



Gulf



Bolstering an Iconic Brand Image, Enhancing Energy Efficiency, Reducing Energy Costs

Gulf Oil: Multiple Locations

SUMMARY

Solution

- LSI Vertex™ canopy lights
- Archer canopy down liter system
- Dimensional canopy graphics
- Custom gasoline dispenser graphics
- Custom gasoline dispenser valences

Results

- High-efficiency LED lighting solutions
- Attention-getting, brand-compliant graphics
- Brighter, safer, energy-efficient service stations

Benefits

- Greater energy efficiency
- Reduced energy costs
- Lower maintenance costs
- Improved customer safety
- Enhanced customer experience

About Gulf Oil

Headquartered in Wellesley Hills, MA, Gulf Oil has been part of American culture since 1901. The company's brand recognition and reputation have real and meaningful benefits to its business, the customers they serve and the U.S. refined products markets overall. The Gulf name and its logo make the company one of the most recognized brands in the world.

www.gulfoil.com

The Opportunity

Bolster an Iconic Brand

From lighting to logos and everything visual in between, the Gulf brand is synonymous with service station quality.

As part of their ongoing efforts to bolster their iconic image, Gulf wanted to protect their reputation by properly displaying their brand in compliance with their corporate identity standards – ensuring that they always convey a professional image that accurately reflects the quality of their people, products and services.

The goal of the program was customer focused – to ensure that a trip to a Gulf station is always a very positive experience and never an inconvenience.

Reduce Energy Consumption, Lower Costs

Gulf was also looking for ways to reduce their energy consumption and associated costs. They were interested in the latest LED technology, particularly as it related to canopy lighting solutions.

Case Study: Petroleum Station Reimaging Program



Enhance the Customer Experience

In addition to reducing costs, Gulf wanted to use outdoor lighting to create a safer, more engaging environment for customers. They needed a solution that would help the company attract more business, produce a welcoming experience for visitors and showcase a wide spectrum of product options.

The Solution

LSI's Vertex™ Canopy Fixtures

LSI's Vertex™ is the most feature-rich canopy fixture on the market. With both symmetric and symmetric-combination forward-throw capabilities, the Vertex™ eliminates the need to install additional flood lights between the canopy and the c-store.

The Vertex™ is available in five lumen packages and features shatterproof, non-yellowing, high-performance silicone optics and dimmable controls. This solution can also be configured with optional Integral Bluetooth Motion and Photocell Sensors.

LSI's Archer Down Litter System

LSI's Archer system is a highly efficient and dramatic means of canopy illumination. It is designed for seamless, continuous row mounting on a canopy fascia. This solution adds vibrant LED color to new canopy installations, as well as existing canopy structures.

Canopy and Dispenser Graphics

LSI created and implemented an entire graphics solution for Gulf which included dimensional canopy graphics, as well as custom gasoline dispenser graphics and valences. The graphics were brand-compliant – accurately reflecting the company's professional image and their reputation for quality people, products and services.

Key Benefits of Graphics:

- Attract new customers
- Enhance customer engagement
- Enhance marketing communications
- Boost customer satisfaction
- Create unique and engaging spaces

The Results

Gulf's reimaging program helped the company bolster its iconic brand, enhance energy efficiency, reduce costs and improve safety.

With the installation of their Vertex™ canopy fixtures and LSI's Archer system, Gulf received a state-of-the-art, energy-efficient LED lighting solution that was both functional, architecturally inviting and vibrant. This solution resulted in enhanced sustainability, lower lighting maintenance costs and improved safety across multiple service stations.

Customer Acquisition

By combining lights and graphics into a creative, packaged solution, Gulf was able to reinforce its leading reputation as a safe, engaging and inviting stop for new and existing customers.

Enhanced Customer Experience

From the pump to the c-store, the application of high-performance LED lighting and graphics solutions helped Gulf create the welcoming environment they were looking to achieve.

By aligning their goals with customer expectations and the outstanding reputation of their brand, the reimaging program helps ensure that a trip to a Gulf station is always a very positive experience and never an inconvenience.

LSI Industries

Our lights and graphics are everywhere you look!

LSI's products are used extensively in petroleum stations, grocery stores and pharmacies, automotive dealerships, quick service restaurants, retail establishments, sports complexes, parking lots and garages, and commercial and industrial buildings.

Learn more!

**Visit our website at Isicorp.com,
or call us at (800) 436-7800.**

