



Marathon

Image Brand Book

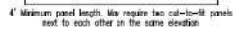
Requestor: Blair Boyd

Jobber: Johnson & Johnson INC

Dealer: 182022

Site Address: 4772 NW US HWY 41, Lake City FL

Primary Road (US-41)



Canopy Layout

Approved by:

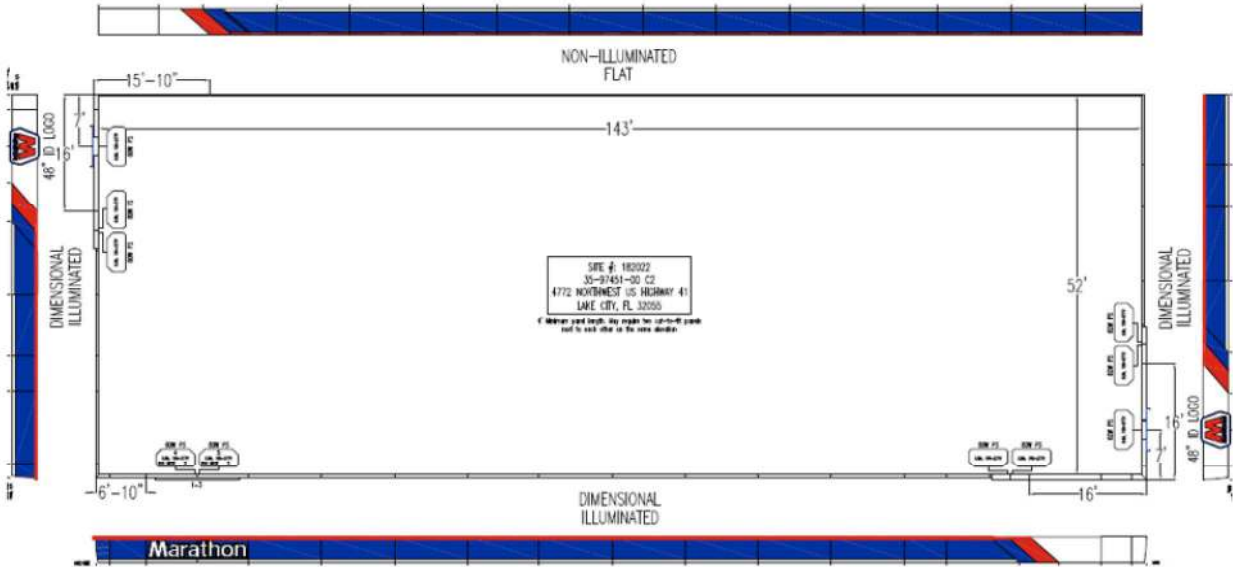
Date:

Canopy 2

MARATHON Plan View Fascia: **42"** ID: **48"** Wordmark: **Standard** ☐ Extension Kit ☐ Radius Kit

Store

Note:
- Layout must be approved and returned to process order.

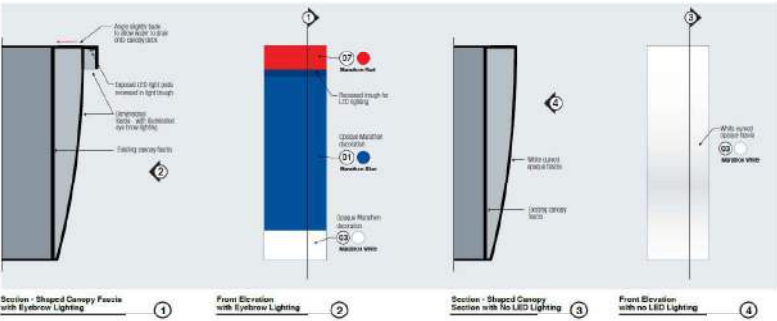


Canopy 1

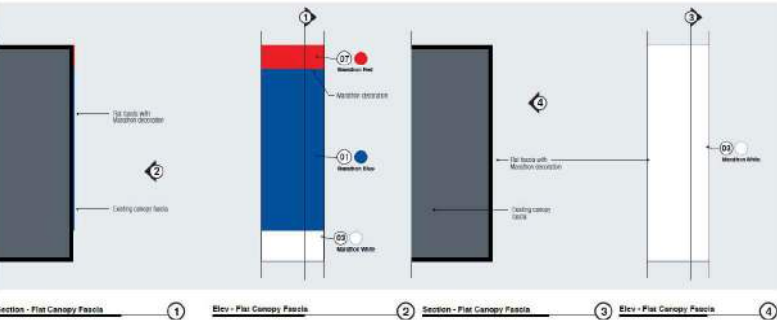
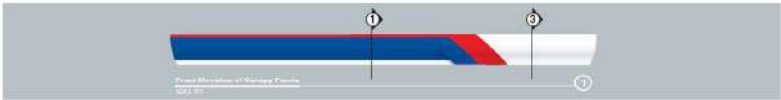
Primary Road (US-41)

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Canopy Details



Dimensional



Flat



Color Specs



01



Marathon Blue

Material / Color Match
Pantone 286 C Match
3M Film - 3630-157
AOM - Special Match Color

Paint Spec

Sherwin Williams
TOL5002

Color Usage on Site
Canopy Fascia, Dispenser, Blade Sign, IMD Panels, Store Facade



03



Marathon White

Material / Color Match
Pantone 11-0601 TDR Bright White

Paint Spec

Sherwin Williams
SW7000 Extra White
Satin Finish

Color Usage on Site
Canopy Columns, Site Poles, Dispenser, IMD, Store Walls, Vinyl on Blade Signs, Store Sign Graphics



03A



Marathon Canopy Deck White

Material / Color Match
Pantone 11-0601 TDR Bright White

Paint Spec

Sherwin Williams
SW7000 Pure White
Satin Finish

Color Usage on Site
Under Canopy Deck



06



Marathon Dark Gray

Material / Color Match
Pantone Cool Gray 10 C

Paint Spec

Sherwin Williams
SW7000 Grizzle Gray
Satin Finish

Color Usage on Site
Canopy Island Carts, Banners



10



Marathon Black

Material / Color Match
Black 6 C Match

Paint Spec

Sherwin Williams
SW6258 Tricorn Black
Satin Finish

Color Usage on Site
Dress Columns, Dress Canopy Deck

Approved Vendors



Canopy fascia, channel letters, column cladding, lane identifiers, dispenser valance, risers, bezel, lower door, and island equipment

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Price signs, high rise signs, and electronic message centers

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