ASB) bay banners, readerboards

## X Unacceptable



Relocate as a bay banner.



Banners should never be placed on the canopy. Use perimeter POP or a 3 by 3 foot pump island sign.



Alternative:  
Use APC signage or window decals to promote a lottery.



No temporary signs on canopy fascia. Use perimeter POP or a 3 by 3 foot pump island sign.



Permanent promotion perimeter banners are not allowed. Use only approved 4 by 5 foot signs on lightpoles.



# Yard and Lot / Unauthorized Signage - Perimeter

## Issues

Temporary signage is an unprofessional presentation that compromises the total site image. These signs are usually difficult to maintain and add to visual clutter.

## Acceptable

Chevron approved readerboard and perimeter POP (4 by 5 foot and 3 by 4 foot). See Hallmark 21 Image Guide, Section 9.

## ✓ Acceptable



## ✗ Unacceptable



Do not display other signs on the primary ID or island bullards.



Do not use sandwich signboards; use bay signs or readerboard instead.

# Yard and Lot / Primary Identification

## Issues

Primary ID sign appearance

## Expectations

Implement a regular sign cleaning and maintenance program for consistent presentation of the Chevron brand.

## Solutions

Primary ID sign maintenance includes:

- Remove and clean panels to avoid buildup of stains
- Replace panels as necessary
- Treat rust and paint the pole

## ✓ Acceptable



## ✗ Unacceptable



Remove and clean panels regularly to remove dirt, mold and mildew buildup.



Treat rust and paint the pole.



# Yard and Lot / Daily Housekeeping

## Issues

Debris and weed buildup

## Expectations

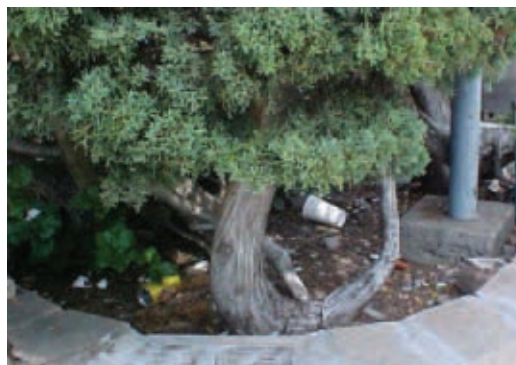
Keep the lot maintained by performing the following tasks regularly:

- Maintain the lot and landscaped areas properly
- Remove trash, weeds and dead shrubs

## Resource

Chevron Landscape Stewardship brochure available on Business Point > Marketing > Brand and Identity > Chevron Brand > Other Information > Landscape Stewardship

## X Unacceptable



Regularly clean debris from the lot.

## X Unacceptable



Remove weeds.



Regularly clean debris from the lot.

# Yard and Lot / Periodic Housekeeping

## Issues

Housekeeping issues include the following:

- Unprofessional appearance
- Visual clutter

## Expectations

Address housekeeping issues by performing the following tasks regularly:

- Remove any unwanted equipment from the premises
- Schedule timely tire and battery pickups
- Store equipment properly
- Organize the trash enclosure and the back lot area

## X Unacceptable



Remove accumulated junk.



Find an appropriate storage location.



Organize piles of discarded tires and schedule a pickup.



Organize trash receptacles.

# Yard and Lot / Image Touchups

## Issues

Image issues include the following:

- Normal wear
- Graffiti
- Oil and grease buildup

## Expectations

Address image issues by performing the following tasks regularly:

- Pressure-wash the lot as allowed by local ordinances
- Paint and replace decals on worn bumper posts
- Clean or paint over graffiti
- Restripe the lot as necessary

## X Unacceptable



Paint faded and worn curbs.



Remove or paint over graffiti.



Paint and replace decals on worn bumper posts.



Repaint worn lot striping, and pressure-wash or treat oil and grease buildup.



Paint and replace damaged/torn decals on worn bumper posts.

# Yard and Lot / Maintenance

## Issues

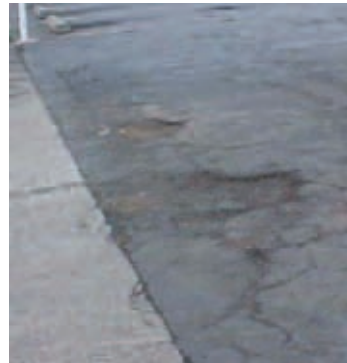
Safety issues include:

- Potholes
- Damaged or worn structures

## Expectations

Refresh and repair as needed.

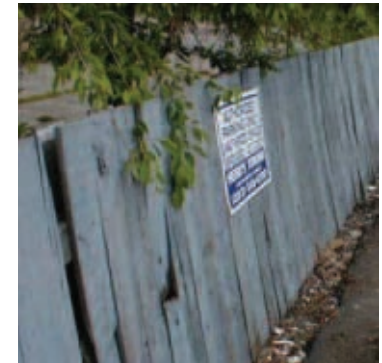
## X Unacceptable



Repair damaged asphalt.



Repair potholes.



Repair worn or damaged fencing.



Repair damaged structures.



Repair damaged structures.





## Yard and Lot / Recommended Daily and Weekly CORE Cleaning

### Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Cloth towel
- Dawn® Heavy-Duty Degreaser
- Push broom and dustpan
- Trash bag liners
- Disposable latex gloves
- Safety vest

### Preparations

- Obtain supplies.
- Put on safety vest and gloves.



### Daily - Check Lots

- Pick up litter from yard, lot and behind the site.
- Pull weeds.



### Weekly - Sweep leaves

- Use a push broom to sweep leaves into a pile and place the pile in a trash can liner.



### Daily - Pick up and sweep litter

- Place litter into a trash can liner.
- Sweep up cigarette butts and small objects.



### Weekly - Clean perimeter signs with all-purpose cleaner and a cloth towel

- Spray cloth towel with all-purpose cleaner and wipe the edges and frame of the signs.
- Wipe POP signs with a clean dry cloth towel only.
- Clean all outside merchandise display equipment.



### Daily - Check air/water area

- Use 3-in-1 all-purpose cleaner and cloth towel to wipe all hardware and equipment.
- Spray cloth towel with the heavy-duty degreaser, pull out the hose and wipe it clean.



### After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.

# Yard and Lot / Recommended Monthly CORE Cleaning

## Supplies Needed:

- Spic And Span 3-in-1 all-purpose cleaner
- Cloth towel
- Dawn® Heavy-Duty Degreaser
- Push broom and dustpan
- Disposable latex gloves
- Safety vest
- Sidewalk scraper

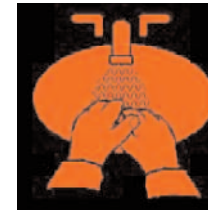
## Preparations

- Obtain supplies.
- Put on safety vest and gloves.



## Monthly - Check for gum

- Spray any gum with the degreaser and let it sit for five minutes.
- Remove the gum with the sidewalk scraper, sweep the gum into the dustpan and deposit into trash can liner.



After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.



## Monthly - Clean exterior of trash enclosure with all-purpose cleaner

- When possible, move the dumpster out of trash enclosure and block it against the curb to prevent it from rolling.
- Straighten any stored items, sweep the trash and debris into the dustpan and empty the dustpan into dumpster.



# Pump Island/Canopies



# Pump Island/Canopies / Image Absolutes

## Canopy

Canopies must be maintained as follows:

- Clean, painted, with logo elements properly applied
- Free of rust, damage and leaks
- All lights should be operational

## Pump Islands

Pump islands must be maintained as follows:

- Islands are clean and painted
- Valets, POP cabinets, and bumper posts are clean and painted and decals correctly applied as outlined in Hallmark 21 Image Guidelines
- Spanners are clean, decals correctly applied, free of damage, and all lights are operational
- Dispensers are clean and properly decal'd



# Pump Island/Canopies / **Acceptable**



## ✓ Acceptable



Spanners are clean.



Planters at end of island are clean and contain colorful flowers, and the pump nozzles are clean and color-coded.



Canopy is in good condition; lights are operational and clean.



POP signs are authorized and current, and the island valet is clean and fully stocked.

# Pump Island/Canopies / **Unacceptable**

## Issues

Canopy issues include the following:

- Damaged, worn or rusted canopy
- Faded and worn lens covers

## Expectations

Address canopy issues as follows:

- Clean, repair and paint the canopy as necessary
- Replace and repair any damaged canopy lights

## **X Unacceptable**



Repair damaged canopy elements.



Repair and paint canopy and replace the dirty lens in under canopy light fixture.



Treat rust and paint the canopy deck.



Repair and paint the canopy deck.



## Pump Island/Canopies / **Spanners – Unacceptable**

### Issues

Damage and wear to spanners.

### Expectations

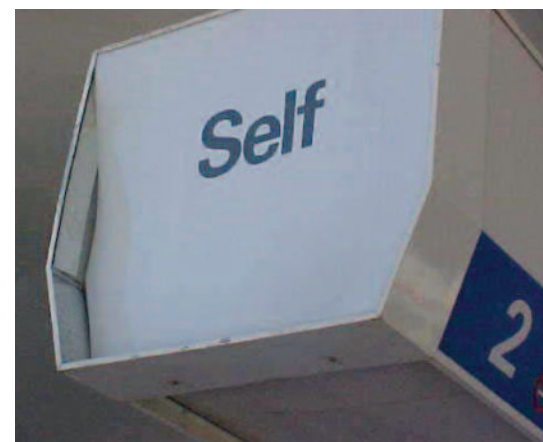
Address spanner issues as follows:

- Replace decals and spanner skins as needed and repair damage in a timely manner
- Alternative: Replace old spanners with new spanners for a refreshed image and significant energy savings

### **X Unacceptable**



Replace spanner faces that are cracked or faded.



Repair or replace damaged mode signs.



Update old mode signs.



Replace defaced or faded decals.

# Pump Island/Canopies / Unauthorized Signs

## Issues

Unauthorized POP signage.

## Resources

Only approved 3 by 3 foot and pump topper POP frames are allowed on the pump island.

## Solutions

Create authorized POP using ePOP, customized Point-of-Purchase signage (refer to Business Point > Marketing > Advertising > ePOP).

## Alternatives

Bay banners are acceptable for promoting ASB services.

## X Unacceptable



Remove unauthorized POP advertising.



Place only 3 by 3 foot and approved pump toppers on the pump island.



Replace with authorized pump topper signage.





## Pump Island/Canopies / **Dispensers – Acceptable**

### Absolutes

Dispensers are operational and clean with lens covers free of scratches, decals properly applied and products correctly color coded. Dispensers under the canopy must be of the same style.

### ✓ Acceptable



- Nozzle boots are clean and color coded.
- Only operational, brand or warning decals are displayed on the dispenser.
- Dispensers are clean, and decals are applied correctly.

# Pump Island/Canopies / Dispensers – Maintenance

## Issues

Dispenser maintenance issues include:

- Dirt
- Wear
- Damage

## Expectations

Address dispenser maintenance issues as follows:

- Clean and reapply worn or damaged decals
- Replace damaged parts
- Clean all nozzle boots and replace when worn

## X Unacceptable



Clean dirty dispensers and replace decals as needed.



Remove worn decals and replace as needed.



Do not display hand-made signage.



Replace worn, faded or dirty nozzle boots.



Replace scratched, yellowed, or damaged lens covers.



## Pump Island/Canopies / **Dispensers – Maintenance**

### Issues

Dispenser maintenance issues include the following:

- Peeling or damaged decals
- Dispenser rust
- Dirt

### Expectations

Address dispenser maintenance as follows:

- Regularly clean all areas
- Replace decals as needed
- Treat rusted area immediately and replace decals

### **X Unacceptable**



Replace decals as needed.



Treat rust and replace decal.



Replace decals as needed.



Treat rust.

# Pump Island/Canopies / Dispensers – Maintenance

## Issues

Unauthorized signage on dispensers. For example, drive-off warning decals and unapproved POP are not allowed.

## Expectations

Only operational decals (e.g., FastPay, nozzle operations, octane rating, and weights and measures certifications), product identification and regulatory decals are allowed on dispensers. Approved pump toppers are allowed on top of the dispensers.

## X Unacceptable



Remove unauthorized decals; only operational and product identification and warning decals are allowed.



Do not display any unapproved POP on dispensers.



## Pump Island/Canopies / Valet – Maintenance

### Issues

Island valets are a key customer touch point.

### Expectations

Address valet maintenance issues as follows:

- Clean and stock valets and make sure decals are applied correctly
- Remove trash regularly and have fresh window-washing solution, a squeegee and paper towels available at each valet
- Repair or replace valets as needed

### Resource

Refer to the CORE cleaning process, page 30.

### ✓ Acceptable



Clean and stocked valet with decals properly applied.

### ✗ Unacceptable



Do not use column mount valets. Replace damaged windshield valets.



Maintain clean trash containers, especially in areas visible to customers.

# Pump Island/Canopies / Pump Island Merchandising

## Issues

Merchandising on the pump island is discouraged. However, if merchandising is displayed, the display must not compromise safety.

## Expectations

Any merchandising on the pump island must:

- Be located in a place convenient for pedestrian traffic and outside of vehicle travel paths
- Not impede the natural traffic flow of the site
- Not impact visibility of primary signage

## Electrical Connections

Any equipment requiring electrical connections must be installed by a licensed electrician to ensure compliance with building codes and ordinances.

## ✓ Acceptable



Ensure safe and convenient access.



Island merchandising must be clear of primary vehicle paths.

## Pump Island/Canopies / Planters

### Issues

Planters provide visual appeal by providing color to otherwise vast expanses of paved areas, such as the fueling area.

### Acceptable

Planters should be installed at both ends of the island and must all be the same large size – between 32 to 35 inches in diameter. Bright annual flowers must be used to create a year-round focal point. All colors are approved.

- Do not place planters between canopy columns
- Do not repaint the white plastic planters
- Do not grow vegetables or trees in planters
- Refer to Chevron Landscape brochure

### ✓ Acceptable



Planter is installed at the end of the island with colorful flowers.

### ✗ Unacceptable



The planter should be filled with colorful flowers.

# Yard and Lot / Recommended Daily and Weekly CORE Cleaning

## Supplies Needed:

- Spic And Span 3-in-1 all-purpose cleaner
- Dawn® heavy-duty degreaser
- Windshield-washing solution
- Safety vest and cones
- Latex and heavy-duty gloves
- Cloth towels
- Trash can liners
- Broom and dustpan
- Sidewalk scraper
- White scrub pad
- Bucket

## Preparations

- Obtain supplies.
- Put on safety vest and gloves.
- Block the drive slab with safety cones on the side of the island being cleaned.



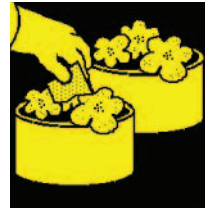
## Daily - Empty all trash cans

- For this task, put on heavy-duty work gloves over latex gloves.
- Empty the trash cans if more than half full.
- Replace the trash can liners.
- Use 3-in-1 all-purpose cleaner and a clean cloth towel to clean the outside of the trash can or island valet.



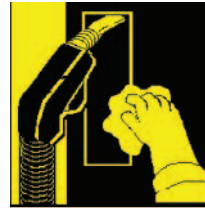
## Daily - Clean windshield-washing facility and island valet

- Remove the tray and dump the dirty water into an empty bucket.
- Rinse the tray with clean water and dump the water into the bucket.
- Clean the inside of the tray with a clean cloth towel and all-purpose cleaner.
- Replace the tray, add windshield-washing solution, and fill the tray with water.
- Replace the squeegee, if worn.
- Restock the paper towels if the dispenser is less than half full.



## Weekly - Clean flower pots

- Spray the pot with 3-in-1 all-purpose cleaner and wipe it with a clean cloth towel.
- Remove trash from the flower pots.



## Weekly - Clean fueling positions

- Use 3-in-1 all-purpose cleaner and clean cloth towels.
- Clean the bumper poles.
- Clean the top, lid and sides.
- Remove all nozzles.
- With a white scrub pad, clean nozzle holders.
- Clean the top of the pumps so there are no water spots, dust or smudges.
- Clean the pump skirts.



## Weekly - Sweep area around pump island and drive slab

- Clean oil spots with the heavy-duty degreaser and a clean cloth towel.
- Spray gum with the heavy-duty degreaser, let it sit for five minutes, and remove with the sidewalk scraper.
- Pull weeds and sweep extended drive slab.



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**





## Pump Island/Canopies / Recommended Monthly CORE Cleaning

### Supplies Needed:

- Spic And Span 3-in-1 all-purpose cleaner
- Dawn® heavy-duty degreaser
- Safety vest and cones
- Latex and heavy-duty gloves
- Cloth towels
- Trash can liners
- Sidewalk scraper
- Long-handled wall-washer

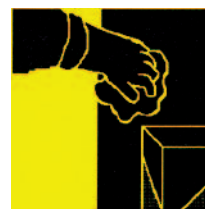
### Preparations

- Obtain supplies.
- Put on safety vest and gloves.
- Block the drive slab with safety cones on the side of the island being cleaned.



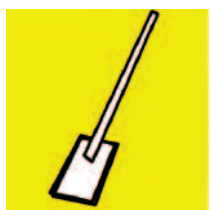
### Monthly - Clean inside of trash cans

- For this task, put on heavy-duty work gloves over the latex gloves.
- Remove the trash liner.
- Pick up the trash from the bottom of the trash can.
- Use 3-in-1 all-purpose cleaner and a clean cloth towel to clean inside the trash can.



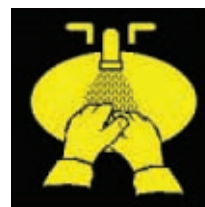
### Monthly - Clean columns and pump housing

- Apply a clean cloth towel to the wall-washer, spray the towel with 3-in-1 all-purpose cleaner and wipe in hard-to-reach areas.
- Spray the towel with 3-in-1 all-purpose cleaner and wipe easy-to-reach areas.



### Monthly - Clean gum from extended driveway

- Place safety cones to block off the driveway.
- Spray the gum with the heavy-duty degreaser and let it sit for five minutes.
- Remove the gum with the sidewalk scraper.



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**





# Car Wash/Service Bays



# Car Wash/Service Bays / Image Absolute

## Image Absolute

Car washes must always be operational and clean.

## Issues

Car wash issues include the following:

- Dirt and mildew buildup on interior walls
- Faded exterior/interior paint
- Rust

## Expectations

Address car wash issues as follows:

- Maintain and clean the car wash regularly
- Paint and replace decals as needed

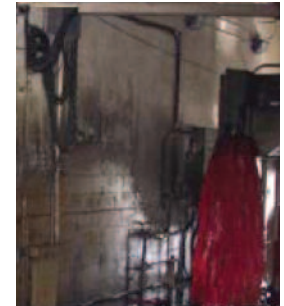
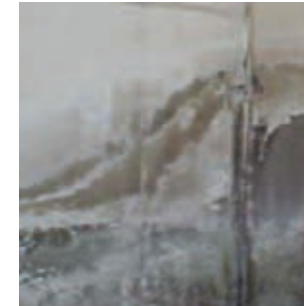
## ✓ Acceptable



## ✗ Unacceptable



Remove dirt and mildew buildup.



Remove dirt and mildew buildup.



## Car Wash/Service Bays / ASB

### Issues

Mount industry affiliation signs (such as AAA, Smog Check) flat on the ASB walls between the bays. Install bay banners in the bay opening.

- Do not install flag-mounted signs on building walls or on area yard lights
- Refer to Hallmark 21 Image Guidelines, Sections 8.5 and 9.12
- Use readerboards as an alternative

### ✓ Acceptable

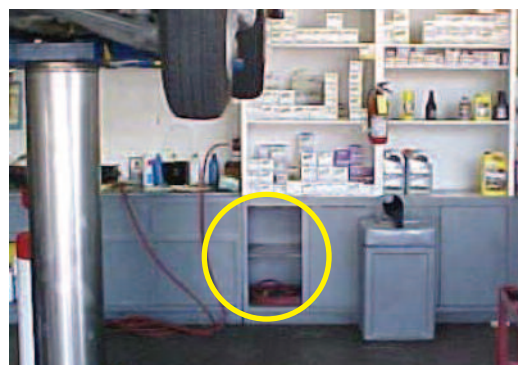


Bay banners and correct sign placement.

### ✗ Unacceptable



Place banners only at entrance to or in bays - never on the building.



ASB color scheme, as described in the Hallmark 21 Image Guidelines.



Remove unauthorized signs and use bay banners instead.

# Car Wash / Recommended Daily and Weekly CORE Cleaning

## Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Cloth towels
- Broom and dustpan
- Shovel
- Safety vest and cones
- Latex and heavy duty gloves
- Clorox solution
- One-gallon plastic sprayer with hose and spray nozzle
- Garden hose with nozzle
- Safety goggles

## Preparations

- Obtain supplies.
- Put on safety vest and latex gloves.
- Place safety cones at the entrance and exit of the car wash.
- Turn off the car wash.



## Daily - Check brushes for objects

- Look at the brushes and feel for objects.
- Remove any wire, rope or string from the brushes.



## Weekly - Clean bumper poles and trash cans

- Spray all bumper poles and trash cans with 3-in-1 all-purpose cleaner and wipe with clean cloth towels.



## Daily - Check floor for trash and large amounts of mud

- Remove trash with a broom and dustpan.
- Remove any large amounts of mud with a shovel.
- Empty trash cans if more than half full.



## Weekly - Clean keypad and signage

- Wipe the keypad and the dispenser face with a clean cloth towel sprayed with 3-in-1 all-purpose cleaner.
- Wipe the directions signs and menu board with the 3-in-1 all-purpose cleaner.



## Daily - Check soap and wax amount

- Restock the soap and wax if the container is less than 1/4 full.

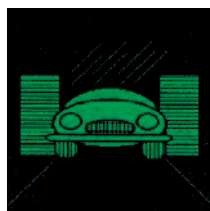


## Weekly - Clean car wash area

- Wash down the floor and lower portion of the machine and walls with a garden hose.
- Sweep down 10 feet of driveway at the front of the entrance and exit.
- Put on heavy-duty work gloves over latex gloves.
- Put on safety goggles.
- Fill plastic sprayer with 3/4 cup of Clorox and one gallon of water.
- Spray an even film of solution on the floor, the lower portion of walls and the car wash machine.



## Car Wash / Recommended Daily and Weekly CORE Cleaning



### Reactivate the car wash and verify that it is in good working order

- Observe cars going through a complete wash.
- Check for items such as little or no water, brushes banging against cars, brushes not turning, unusual noises, etc.
- Check for good soap coverage.
- If you notice any problem, shut down the car wash and immediately contact your manager or supervisor.
- Leave the cones in place until the car wash is repaired.



After cleaning, always return supplies to the storage location.  
Wash hands with an antibacterial soap.

### Note:

The intent of this cleaning process is not to replace regular professional cleaning but to keep the car wash clean between such treatments. Regular appointments for professional cleaning should be scheduled.





# Stores



# Stores / Building Signs

## Issues

Unauthorized building signs

## Acceptable

Use 3 by 3 foot POP for temporary exterior store signage. Other building signage is subject to the Exterior Sign Option Guide, for example, Quick Service Restaurant (QSR) signage.

## Resource

Consult your Business Consultant on the QSR approval process.

## ✓ Acceptable



Preferred outdoor signs are wall-mounted and 3 by 3 foot in size.

## ✗ Unacceptable



Use only approved building and QSR signs.



Replace with 3 by 3 foot signage.

# Stores / Window Signs

## Issues

Window sign issues include:

- Store visibility
- Safety
- Visual clutter

(The limit is three signs.)

## Expectations

Refer to Hallmark 21 Image Guidelines, Section 9, and the Chevron POP Guidelines.

## Acceptable

Double-sided 3 by 3 foot window signs, and financial services ovals (such as ATM, Lotto, money order and copying service).

## ✓ Acceptable



Seasonal decorations may be displayed if maintained and timely.

## ✗ Unacceptable



Do not block store visibility with excessive window painting.



Double-sided 3 by 3 foot window signs.



Do not display handmade signs.



Do not create visual clutter with too many messages.

# Stores / Neon Signs

## Issues

Neon sign issues include:

- Message impact
- Message relevance
- Visual clutter

## Expectations

Maintain signs as follows:

- Install neon signs in a professional manner
- Regularly clean the signs and remove or repair nonoperational signs

## Acceptable

Neon signs may be placed in a similar manner to 3 by 3 foot window signs (refer to Hallmark 21 Image Guidelines, Section 9). Be sure to avoid excessive window signage. (The limit is three signs.)

## Window



## Inside store



# Stores / Exterior Merchandising

## Issues

Excessive number of displays or racks placed outside the store.

## Expectations

The store (backcourt) should maintain the clean and professional appearance projected by the frontcourt of the site. Make sure customer access to the store is always clear. Avoid clutter, excessive or unkempt displays. Be sure trash cans are clean and not full.

**Note:** Chevron's propane policy position is not to promote the sale of propane due to image and operational considerations.

Existing installations should be safe and comply with the Americans with Disabilities Act (ADA), all environmental laws and regulations, all local ordinances and regulations and vendor program requirements.

Leesee retailers or company-operated:  
No new installations are permitted.

Owner retailers or Marketers: New installations are strongly discouraged.

## X Unacceptable



Remove excessive number of vending racks if they are inconvenient or hinder customer access.



Relocate any racks or displays that block 3 by 3 foot POP.



Do not block other POP or customer access to the store with exterior store displays.

# Stores / Interior Merchandising

## Expectations

Maintain interior merchandise as follows:

- Store merchandising must be clean and orderly with the shelves and coolers fully stocked and merchandise front faced
- Handwritten signs should not be displayed
- Customer Service Representatives must be wearing an approved uniform and preprinted name badge (refer to page 62)

## Resources

Refer to the CORE cleaning process, page 45.

## ✓ Acceptable



Displays are clean and organized.

## ✗ Unacceptable



Remove visual clutter.



The store is well-stocked and merchandised.



Replace worn or damaged shelving. Products should be front facing.



## Stores / Recommended Daily and Weekly CORE Cleaning

### Supplies Needed:

- Spic And Span 3-in-1 all-purpose cleaner
- Industrial-strength Spic And Span liquid
- Cascade dishwasher detergent
- Cloth towels
- Feather duster
- Scraper
- Mop, bucket and wringer
- Broom and dustpan
- Latex gloves
- "Wet Floor" signs
- Toothbrush
- Paper towels

### Preparations

- Obtain supplies.
- Put on latex gloves.



### Daily - Clean fountain drink machine and counter area

- Put one teaspoon of dishwasher detergent in a styrofoam cup and fill with hot water.
- Remove the fountain heads and the cover and soak them in dishwasher detergent and hot water for 15 minutes.
- Remove the grate from the fountain drink reservoir and wipe with 3-in-1 all-purpose cleaner and a clean cloth towel.
- Wipe down the fountain machine and counter area with 3-in-1 all-purpose cleaner.
- Wipe the cabinet area below the countertop.
- Drain the dishwasher detergent solution into the sink and rinse the sink in warm water.
- Scrub the fountain heads and their connection area with the toothbrush and rinse the heads in warm water.
- Reinstall the fountain heads.
- Wipe the ice bin cover and the surrounding area with a clean cloth towel.



### Daily - Other food mart machines used by customers

- Each store may have different food dispensers. Develop a process for cleaning each machine and follow the process daily.



### Daily - Clean coffee machine/pots and coffee area

- Rinse coffee pots inside and out, then fill the pots with hot water to soak.
- If there is burnt coffee inside of the pot, put ice and sugar or salt into the pot and swish it around to remove the stains, then rinse.
- Rinse the coffee filter holder with hot water and wipe it down with paper towels.
- Wipe under the brewer head with a clean cloth towel.
- Wipe down the pour spout of each coffee pot.
- Wipe down the coffee machine and counter area with 3-in-1 all-purpose cleaner and paper towels.
- Wipe the cabinet area below the countertop.

*continued on page 46*

# Stores / Recommended Daily and Weekly CORE Cleaning

continued from page 45



## Daily - Clean microwave and counter area

- If there is food baked onto the surfaces inside the microwave, place a damp paper towel over the baked-on food and cook for 30 seconds to loosen the food.
- Clean the microwave inside and out with 3-in-1 all-purpose cleaner and clean cloth towels.



## Daily - Clean sink and area

- Clean the sink and surrounding area with 3-in-1 all-purpose cleaner and clean cloth towels.



## Daily - Clean entrance doors, handles and windows

- Clean the entrance door glass front and back with 3-in-1 all-purpose cleaner and clean cloth towels.
- Clean the door handles and frame.



## Daily - Clean checkout counter area

- Dust, straighten and organize any merchandise around the counter area using the feather duster or a damp cloth towel.
- Move the merchandise and displays and clean under them.
- Wipe around counter area with 3-in-1 all-purpose cleaner and paper towels.
- Replace the merchandise and displays.



## Daily - Empty trash cans

- Empty all of the trash cans that are more than half full.
- If the trash cans are dirty, clean with 3-in-1 all-purpose cleaner and cloth towels.
- Install a new liner in each trash can.

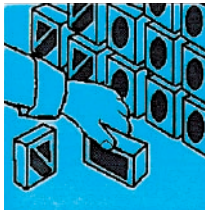


## Daily - Sweep floor

- Move the floor mats outside.
- Sweep the floor and mats.
- Replace the mats after sweeping.

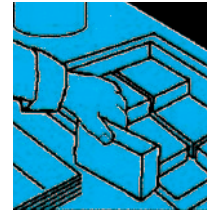


# Stores / Recommended Daily and Weekly CORE Cleaning



## Weekly - Clean cigarettes and rack

- Wipe down rack using 3-in-1 all-purpose cleaner and clean cloth towels.



## Weekly - Clean ice cream merchandiser

- Check the packages in merchandiser and straighten them.
- Set aside any damaged merchandise.
- Wipe down the merchandiser with 3-in-1 all-purpose cleaner and clean cloth towels.



## Weekly - Clean coolers

- Wipe down the cooler doors with 3-in-1 all-purpose cleaner and clean cloth towels.
- Wipe down the frame and sills with 3-in-1 all-purpose cleaner and clean cloth towels.
- Face the merchandise toward the front.



## Weekly - Clean ice merchandiser

- Wipe down the exterior of the ice merchandiser using 3-in-1 all-purpose cleaner and clean cloth towels.
- Wipe the outside glass only.



## Weekly - Clean beverage barrels

- Drain the water from the barrels.
- Wipe down barrel exteriors using 3-in-1 all-purpose cleaner and clean cloth towels.
- Mop up any water and put up the "Wet Floor" sign.



## Weekly - Deep clean oil merchandiser

- Remove all oil merchandise from the merchandiser shelves and racks and clean the shelves and racks with 3-in-1 all-purpose cleaner and clean cloth towels.

*continued on page 48*

# Stores / Recommended Daily and Weekly CORE Cleaning

continued from page 47



## Weekly - Clean inside windows, doors and signs

- Remove all out-of-date or faded signage from the doors and windows.
- Spray window with 3-in-1 all-purpose cleaner and use a squeegee to clean.
- Clean sills using 3-in-1 all-purpose cleaner and clean cloth towels.
- Clean the doors and frames, including the hinges.
- Clean all interior signs, menu boards, graphics, etc.



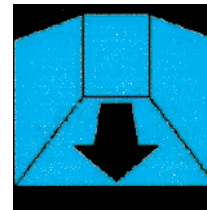
## Weekly - Deep clean grocery shelves and racks

- Remove the stock from one section at a time.
- Clean that section of the shelf or rack with 3-in-1 all-purpose cleaner and clean cloth towels.
- Replace stock and front face.



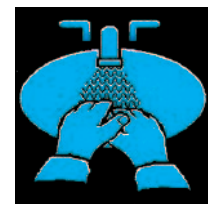
## Weekly - Dust all merchandise

- Dust all merchandise from the top to the bottom and from the back of store to the front using a feather duster.
- Face all merchandise toward the front as you dust.



## Weekly - Sweep and mop floors

- Move the floor mats outside.
- Scrape gum and other material off the floor.
- Sweep the floor and mats.
- Install the "Wet Floor" sign.
- Pour the contents of the Spic And Span packet into the mop bucket and fill the bucket with four gallons of warm water.
- Place the mop into the solution and move the mop up and down until it is soaking wet.
- Place the mop in the wringer and push down once, but do not wring out the mop.
- Mop one small area at a time (back to front) using a figure-eight motion.
- Place the mop back in the solution using an up-and-down motion, then wring out mop as much as possible.
- Mop up the wet solution from the floor and repeat the steps for rest of the floor.
- After the floor is dry, replace the floor mats.



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**



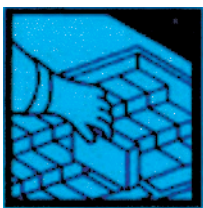
## Stores / Recommended Monthly CORE Cleaning

### Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Cloth towels
- Latex gloves
- Long-handled wall-washer
- Feather duster

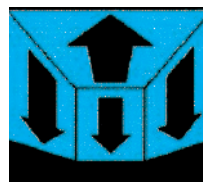
### Preparations

- Obtain supplies.
- Put on latex gloves.



### Monthly - Defrost ice cream freezer

- Turn off the freezer, remove the stock and defrost the freezer.
- Clean inside and out of the freezer with 3-in-1 all-purpose cleaner and clean cloth towels.
- Turn on the freezer and restock.



### Monthly - Clean walls and ceiling

**Note:** Some ceiling tiles cannot be cleaned.

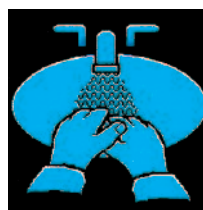
- Clean the ceiling with the feather duster to remove spiderwebs and heavy dust.
- Clean the ceiling and the security mirrors with 3-in-1 all-purpose cleaner and clean cloth towels.
- Move the displays as needed to properly clean the walls.
- Wipe down all interior walls with 3-in-1 all-purpose cleaner and clean cloth towels.



### Monthly - Clean behind fountain area, coffee area

(Out of sight of customer/hard-to-reach area)

- Use the long-handled wall-washer covered with a clean cloth towel sprayed with 3-in-1 all-purpose cleaner.



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**

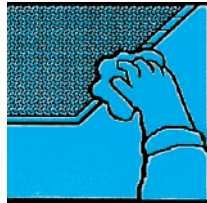
# Stores / Recommended Quarterly CORE Cleaning

## Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Industrial strength Spic And Span liquid
- Cloth towels
- Mop, bucket and wringer
- Broom and dustpan
- Latex gloves
- Stiff brush
- Stepladder with handgrip

## Preparations

- Obtain supplies.
- Put on latex gloves.



## Quarterly - Clean air vents and ducts and change air filters

- Clean the outsides of air ducts and vents with 3-in-1 all-purpose cleaner and clean cloth towels.
- Change the air filter.



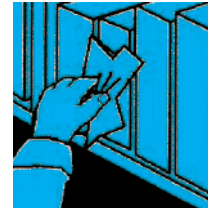
## Quarterly - Clean light covers

- Clean the light covers with 3-in-1 all-purpose cleaner and clean cloth towels.



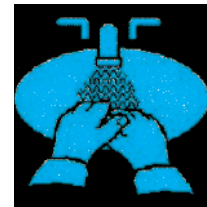
## Quarterly - Clean cooler ceiling, walls, shelves and condenser

- Clean the condenser fans with a stiff brush.
- Clean the cooler ceiling walls with 3-in-1 all-purpose cleaner and clean cloth towels.
- Clean the cooler rack with 3-in-1 all-purpose cleaner and clean cloth towels.
- Move the stock and sweep the floor.
- Mix one packet of Spic And Span liquid in four gallons of water in the mop bucket.
- Mop the cooler floor with Spic And Span solution using figure-eight motions.



## Quarterly - Clean store room shelves

- Rotate the stock on the storage room shelves.
- Set aside damaged or out-of-date stock.
- Wipe down the shelves with 3-in-1 all-purpose cleaner and clean cloth towels.
- Sweep and mop the floor.



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**



## Stores / Recommended Semi-Annual CORE Cleaning

### Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Cascade dishwasher detergent
- Cloth towels
- Latex gloves

### Preparations

- Obtain supplies.
- Put on latex gloves.



### Semi-Annual - Clean and sanitize ice maker

- Turn off the ice maker.
- Remove the ice and defrost the ice maker.
- Clean the ice maker inside and outside with clean cloth towels, dishwasher detergent and hot water.
- Turn on the ice maker.



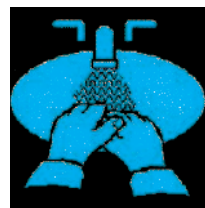
### Semi-Annual - Deep clean ice merchandiser

- Remove all of the ice from the merchandiser.
- Defrost the ice merchandiser, if necessary.
- Clean the merchandiser inside and out with 3-in-1 all-purpose cleaner and clean cloth towels.
- Restock the ice merchandiser with ice.



### Semi-Annual - Defrost ice cream freezer

- Turn off the freezer, remove the stock and defrost the freezer.
- Clean the freezer inside and out with 3-in-1 all-purpose cleaner and clean cloth towels.
- Turn on the freezer and restock.



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**



# Restrooms



# Restrooms

## Image Absolute

Restrooms are operational, clean and well stocked with all lights working.

## Expectations

Repair fixtures and clean the restrooms on a regular basis.

## Resource

Refer to the CORE cleaning process, page 55.

✓ **Acceptable**

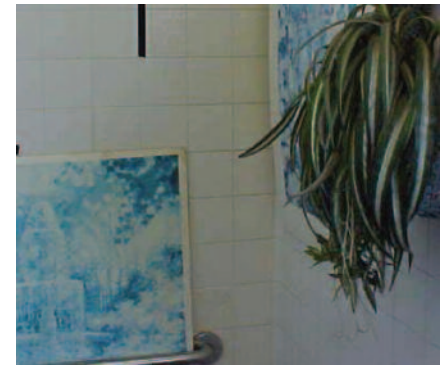
✗ **Unacceptable**



Restroom is clean and well-stocked.



Remove handmade or unauthorized signs.



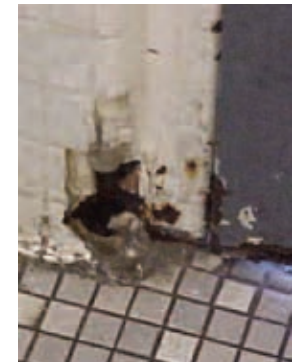
Maintain clean restrooms.



Restroom signs are installed visibly on the restroom exterior.



Paint faded walls.



Repair damaged walls.





## Restrooms / Recommended Daily CORE Cleaning

### Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Comet bathroom cleaner
- Industrial-strength Spic And Span liquid
- Doorstop and "Wet Floor" sign
- Latex and heavy-duty gloves
- Broom and dustpan
- White cloth towels
- Toilet mop
- Mop and bucket with wringer
- Bucket
- Wall-washer
- Trash can liners

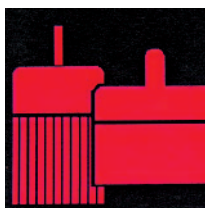
### Preparations

- Obtain supplies.
- Put on latex gloves.



### Daily - Prop open door with doorstop and put "Wet Floor" sign in entry

- If the trash can is portable, move it outside the restroom.



### Daily - Sweep debris from floor into dustpan and empty into trash container

- Flush the toilet/urinal.



### Daily - Spray mirror with 3-in-1 all-purpose cleaner and wipe with clean cloth towels



### Daily - Spray a clean cloth towel with bathroom cleaner and wipe sink and counter top

- Wipe the pipes beneath the sink and under the edge of sink.



### Daily - Clean toilet/urinal

- Fill a bucket with one gallon of water. Reduce the water level in the toilet by quickly pouring water from the bucket into the toilet bowl.
- Spray some cleaner under the toilet bowl rim and scrub it with the toilet mop. If a urinal is present, spray bathroom cleaner onto any stains and scrub them with the toilet mop.



### Daily - Clean area surrounding toilet/urinal

- Use bathroom cleaner and a clean cloth towel on all exterior toilet/urinal surfaces. Spray and wipe all wall areas, including partitions and plumbing around and under toilet/urinal and sink with bathroom cleaner and a clean cloth towel.



### Daily - Empty trash and sanitary napkin container if more than half full

- For this step, put on heavy-duty gloves over latex gloves.
- Grab the bag by the top only. Tie or tape the bag and discard it in a large trash bin.
- **Watch for hazards such as hypodermic needles.**

continued on page 56

# Restrooms / Recommended Daily CORE Cleaning

continued from page 55



**Daily - Wipe down trash can and sanitary napkin containers inside and out with 3-in-1 all-purpose cleaner and a clean cloth towel**

- Replace the trash can liner if necessary.



**Daily - Mop floor**

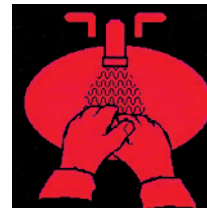
- Prepare floor-cleaning solution per the manufacturer's instructions.
- Mop the floor with the floor-cleaning solution and a wet mop. Mop from the back of the restroom to the front doorway using figure-eight motions.
- Clean the splash area with the mop.
- Place the mop back in the solution using an up-and-down motion. Wring out the mop as much as possible.
- Mop up the wet solution from the floor and repeat the steps for the rest of the floor.
- Replace the trash can if it is portable.
- Place the "Wet Floor" sign in the doorway and remove the sign only after the floor is dry.



**Daily - Wipe down the stall door and handles, dispensers and hand rails using 3-in-1 all-purpose cleaner and a clean cloth towel.**



**Twice Daily - Restock towels, toilet paper, seat covers and liquid soap.**



**After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.**



## Restrooms / Recommended Monthly CORE Cleaning

### Supplies Needed

- Spic And Span 3-in-1 all-purpose cleaner
- Comet bathroom cleaner
- Doorstop and "Wet Floor" sign
- Latex gloves
- Cloth towels
- Toilet mop
- Wall-washer

### Preparations

- Obtain supplies.
- Put on latex gloves.



### Monthly - Prop open door with a doorstop and put the "Wet Floor" sign in entry

- If the trash can is portable, move it outside the restroom.



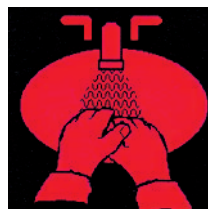
### Monthly - Wipe down (do not scrub) ceiling vents and all walls from the top down and from back to front

- Spray a clean cloth towel with 3-in-1 all-purpose cleaner and wrap the towel around the wall-washer. Turn or replace the cloth towel as required.
- Spray and wipe all of the wall areas including partitions, plumbing around and under the toilet or urinal, and the sink with bathroom cleaner and a clean cloth towel.



### Monthly - Scrub soil buildup from the corners of floor and at the base of the wall where floor and wall meet

- Spray bathroom cleaner in the corners and on the splash areas.
- Scrub well with the wall-washer brush.



### After cleaning, always return supplies to the storage location. Wash hands with an antibacterial soap.





# Hallmark Use



# Hallmark Use / Inappropriate uses of the Hallmark

## Hallmark Use

The areas of approved hallmark use are:

- Primary ID sign
- Canopy
- Spanner
- Dispenser
- Uniforms
- Pre-approved signage and stationery

## Unacceptable uses of logo

Do not apply logos to any of the following:

- Pay phones
- Trash cans
- Floor mats
- Candy wrappers
- Display racks
- Disposable lighters
- Any item not approved by the company

## ✓ Unacceptable



Never reverse hallmark colors.



Do not use hallmark on non-authorized fixtures.



# Uniforms



# Uniforms

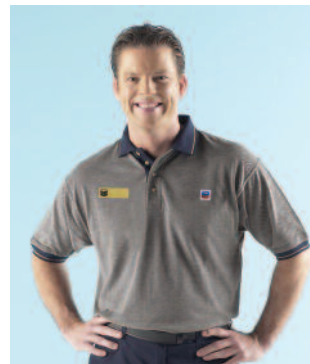
## Issues

Customer Service Representatives (CSRs) not wearing approved uniform and name tag

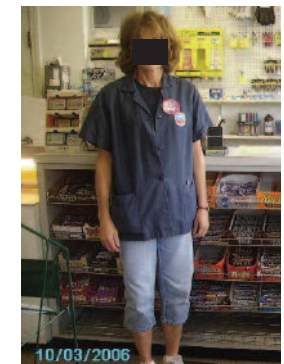
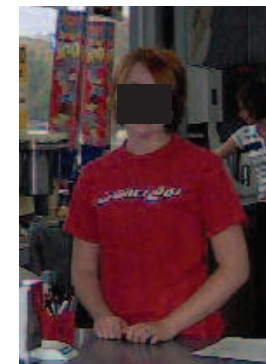
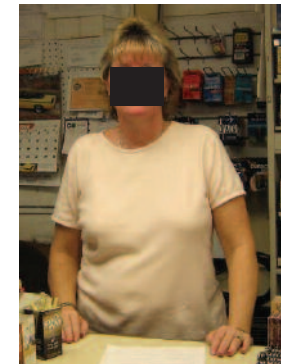
## Expectations

CSRs should be wearing a clean, approved uniform. It is important for Chevron stations to project a friendly and professional image consistent with our premium brand.

## ✓ Acceptable



## ✗ Unacceptable







### Uniform

- A proper uniform is clean and free of wrinkles, tears, holes and missing buttons. All uniforms must feature a collared shirt with proper logo. Exception: approved Ladies' twin set (shirt and sweater combination) from Lion Uniform Group. Jeans and T-shirts are unacceptable. A special event T-shirt with logo is acceptable during special company-approved promotional events.
- Full-length button-down shirts must be tucked in; pants and shorts must be worn on the hip or waist. Polo-style shirts may be worn un-tucked.
- Uniform shirts must display the approved Chevron or store's proprietary trade name/logo as follows:
  - Chevron uniform: The Chevron logo must be displayed on an approved uniform shirt from Lion Uniform Group.
  - Co-brand uniform: Through Lion Uniform Group, Marketers or Retailers with three or more outlets using the same trade name may have their logo placed on the opposite chest or sleeve of an approved garment, but never surrounding the Chevron logo. Detailed specifications control the proportion and placement of proprietary logos. Co-brand garments must be purchased through Lion Uniform Group.
  - Proprietary brand uniform: Uniforms displaying the store's trade name/logo are approved, provided three or more outlets are branded with the same trade name. The uniform must feature a collared shirt.
- Chevron or proprietary store logos on uniform shirts must be crisp and clear, not faded or damaged.
- All uniforms, outerwear and caps must display a Chevron, or approved proprietary trade name/logo. Caps must be worn front facing, i.e., bill forward.
- Full service attendants should wear a belt that does not have a metal buckle to avoid scratching customers' vehicles.
- A safety vest may be worn over an approved uniform shirt or jacket.

To order Chevron uniforms by phone, Marketers and Retailers can call Lion Uniform Group at 1-800-543-9698.

## Uniforms / **Name Badge Standards**

### **Name Badge**

- All Customer Service Representatives must wear an authorized name badge, or an approved uniform shirt with a name embroidery at all times. The name badge or embroidery must always be on the right-hand side of the chest and easily visible to the customer. Wearing the name badge on the shirt sleeve is unacceptable.
- A name badge may be pinned on the uniform shirt, or the employee name may be embroidered on the shirt.
- A name badge must clearly show the Customer Service Representative's name.
- A name badge may display the word "Trainee" on it.
- A temporary name badge made with a label maker is acceptable.
- The name badge cannot be handwritten.
- Name badge logos must be clear, not faded, cracked or peeling.
- The name badge should not cover a company logo.
- The name badge should not be covered by a sweater, safety vest or long hair.
- Under temporary circumstances, when an approved Chevron jacket or a jacket with the store's proprietary trade name/logo is worn by an employee, a name badge is not required on the outside of the jacket.



# Resources

### Chevron and Texaco Image Evaluation Form

Facility # \_\_\_\_\_ Address \_\_\_\_\_ Date of Visit \_\_\_\_\_

Resale/Marketer Name \_\_\_\_\_ Business Operator \_\_\_\_\_ Zone \_\_\_\_\_

Marketer's Representative \_\_\_\_\_ Visit Type:  Initial  Follow-Up #1  Follow-Up #2

**NON-SCORED**

To Refer a Chevron/Texaco Image Example (Circle as applicable)

Pass	Yes	No	CORRECT BY
Fail	Yes	No	CORRECT BY

**YARD AND LOT - 19 Points**

Pass	Yes	No	N/A	CORRECT BY
Fail	Yes	No	N/A	CORRECT BY

- Landscape area, neat and maintained with well-maintained grass, flowers and plants
- Curb and roadway with maintained, paint in good condition, if painted (petroleum, pump island not store area)
- Lot and landscape free of trash, weeds, grass
- Lot and pump area clean, free of large rocks, excessive oil stains, parking lines and landscape areas painted, not faded
- No discolored or low-side vehicles on premises and no items stored behind station
- All HD and price signs clean, undistorted, not faded or cracked, no missing materials, not painted on good condition
- No unauthorized or hand-painted signs
- Unpaved driveway or ramp for or customer market, clean and surrounding area free of dirt
- Fire places clean, operational, with no graffiti or Chevron Texaco logo
- All and water hoses clean, used or not, operational with proper signs painted and located at Chevron

**COMMENTS:** \_\_\_\_\_

**PUMP ISLANDS AND CANOPIES - 31 Points**

- Covers, doors, rotating walkways,扶handrails and stools, clean, uncracked, faded or damaged
- Canopy walking, prices are readable, clean, not faded, faded or damaged
- Stairways clean and in good condition
- All dispensers operational, delivery of all grades of gasoline and diesel
- All dispensers including pre-paid, clean, not faded, no staining or dirt streaks
- No unauthorized or hand-painted signage on dispensers, operators, POF, front signs, banners, price signs, etc.
- No and gangway, clean, neat and in good condition, with clean, correct Way or Weather signs
- Approved fuel volume markers all on site, clean, painted, not cracked, with an Chevron logo
- Approved windshield clean, clear, water, wiper wipers and paper wiper
- Nozzle covers and splashguards clean, hand waste covers and splashguards green
- Wipers (pump panel) not made, cracked, dirty, in good condition color faded (Chevron)
- Paints and shell clean, in good condition, shell not faded, material clean
- Water at the pump if present, includes approved hardware and signage, correct

**COMMENTS:** \_\_\_\_\_

**LIGHTING - EXTERIOR (Daytime - mark with an X in any portion of question cannot be determined) - 14 Points**

- All High and Low light operational, free of insects and dirt
- Front-end and light operational, free of insects and dirt

### CLEANING SYSTEM - Spot Check Log

Schedule as of \_\_\_\_\_

Pump Islands	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	NOTES
Restrooms	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	NOTES
Yard/Lot	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	NOTES
Store	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	NOTES
Car Wash	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	NOTES

NOTE: Business is expected to be very busy. Cleaning should not interrupt Customer Service

Step 1 - Enter the date of the Spot Check Log.

Step 2 - Enter the time frame for completion and the shift number for each daily process.

Step 3 - Enter the weekly process with the time frame and shift number.

Step 4 - Make daily checkmark. Initials of staff at the duty process as they do it need to complete but all processes that are scheduled as a Monthly, Quarterly or Semi-Annual needs should be entered at the date of completion, time frame and shift number.

### CLEANING SYSTEM - SPOT CHECK SCHEDULE

Schedule as of \_\_\_\_\_

DATE	12/1	12/1	12/1	12/1	12/1	12/1	12/1
6 AM	X	X	X	X	X	X	X
7 AM	X	X	X	X	X	X	X
8 AM	X	X	X	X	X	X	X
9 AM	X	X	X	X	X	X	X
10 AM	X	X	X	X	X	X	X
11 AM	X	X	X	X	X	X	X
12 Noon	X	X	X	X	X	X	X
1 PM	X	X	X	X	X	X	X
2 PM	X	X	X	X	X	X	X
3 PM	X	X	X	X	X	X	X
4 PM	X	X	X	X	X	X	X
5 PM	X	X	X	X	X	X	X
6 PM	X	X	X	X	X	X	X

### CLEANING SYSTEM DUTY ROSTER

Schedule as of \_\_\_\_\_

Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Facility	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12

Step 1 - Enter effective date of the Duty Roster.

Step 2 - Enter the time frame for completion and the shift number for each daily process.

Step 3 - Enter the weekly process with the time frame and shift number.

Step 4 - Make daily checkmark. Initials of staff at the duty process as they do it need to complete but all processes that are scheduled as a Monthly, Quarterly or Semi-Annual needs should be entered at the date of completion, time frame and shift number.

### Restroom Inspection Sheet

Because restrooms are important to you - they're important to us!

Customers have told us clean restrooms are an important factor in determining where they shop and buy fuel. The employee's initials below signify this restroom was inspected, cleaned and supplied at the time indicated. If the restroom needs attention now, please let a Customer Service Representative know. We hope your visit with us is a pleasant one.

Date: 1/31/07

TIME	CHECKED BY:	TIME	CHECKED BY:
7:00 AM	JLF	7:00 PM	
8:00 AM	JLF	8:00 PM	
9:00 AM		9:00 PM	
10:00 AM		10:00 PM	
11:00 AM		11:00 PM	
NOON		MIDNIGHT	
1:00 PM		1:00 AM	
2:00 PM		2:00 AM	
3:00 PM		3:00 AM	
4:00 PM		4:00 AM	
5:00 PM		5:00 AM	
6:00 PM		6:00 AM	

## Resources / Image Absolutes


Area	Description	HM21 Reference
<b>Signage</b>	Primary ID and price signs are clean, unobstructed and not faded or cracked. Prices are posted for all grades, and all lights are operational. POP - All non-Hallmark 21 (HM21) signs must be pre-approved.	Sec. 1, 2 Sec. 9
<b>Yard and Lot</b>	The lot is free of trash and abandoned or "for sale" vehicles. The lot is paved with concrete slabs at all fueling positions. Landscaping must be maintained and free of weeds.	Minimum Image requirements
<b>Canopy</b>	The canopy is clean and painted, decals are correctly applied. The canopy structure is free of rust, damage and leaks. All lights are operational.	Sec. 3
<b>Pump Islands</b>	Islands must be painted. Valets, POP cabinets, and bumper posts must be clean, painted and display decals as specified in HM21. Spanners are clean, decaled, free of damage, and all lights operational.	Sec. 4, 10.2
<b>Dispensers</b>	Dispensers are operational, clean, decaled and product-coded correctly. The dispensers under the canopy must be of the same style.	Sec. 4, 5, 10.2
<b>Restrooms</b>	Restrooms are operational, clean and stocked, with all lights operational.	Sec. 7
<b>Buildings</b>	Buildings are painted according to HM21 guidelines and have all lights operational. All non-HM21 signs must be pre-approved.	Sec. 6, 7, 9
<b>Car Wash</b>	The car wash is operational and clean.	Sec. 7.18, 9
<b>Hallmark Use</b>	The Chevron hallmark and wordmark are used in an authorized manner.	
<b>Service Items</b>	Windshield service, air and water must be available.	Sec. 9.5 - 9.7

## Resources / **Approved Hallmark 21 Vendors**



<b>Image Elements</b>	<b>Vendor</b>	<b>Phone</b>
Lighted Price Sign (LPS)/Additional Profit Center (APC) signs and poles, backcourt signs, canopy signs, illuminated building letters, readerboards	Cummings Signs	800-489-7446
	Dualite Sales & Service, Inc.	972-293-7446
High-rise (freeway), primary ID, canopy signage	Dualite Sales & Service, Inc.	972-293-7446
Spanners, decals	LSI Graphic Solutions Plus	800-678-2001 Spanners
		800-748-3525 Decals
Island valets	Royston	800-334-1766
POP signs (pump toppers and 3 by 3 foot building POP frames)	MDI	800-228-8925
3 by 3 foot POP frames for pump island	LSI Graphic Solutions Plus	800-678-2001
	Royston	800-334-1766
Driveway planters, windshield service, 38-gallon square waste containers	DCI Marketing	800-782-7273
Metal signs (price and perimeter POP)	Couch & Philippi	800-854-3360
Paint	PPG	888-774-1010 Orders 800-441-9695 Tech Center
	Jones-Blair	800-492-9400
C-Store (convenience store) graphics and merchandising kits	Identity Services	800-354-0909
	IDC	925-842-3131

# Resources / Recommended Restroom Inspection Sheet



## Restroom Inspection Sheet

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**Because restrooms are important to you – they're important to us!**

Customers have told us clean restrooms are an important factor in determining where they shop and buy fuel. The employee's initials below signify this restroom was inspected, cleaned and supplied at the time indicated. If the restroom needs attention now, please let a Customer Service Representative know. We hope your visit with us is a pleasant one.

Date: 1/31/07

TIME	CHECKED BY:	TIME	CHECKED BY:
7:00 AM	JL	7:00 PM	
8:00 AM	JL	8:00 PM	
9:00 AM	DR	9:00 PM	
10:00 AM		10:00 PM	
11:00 AM		11:00 PM	
NOON		MIDNIGHT	
1:00 PM		1:00 AM	
2:00 PM		2:00 AM	
3:00 PM		3:00 AM	
4:00 PM		4:00 AM	
5:00 PM		5:00 AM	
6:00 PM		6:00 AM	

### Step 1

- Print supply of restroom sheets

### Step 2

- Place blank sheet in clear acrylic frame on each restroom door

### Step 3

- Customer Service Representatives check bathroom condition hourly and initial sheet as appropriate



# Restroom Inspection Sheet

**Because restrooms are important to you -  
they're important to us!**

Customer's have told us clean restrooms are an important factor in determining where they shop and buy fuel. The employee's initials below signify this restroom was inspected, cleaned and supplied at the time indicated. If the restroom needs attention now, please let a Customer Service Representative know. We hope your visit with us is a pleasant one.

**Date:** \_\_\_\_\_

TIME	CHECKED BY:	TIME	CHECKED BY:
7:00 AM		7:00 PM	
8:00 AM		8:00 PM	
9:00 AM		9:00 PM	
10:00 AM		10:00 PM	
11:00 AM		11:00 PM	
NOON		MIDNIGHT	
1:00 PM		1:00 AM	
2:00 PM		2:00 AM	
3:00 PM		3:00 AM	
4:00 PM		4:00 AM	
5:00 PM		5:00 AM	
6:00 PM		6:00 AM	

# Resources / Recommended Cleaning System Spot Check Log

**CLEANING SYSTEM – Spot Check Log** Schedule as c \_\_\_\_\_

	AM					PM					AM					NOTES									
	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8		9	10	11	12	1	2	3	4	5
Pump Islands	6 mj	7	8 mj	9 mj	10	11	12	1	2 ab	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	NOTES
<div style="display: flex; justify-content: space-between;"> <span>Towels</span> <span>Towels</span> <span>Towels</span> </div>																									
Restroom	6 mj	7 ab	8 mj	9 ab	10 mj	11 ab	12 mj	1 ab	2 mj	3 ab	4	5	6	7	8	9	10	11	12	1	2	3	4	5	NOTES
<div style="display: flex; justify-content: space-between;"> <span>Towels</span> <span>Mopped floor Womens</span> <span>Mopped floor Mens</span> </div>																									
Yard/Lot	6	7	8 ab	9	10	11 mj	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	NOTES
<div style="display: flex; justify-content: space-between;"> <span>Towels in remote A&amp;W</span> <span>Trash</span> </div>																									
Store	6 mj	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	NOTES
<div style="display: flex; justify-content: space-between;"> <span>Constant _____</span> </div>																									
Car Wash	6 mj	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	NOTES
<div style="display: flex; justify-content: space-between;"> <span>Cleared mud from Floor</span> </div>																									

**NOTES:** Business is expected to be very brisk. Cleaning should not interrupt Customer Service

<b>Step 1</b>	<b>Enter the date of the Spot Check Log.</b>
<b>Step 2</b>	<b>Referring to the Spot Check Schedule, the Employee completes the Spot Check at the time required and then initials the time box on the Spot Check Log.</b>
<b>Step 3</b>	<b>Notes regarding each spot check may be written in the box below the time bar.</b>
<b>Step 4</b>	<b>When spot checks are a constant procedure, as is often the case with the Store, write the word "Constant" in the space to the right of the process name and then draw a line to the end of the box.</b>
<b>Step 5</b>	<b>Notes regarding the day to day operation of the store may be communicated to the employees in the space at the bottom of the form labeled as "Notes."</b>



**CLEANING SYSTEM -  
Spot Check Log**

Schedule as of: \_\_\_\_\_

	AM					PM					AM														
<b>Pump Islands</b>	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	<b>NOTES</b>
<b>Restroom</b>	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	<b>NOTES</b>
<b>Yard/Lot</b>	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	<b>NOTES</b>
<b>Store</b>	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	<b>NOTES</b>
<b>Car Wash</b>	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	<b>NOTES</b>

**NOTES:**

# Resources / Recommended Cleaning System Duty Roster

Schedule as of: **1**

Process	Monday	Shift	Tuesday	Shift	Wednesday	Shift	Thursday	Shift	Friday	Shift	Saturday	Shift	Sunday	Shift
Yard and Lot	9 am 10 am	1	9 am 10 am	1	9 am 10 am	1	9 am 10 am	1	9 am 10 am	1	9 am 10 am	1	9 am 10 am	1
Yard and Lot Weekly		<b>2</b>							9 am 10 am	1				
Pump Island	6 am 7 am	1			6 am 7 am	1			6 am 7 am	1			6 am 7 am	1
Pump Island Weekly			6 am 7 am	1			6 am 7 am	1						
Restroom	2 pm 3 pm	2	2 pm 3 pm	2	2 pm 3 pm	2	2 pm 3 pm	2	2 pm 3 pm	2	2 pm 3 pm	2	2 pm 3 pm	2
Restroom Weekly					2 pm 3 pm	2								
Store Daily	11 pm 2 am	3	11 pm 2 am	3	11 pm 2 am	3	11 pm 2 am	3	11 pm 2 am	3	11 pm 2 am	3	11 pm 2 am	3
Store Weekly			2 am 4 am	3										
Store Monthly			Dec-13 11 pm 2 am	3										
Store Quarterly			Feb-13 11 pm 2 am	3										
Store Semi-Annual			Feb-20 11 pm 2 am	3										
Car Wash	4 pm 5 pm	2	4 pm 5 pm	2	4 pm 5 pm	2	4 pm 5 pm	2	4 pm 5 pm	2	4 pm 5 pm	2	4 pm 5 pm	2
Car Wash Weekly														

**Step 1** Enter effective date of the Duty Roster.

**Step 2** Enter the time frame for completion and the shift number for each Daily process.

**Step 3** Enter the Weekly processes with the time frame and shift number.  
*Note: Weekly processes include all steps in the Daily processes so there is no need to complete both.*

**Step 4** All processes that are scheduled on a Monthly, Quarterly or Semi-Annual basis should be entered as the date of completion, time frame and shift number.



# Resources / Recommended Cleaning System Spot Check Schedule

**CLEANING SYSTEM – SPOT CHECK SCHEDULE** Schedule as of: \_\_\_\_\_ **1**

DATE	Pump Islands <b>2</b>		Restrooms <b>3</b>		Yard/Lot <b>4</b>		Store		Car Wash	
	12/1		12/1		12/1	12/7	12/1		12/1	
6 AM	X		X			X				X
7 AM			X		X					
8 AM			X							
9 AM			X							
10 AM	X		X							
11 AM			X		X	X				
12 Noon			X							X
1 PM	X		X							
2 PM			X							
3 PM			X			X				
4 PM	X		X		X					
5 PM				X						
6 PM			X							X
7 PM	X		X							
8 PM										
9 PM										
10 PM	X		X							

<b>Step 1</b>	Enter the month that the Spot Check Schedule covers.
<b>Step 2</b>	Enter the date that this schedule was written.
<b>Step 3</b>	Mark an "X" in each of the boxes that correspond with the time that a spot check is to be completed.
<b>Step 4</b>	When it is necessary to change the schedule of spot checks, return to Step 2 and repeat each step in the second column.









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