

SOURCEONEDIGITAL

C-STORE BRANDING PLAYBOOK

FROM PUMP TO **PURCHASE.**

Every customer interaction is an opportunity to make an impression. Source One Digital helps convenience stores turn everyday spaces into powerful branding opportunities.



EVERY SPACE.



EVERY SURFACE.



EVERY OPPORTUNITY.

EVERY SPACE IS AN OPPORTUNITY.

From the storefront to the fuel pumps, Source One Digital provides custom graphics and signage solutions designed to attract attention, promote products, and create a consistent brand experience throughout your entire property.

A CONSISTENT
BRAND EXPERIENCE
FROM PUMP
TO PURCHASE.



01

FRONT OF STORE

Make a strong first impression.

- ✓ Window graphics & window perf
- ✓ Door decals & entry graphics
- ✓ Feather flags & outdoor signage
- ✓ A-frame signs & promotional banners
- ✓ Exterior building graphics
- ✓ Store hours, safety & wayfinding signs



02

AISLE SIGNAGE & DISPLAYS

Guide customers and drive sales.

- ✓ Aisle markers & hanging signs
- ✓ End-cap signage & displays
- ✓ Shelf strips & shelf talkers
- ✓ Floor graphics
- ✓ Category & wayfinding signs
- ✓ Promotional displays



03

COOLER GRAPHICS

Make high-traffic areas stand out.

- ✓ Cooler door graphics
- ✓ Header signage
- ✓ Window film & clear decals
- ✓ Promotional decals
- ✓ Cooler surrounds
- ✓ Branded category graphics



04

CHECKOUT & COUNTER

Turn checkout into a branding opportunity.

- ✓ Counter mats
- ✓ Counter wraps & graphics
- ✓ Register signage
- ✓ Point-of-purchase displays
- ✓ Back-counter graphics
- ✓ Menu boards & foodservice signage



05

AT THE PUMP

Capture attention before they enter.

- ✓ Pump toppers
- ✓ Pump wraps & decals
- ✓ Column wraps
- ✓ Canopy graphics
- ✓ Trash can graphics
- ✓ Directional & safety signage

MAKE AN IMPRESSION BEFORE THEY WALK IN.

From the storefront to the fuel pumps, our outdoor signage solutions help you attract more customers and create a consistent brand experience across your entire property.



WINDOW GRAPHICS & WINDOW PERF

Transform storefront windows into high-impact advertising space with full-color graphics, window perf, clear decals and removable promotions.

- ✓ Window perf
- ✓ Window graphics
- ✓ Clear and opaque films
- ✓ Door decals
- ✓ Seasonal promotions



FEATHER FLAGS & OUTDOOR SIGNAGE

Drive attention to your location and promote seasonal offers with eye-catching outdoor displays.

- ✓ Feather flags
- ✓ A-frame signs
- ✓ Banners
- ✓ Pole banners
- ✓ Yard signs
- ✓ Promotional displays



FUEL PUMP TOPPERS & GRAPHICS

Put your message directly in front of customers with custom pump toppers, pump wraps, decals and promotional signage.

- ✓ Pump toppers
- ✓ Pump wraps & decals
- ✓ Payment panel graphics
- ✓ Promotional messaging
- ✓ Product advertising



COLUMN WRAPS & CANOPY GRAPHICS

Extend your branding across the fueling area with custom-printed column wraps, canopy fascia graphics and more.

- ✓ Column wraps
- ✓ Canopy graphics
- ✓ Fascia signage
- ✓ Directional signage
- ✓ Trash can graphics
- ✓ Safety & informational signs

TURN EVERY AISLE INTO AN OPPORTUNITY.

Help customers navigate, discover and buy with highly visible, on-brand signage and displays throughout your store.



AISLE & DEPARTMENT SIGNAGE

Guide shoppers with custom aisle markers, hanging signs and directional displays.

- ✓ Aisle markers
- ✓ Hanging signs
- ✓ Department signage
- ✓ Directional displays
- ✓ Category signs
- ✓ Custom sizing & shapes



END-CAP & POP DISPLAYS

Highlight featured products and seasonal promotions with eye-catching end-cap graphics and point-of-purchase displays.

- ✓ End-cap signage
- ✓ Shelf talkers
- ✓ POP displays
- ✓ Seasonal promotions
- ✓ Custom display solutions
- ✓ Durable, vibrant graphics



FLOOR GRAPHICS

Use floor decals to guide customers, advertise specials and create additional promotional opportunities.

- ✓ Directional graphics
- ✓ Promotional decals
- ✓ Wayfinding signage
- ✓ Seasonal campaigns
- ✓ Durable floor films
- ✓ Custom shapes & sizes



WALL GRAPHICS & MURALS

Transform ordinary walls into branded spaces with custom wall graphics, commercial wallpaper and murals.

- ✓ Wall graphics
- ✓ Murals & photography
- ✓ Commercial wallpaper
- ✓ Foodservice graphics
- ✓ Branded environments
- ✓ Custom designs & finishes

From cooler graphics to checkout displays, our custom signage solutions help you promote products, drive impulse purchases, and create a consistent brand experience.



- ✓ Cooler door graphics
- ✓ Clear and opaque films
- ✓ Promotional decals
- ✓ Removable graphics
- ✓ Perforated films
- ✓ Seasonal promotions
- ✓ Custom designs
- ✓ Durable, high-traffic materials

- ✓ Header signage
- ✓ Cooler surround graphics
- ✓ Category branding
- ✓ Menu and promotional panels

- ✓ Full-color graphics
- ✓ Custom sizing
- ✓ Durable materials
- ✓ Consistent branding across locations



- ✓ Counter mats
- ✓ Counter wraps & decals
- ✓ Register area graphics
- ✓ Back-counter graphics
- ✓ Promotional messaging
- ✓ Loyalty program displays
- ✓ Durable, easy-to-clean materials
- ✓ Custom shapes and sizes

- ✔ Countertop displays
- ✔ Register signage
- ✔ Product displays
- ✔ Menu boards
- ✔ Shelf talkers
- ✔ A-frame signs
- ✔ Custom display solutions
- ✔ Seasonal promotions

YOUR STORE. YOUR BRAND. OUR EXPERTISE.

From concept to completion, Source One Digital provides custom graphics and signage solutions that help convenience stores attract more customers, promote products, and create a consistent brand experience across every location.

ONE STORE
OR ONE HUNDRED.
WE'VE GOT
YOU COVERED.



OUR PROCESS

A SIMPLE APPROACH TO BRING YOUR BRAND TO LIFE.

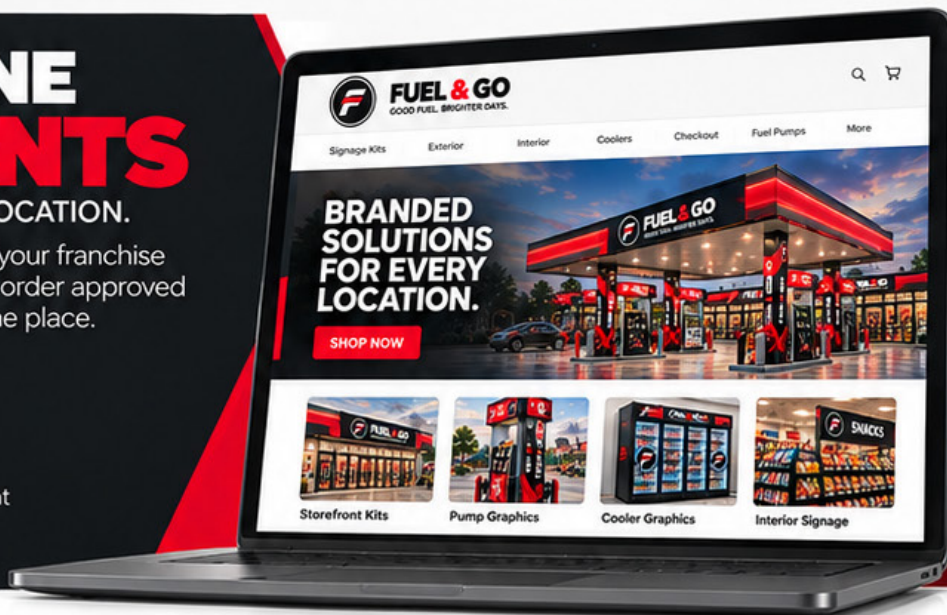
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|---|--|---|---|
|  <p>1. PLAN
We learn about your brand, goals and locations to develop the right signage solutions.</p> |  <p>2. DESIGN
Our creative team brings your vision to life with custom designs and renderings.</p> |  <p>3. PRODUCE
High-quality printing and finishing using industry-leading technology.</p> |  <p>4. INSTALL
Professional installation ensures a seamless, polished result at every location.</p> |
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CUSTOM ONLINE STOREFRONTS

MAKE ORDERING EASY FOR EVERY LOCATION.

We can create a custom online storefront for your franchise or multi-location business, making it simple to order approved signage, graphics and branding kits — all in one place.

- ✓ Branded, easy-to-navigate online store
- ✓ Pre-approved products and designs
- ✓ Consistent branding across all locations
- ✓ Simple reordering and inventory management
- ✓ Saves time and ensures brand compliance



LET'S BUILD YOUR C-STORE BRANDING KIT.

Whether you're updating a single location or rolling out a program across hundreds of stores, our team is ready to help.

SOURCEONE DIGITAL

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