

PETROL RETAIL BRANDING

Creating stunning designs that
are strategically driven to deliver
a compelling brand proposition



Minale Tattersfield Design Strategy

WHO WE ARE

Minale Tattersfield was established in 1964 and is one of the oldest privately owned branding and design agencies in the world.

For over 40 years we have been creating brands for our clients that inspire and set benchmarks for the competitors to follow.

We have created some of the world's most iconic symbols representing quality, service and excellence.

Today we work for companies throughout the world with offices in Paris, Milan, Brussels, Moscow, Sydney and Brisbane as well as the head office in London.

Our staff consist of designers, specialist consultants, brand strategists, web designers, architects and interior designers.

Our work is creatively led but strategically driven. We focus on helping our clients become leaders in their market sectors.



WHAT WE DO

We turn a product, location or service into a compelling brand proposition through stunning visual communication.

At the heart of what we do is great design. However, design is not effective unless it is rooted in clear strategic thinking.

With each project we set out to uncover the relevant insights and market dynamics as well as gaining a thorough understanding of our clients' vision and objectives.

Our specialist teams work together and separately to offer integrated and powerful design solutions.

We believe our multi-disciplinary approach is essential to bring together all the skills needed to create and build strong, consistent and successful brands.



Our complementary teams of specialist consultants, designers, interior designers and brand strategists deliver the following:

Brand evaluation and research

Brand strategy and positioning

Naming

Corporate identity

Total brand experience

Interior design

Architecture

Branded environments

Signage

Wayfinding

Web site design

“We recovered our investment within nine months through a 40% increase in sales”
BP, following our redesign of their international lubricant range

CLIENT: AGIP PETROLI
BRAND: IP
PROJECT: BRANDING AND FORECOURT DESIGN

Problem: IP wanted to update its retail identity across its 3500 stations in Italy. The aims of the design programme were to be cost-effective and create an image of modernity, simplicity, quality and technology.

Solution: The yellow and blue colours used by IP were kept, but brightened for a greater impact. A metallic silver was added, creating a more dynamic effect. These colours are applied throughout, with three main areas of structural alteration. The totem is sail shaped for a more streamlined effect. To update the fascia whilst keeping costs to a minimum, an illuminated concave structure was applied to the canopy. A low-maintenance option, the shell lip prevents dust from entering and enables ease of access to change the fluorescent tubes. Parallel to the road a simple, more economic silver cladding with circle details is applied. A new modernised typeface was developed for the sign system.



Services:
Forecourt design
C-store naming and design
Technical manuals

CLIENT: KNPC
BRAND: KNPC
PROJECT: BRANDING AND FORECOURT DESIGN

Problem: To coincide with the part privatisation of the Kuwait petroleum retail sector, Minale, Tattersfield & Partners won a competitive tender in 2003 issued by the Kuwaiti National Petroleum Company (sister company of Q8) – to review their retail network of petrol stations and create a new corporate identity.

Solution: This 18 month project was not just restricted to branded elements but involved the total re-design of every aspect including station forecourt design, C-Store, car wash, lube bay and all associated aspects for implementation and building of the new station, culminating in five comprehensive manuals. Covered within the manuals were all areas of engineering, electrical, mechanical and architectural details and the branding design guidelines. We worked extensively to include all above and below ground items, plus site layouts for attended services and self-serve applications for small, medium and large sites.

Results: According to David Davis, our 3D design partner, the old corporate identity made the company look like a government department – and therefore did not communicate to consumers that their custom was valued, neither was there the opportunity to make any grocery purchases. This has now been addressed with a range of specially branded non-fuel offers. The new identity is recognisably KNPC, but speaks in a totally different tone of voice and now more accurately reflects its position as national flag bearer within The Gulf.'



Services:
Brand Strategy
Visual identity
Forecourt and C-store design
Brand and technical manuals

CLIENT: ELIN OIL
BRAND: ELIN
PROJECT: BRANDING AND FORECOURT DESIGN

Problem: Independent Greek petrol retailer, Elinoil, is one of Greece's only national retailers to operate on the Greek Islands. With an existing network of 350 stations, it was planned to buy a further 500 stations. In view of this expansion, the decision was taken to rebrand the whole network. All the newly acquired stations would of course have needed rebranding anyway and many of the existing stations looked tired and out of date.

Many of the large multi-national corporations such as Shell, BP and Mobil already had a strong presence in Greece operating as usual under their powerful, but very international-style branding. Elinoil, on the other hand, saw their key brand equity as their excellent reputation amongst Greeks of being a friendly and approachable service provider. Care had always been taken to offer a service which was tailored to local needs and it was never their intention to roll out a vast corporate programme which would destroy the character of the small villages where many of their stations are located.

Solution: With this in mind, Minale Tattersfield came up with the design for a brand identity which focuses on the use of clean lines and colours which are particularly suited to the sunny Greek climate. They advised that the word 'oil' should be dropped from the logo and the name 'Elin', meaning Greek, should stand alone. This is represented in Greek characters. The two bands of blue from the old identity have been retained but brightened for a more modern and vibrant effect. The extensive use of white emphasises the clean, sweeping lines. These colours reflect the sea and sky and also the colours used in the island architecture. This animated design includes a white sail with the pennant at its top doubling as the accent of Elin. It represents a radical break from the yellows and reds traditionally associated with petrol stations



Services:
Brand Strategy
Visual identity
Forecourt and C-store design
Brand and technical manuals

CLIENT: YUKOS
BRAND: YUKOS
PROJECT: BRANDING AND FORECOURT DESIGN

Problem: Yukos have an extensive network of petrol stations in the socially elite areas of Samara and Moscow. Yukos was keen to enhance the image of their petrol stations so that when the more established operators in the west follow BP's example of entry into the Russian market, it would be in an effective position to compete. In addition, it had become necessary to create a differentiated image to prevent the multitude of single owner-operated independents from easily copying them.

Solution: Brightening the green from a military shade to something more retail and friendly was to be the first step, followed by the introduction of a modern automotive style fascia system that uses a cold cathode light source for night-time illumination.

The original '25 Hours' brand was presented in a less than convincing manner and therefore a significant facelift was required. The solution utilised bright orange and a sunburst to communicate more effectively the nature of the offer. The other non-oil offers followed suit with a colour coded graphic system.

Widespread acceptance of C-stores located in petrol stations in order to purchase top-up items for the weekly shopping has yet to receive widespread acceptance in Russia, at least outside the key metro areas. The new designs should certainly accelerate this trend.

Despite the adoption of higher quality and consistent materials, the incremental spend on the new design was kept within the 10% limit.



Services:
Brand Strategy
Forecourt and C-store design
Brand and technical manuals

CLIENT: DELEK
BRAND: DELEK
PROJECT: BRANDING, FORECOURT AND PACKAGING

Problem: After upgrading the identity for Israel's second largest oil company, our next step was a redesign of the structure and architecture of its 400-strong petrol station network.

The flagship station was to be in Tel-Aviv, with a rollout over 24 months to its remaining outlets across the country.

Solution: The existing architecture was bland, predictable and inconsistent. Our designs proposed upgrading all stations to a higher quality of finish and creating a coherent style of architecture that would differentiate Delek from other petrol retailers.

The design of the flagship inspires confidence with its efficient, modern look. The Menta coffee shops are airy and pleasant, providing an oasis in which to relax.

Now that we have rolled out the concept we are also redesigning Delek's sub-branded range of packaging to complement the new look.



Services

Brand Strategy
Retail Visual Identity
Packaging design
RVI and technical manuals

CLIENT: ROSNEFT
BRAND: ROSNEFT RETAIL NETWORK
PROJECT: RETAIL VISUAL IDENTITY

Problem: In researching it's domestic market in Russia, Rosneft's brand image performed badly against competitors Lukoil and Yukos. To re-position the Rosneft brand as a more progressive, dynamic but customer focused brand, Rosneft commissioned Minale Tattersfield to revitalise the look of its petrol station network.

Solution: It was felt changing the geometric company symbol would be inappropriate for such a powerful but young company in the politically charged energy sector arena.

We therefore majored on the bright yellow brand colour plus a new 'swoosh' device in order to create the younger, fresh look we were after.

Results: The RVI (Retail Visual Identity) programme has been extended to the development of a C-store offer and we are currently working on the re-design of their entire range of lubes and auto care products.



РОСНЕФТЬ



Services
Brand Strategy
Retail Visual Identity
RVI and technical manuals

CLIENT: ALON AND DOR
BRAND: ALONDOR
PROJECT: BRANDING, FORECOURT AND C_STORE DESIGN

Problem: Israel's second and third largest petrol companies, Dor and Alon, merged and needed a new identity.

Solution: The solution incorporated the three "fins" from the Dor logo and the Alon tree (alon means oak in Hebrew) into a new identity that would be more dynamic and up-to-date than either of the previous ones.

The colours are those of the existing Alon identity, with an emphasis on the green. Materials for the station signage were specially chosen to withstand the intense sun of the Middle Eastern climate: the colors are guaranteed for 10 years.

Each filling station has two separate offerings: gasoline and food. With slim profit margins on the fuel, the convenience stores promise more

revenue and growth for DorAlon; at the same time, being able to purchase a few groceries while filling the tank improves the experience from the customer's point of view.

Nonetheless, fuel and food appeal to different parts of the customer's psyche, so it was appropriate to take a separate design approach for each: a harder, technical engineering look for the fuel, and a softer, warmer, friendlier appeal for the food area.

The new food offer was re-branded Alonit, which means little oak and pronounced 'Alon Eat', with the visual identity representing a stylized acorn.



Services:
Brand Strategy
Visual identity
Forecourt and C-store design
Brand and technical manuals

CLIENT: LUKOIL
BRAND: LUKOIL
PROJECT: BRANDING AND FORECOURT DESIGN

Problem: With the fall of communism, national Russian oil retailer, Lukoil, became subject to the same market forces as most other large retailers throughout the world. The effects became immediately apparent as other major retailers, in particular BP, moved aggressively into the Moscow area, fast on the heels of other global brands such as McDonalds.

Lukoil was quick to react. It was clear that they must embrace open market values in order to compete with these market giants and so appointed Minale Tattersfield & Partners to come up with a design for a new image.

Solution: The first step was to examine the brand identity from both a consumer and corporate perspective.

The existing logo was clearly very distinctive, but it was important to identify the key brand equities in order to discard any negative elements.

The protagonist brand colour was red and this was kept. However, the colour black also featured heavily, both as a black oil drop and this was discarded since it focused too heavily on the negative connotations of oil and said nothing about Lukoil as a dynamic, modern retailer who puts its customers first.

The new design builds on the brand equities, using the distinctive colour red, the name and in particular the distinctive angle of the 'K' of Lukoil which has been worked into the unusually shaped canopy edge.



Services:
Brand Strategy
Forecourt design
Brand and technical manuals

CLIENT: PETRONAS
BRAND: PETRONAS
PROJECT: BRANDING AND FORECOURT DESIGN

Solution: Minale Tattersfield was commissioned to design a new station concept for the Petronas retail network in Malaysia.

This was partly prompted by the multi-nationals, in particular Shell, BP and later Caltex, making considerable inroads into the market.

Equally, Petronas as a state owned company, had come to represent an outward expression of modern Malaysia.

As such, it was important that the image it projected should represent modernity and dynamism and that it should not appear out of place alongside other global brands.

Results: A new station design was just one manifestation of a larger brand push, clearly demonstrated by the building of the dramatic and graceful Petronas twin towers in Kuala Lumpur and the high profile tie-up with the glamorous world of Formula One.



Services:
Brand Strategy
Forecourt and C-store design
Brand and technical manuals

CLIENT: THAI OIL
BRAND: THAIOIL
PROJECT: BRANDING AND FORECOURT DESIGN

Problem: Thai Oil has for a long time been a major player in the oil refining industry and through this activity it has achieved a very strong market presence in the energy sector. But it is only in more recent years that the decision was taken to expand into petrol retailing.

In 1995 the company was floated which prompted an update to the brand identity, coupled with the need to develop a completely new retail identity and a new forecourt design for their proposed retail network in Thailand.

Solution: The new retail identity and filling station designed by Minale Tattersfield Design Strategy, was launched on 30th March 1995 with the opening of the flagship site on the

Bagna Trad highway outside Bangkok. The design has clearly succeeded in its intention of appearing modern and high-tech, whilst maintaining a customer friendly appearance which is polished and confident.

Results: The new design combines the corporate and retail image into a fully integrated 2D/3D solution giving continuity and coherence to all of Thai Oil's operations and clearly positioning them as a modern, dynamic and international corporation.



Services
Brand Strategy
Visual identity design
Forecourt and C-store design
Brand and technical manuals

Problem: BP asked us to develop new packaging and a new image for their lubricant ranges sold through their worldwide operations.

Solution: We conducted a detailed visual standards audit and a technical feasibility study to establish the parameters of the project and made a considerable number of in-market visits. We conducted a variety of local seminars and management meetings to encourage individual contributions to the project from the relevant staff.

A key element of the new packs was the creation of an 'anti-glug' pouring system that had product handling capabilities superior to anything else on the market.

We also designed POS units and compiled the BP Oil International worldwide packaging manual, setting out the exact graphic implementation procedure for the new packs.

Results: Along with the successful re-design of the containers we achieved an effective international standard rationale for sizing and configurations, which saved several million pounds per annum on production costs.



Services

Brand and packaging audit
Structural packaging
Label design
Packaging standards manual

Problem: Fouman Chimie, the leading Iranian oil and chemical company, required a new strategy to achieve brand leadership in Iran and to communicate and realise their vision of regional and international expansion.

Solution: We developed the branding for the lubricant and automotive products – known as Caspian. By merging international standards of design with local insights the new packs now compete strongly with the multi-national brands.

Label architecture for the range of 30 different products, were designed to integrate with the structural shape of the packs.

The new identity reflects the company's future-focus whilst retaining traditional equity.

Results: The innovative pack design, segmentation of product ranges and development of new sales channels has positioned Caspian as a leading lubricant brand in the region.



Services:

Brand strategy

Visual identity

Structural packaging and label design



CLIENTS

AFRIQUIA

AGIP PETROLI

ARMANI

BACI PERUGINA

BAHLEN

BALLY

BANK OF CHINA

BAULI

BEIERSDORF

BELGACOM

BIG STAR

BNP

BOEHRINGER MANNHEIM

BOLTON GROUP

BOOTS

BP

BRITISH GAS

BULL

CABLE AND WIRELESS

CERRUTI

COI

COIN

COMMUNITY LEGAL SERVICE

DE BEERS

DELEK

DFES

ELINOIL

EUROPEAN BANK FOR (R&D)

EUROSTAR

EXPRESS DAIRIES

EXEDO

EXTÈ

FENDI

GILBEY'S GIN

HARRODS

HERTZ

IDV

ILLYCAFFÈ

IRISH DISTILLERIES

IRN BRU

ITALIANA PETROLI

ITALIAN PIZZA COMPANY

JAMES BURROUGH DISTILLERIES

JOHNNIE WALKER

KDD

KODAK LEND LEASE





CLIENTS

(BLUEWATER)
LONDON TRANSPORT
LOTTERY COMMISSION
LUKOIL
MANTERO SETA
MASER
MARCONI
MOTOROLA
MOTTA
NATWEST INTERNATIONAL
NAUTORS' SWAN
NESTLÉ
NORTHERN FOODS
NUOVA FORNERIA
OSOTSPA
PANTENE
PARTNERSHIPS UK
PETRON
PETRONAS
PEUGEOT
PHILIP WATCH
PREMIER LEAGUE
PRINCIPE
REPSOL
RELIANCE
RHÔNE POULENC
RIYAD BANK
RIZZO GALLO
RIZZOLI
ROYAL ARMOURIES
SAMMONTANA
SAN PELLEGRINO
SCHWEPPE
SEAT
SEITA (GITANES)
STAFFORD MILLER
SYDNEY OLYMPICS
THAI OIL
TOYOTA
TIPICO PIZZA
TOTAL FINA ELF
UK GOVERNMENT
VALDERMA
YELLOW PAGES
YPF
YUKOS



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