

PARAGON SOLUTIONS



design done right

It's more than our slogan, it's purposeful design focused on your success.

We're strategists and designers that understand retail.

Our award-winning, multidisciplinary team combines insight, imagination and expertise to create powerful brand experiences.





Give your

customers more

than a store

give them an

experience that

drives results.

Paragon Profile

A Few Facts About Us

- **FOUNDED IN 1986**
- FORT WORTH, TEXAS
- KEY SERVICES

RETAIL STRATEGY
RETAIL DESIGN

BRANDING

CONSULTING

SUPPORT

- 3,000+ PROJECTS
- PROJECT LOCATONS

50 US STATES
13 COUNTRIES

• 600+ CLIENTS



Paragon Awards

Convenience Store News - Annual Design Contest

2019 - 5 OF THE 7 BEST DESIGN AWARDS











2012 - 2018 - 41 BEST DESIGN AWARDS



Paragon People



John

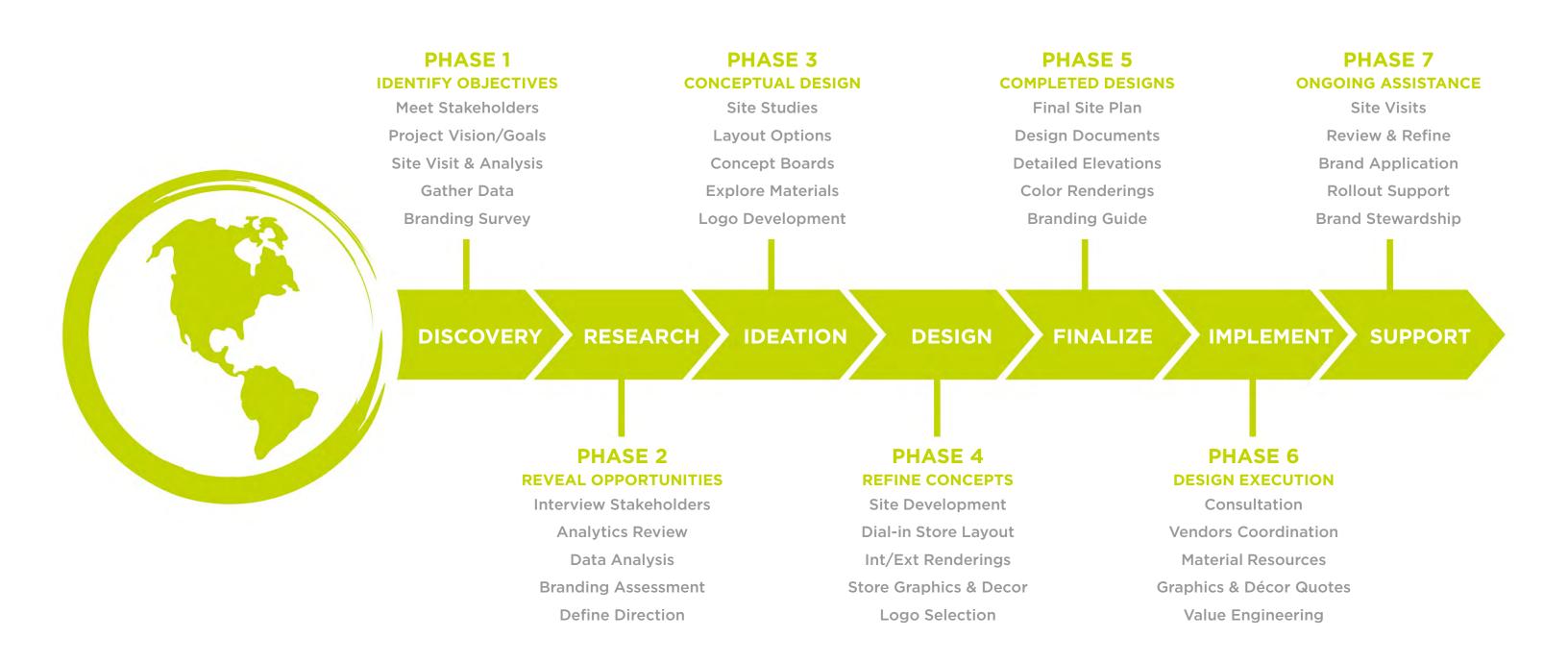
Sam

Davis

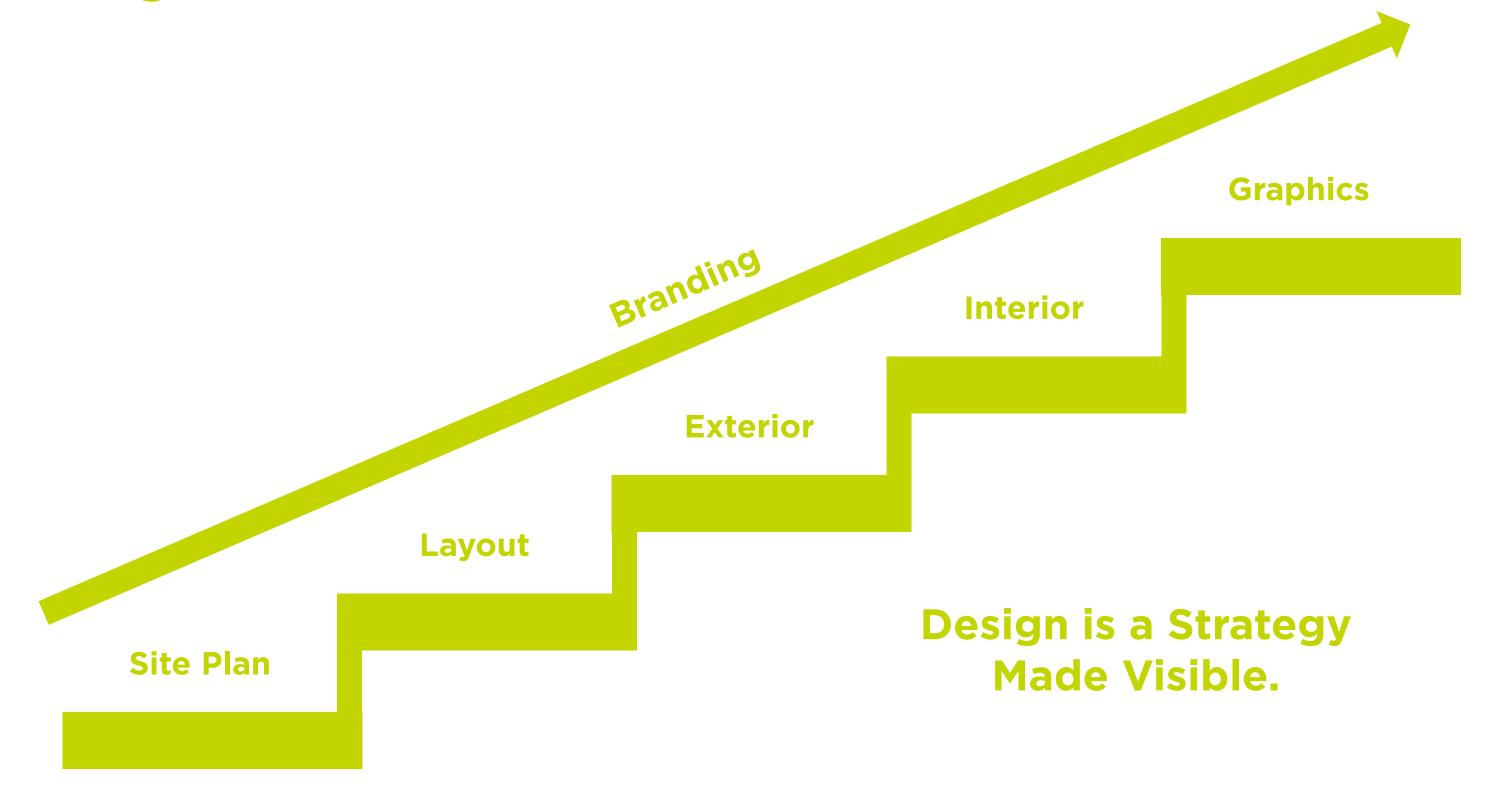
Joe

Paragon Process

Our Proven Key to Successful Design



Design Phases



Branding

Key Considerations

CREATIVE BRIEF

NAMING

LOGO DESIGN

TAGLINES

BRAND ARCHITECTURE

MTO FOOD

GRAB N GO

PRIVATE LABEL

BEVERAGE

SIGNAGE & GRAPHICS

FORECOURT

WEB/APPS

POP/DIGITAL

CARDS

UNIFORMS

TOUCHPOINTS

BRANDING STANDARDS

























Technical Site

Key Design Considerations

Ingress/Egress/Curb Cuts

Traffic Flow

Sight Lines

Property Lines

Easements/Utilities

Store Size & Position

Parking

MPD Count

Fuel Canopy/Storage

Lighting

Sidewalks/Bollards

Landscaping

Signage

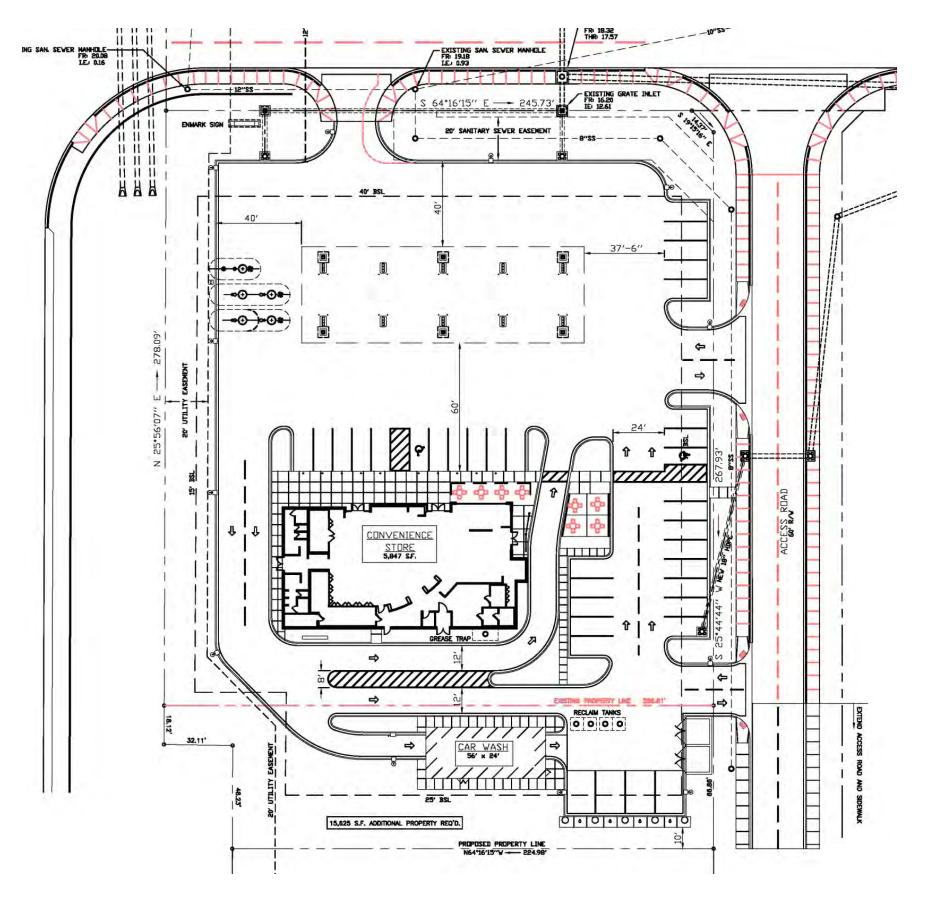
Outdoor Merchandising

Outdoor Seating

Drive thru

Car Wash

ADA Compliance



Technical Layout

Key Design Considerations

Entrances/Access

Sight Lines

Traffic Flow

Zones/Adjacencies

Sales Counter

Food Programs

Beverage Programs

Coolers/Beer Cave

Equipment/Smallwares

Restrooms

Merchandisers

Gondolas

Lighting

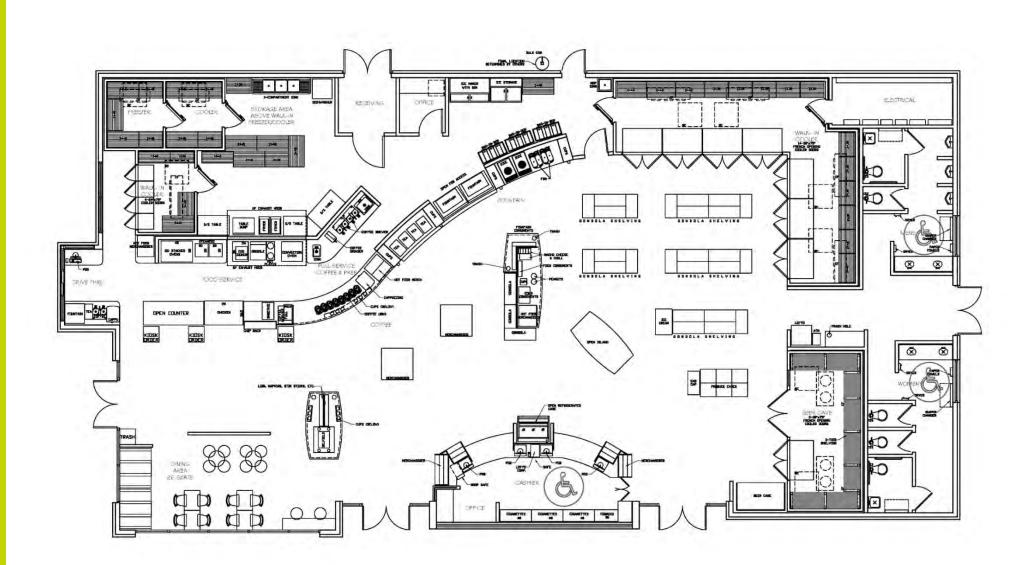
Seating

Drive Thru

Storage/Office

Utilities

ADA Compliance



Exterior Design

Key Design Considerations

Style/Theme

Context/Location

Sight Lines

Site Orientation

Solar Orientation

Elevation Heights

Window Heights & Style

Door Heights & Style

Branding/Signage

Wayfinding

Colors & Finishes

Materials & Textures

Roof Type(s)

Awnings

Lighting

Outdoor Seating

Outdoor Merchandising





Interior Design

Key Design Considerations

Concept Board

Style/Theme

Sight Lines

Colors & Finishes

Materials

Textures

Millwork

Fixtures

Furniture

Ceiling Treatments

Ceiling Clouds

Decor

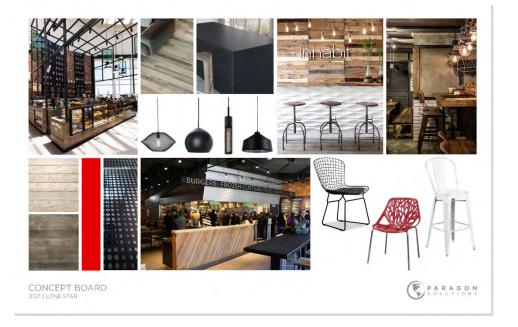
Flooring

Seating

Accent Lighting

Restrooms

Merchandising







RIGHT WALL

BEER CAVE



Graphics

Key Design Considerations

Style/Theme

Brand

Colors

Typography

Signage

Categories

Departments

Price Signs

Wall Graphics

Window Graphics

Murals

Brand Statements

Informational

Wayfinding

Community Boards

Entry/Exit Message

Customer Promise







BEVERAGES & COOLER







FRONT WALL

BEER DOORS & C.







JT'S & C

SELECT PORTFOLIO

































TANG MART ATALLA, AL

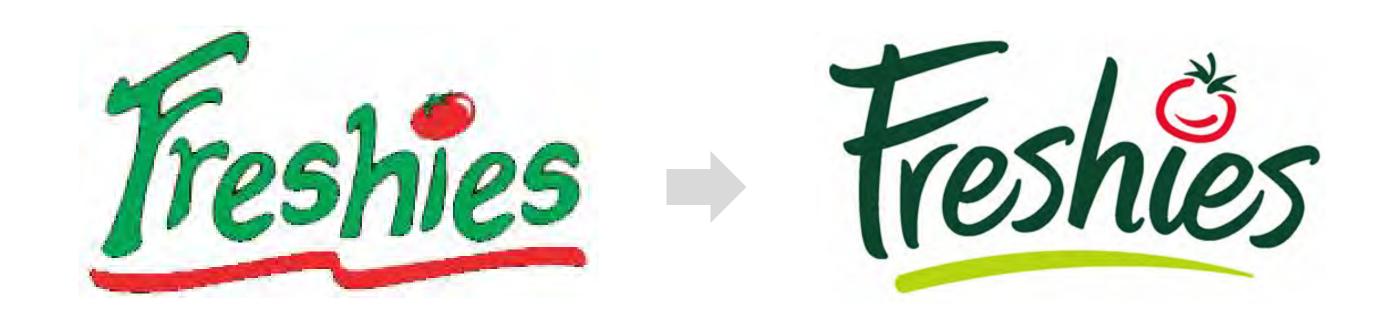




TANG MART ATALLA, AL



FAST. FRESH. FRIENDLY



































RH FOSTER - FRESHIES

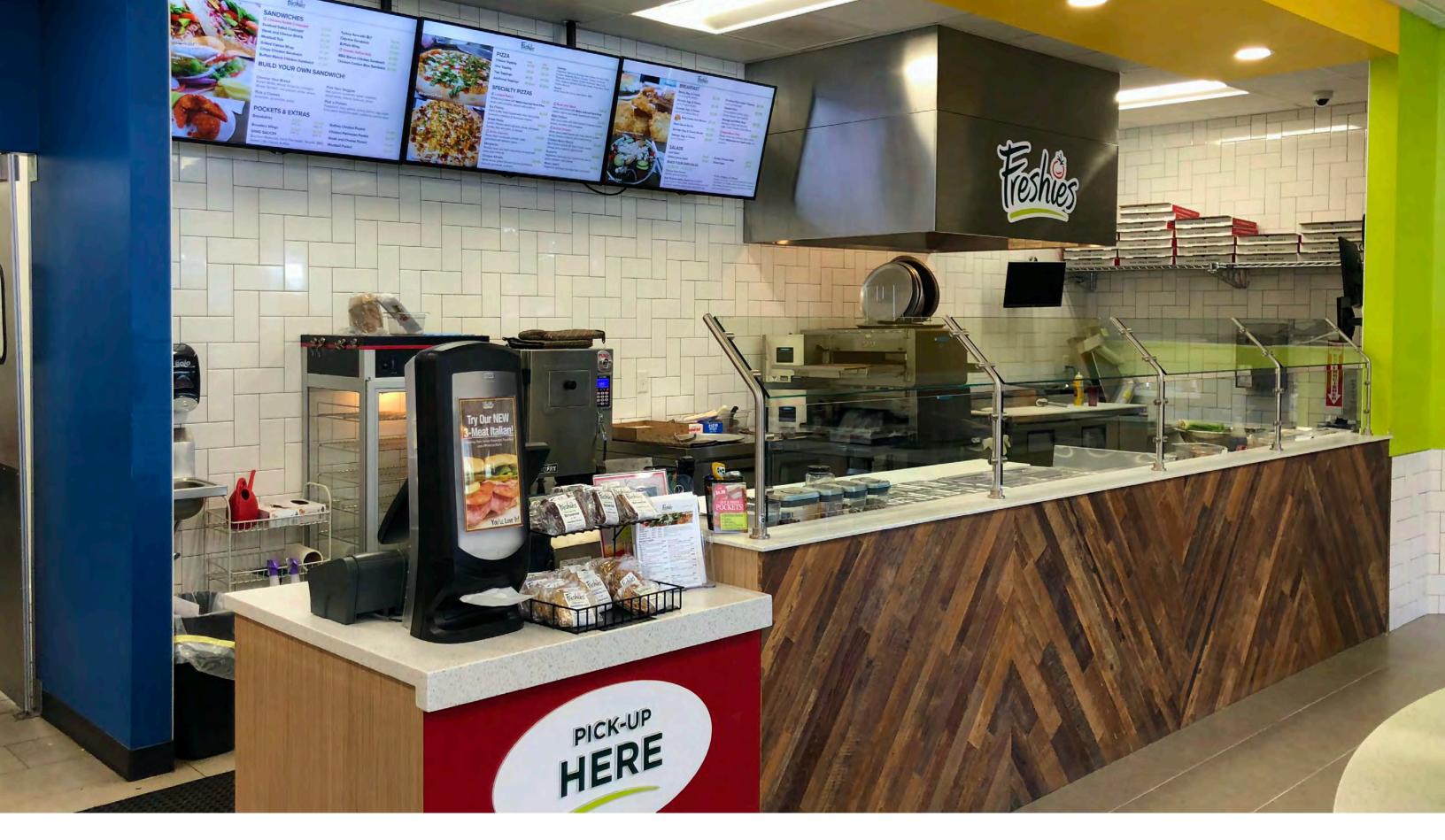
ELLSWORTH, ME



RH FOSTER - FRESHIES

ELLSWORTH, ME





RH FOSTER - FRESHIES

ELLSWORTH, ME

design done right



















































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About Us

Enmarket's first station, then known as Interstate Stations, was opened by Robert Demere in 1963. In the ensuing decades as business began to grow, Interstate Stations developed a reputation for having outstanding customer service and offering great prices on gas, oil and cigarettes at kiosks throughout Georgia, South Carolina and North Carolina.

In the early 1990s, the company underwent a major reimaging campaign, acquiring the look and feel of a traditional gasoline retailer, while still retaining the spirit of an independent business. The company changed its name to Enmark Stations, Inc. on January 1, 1990 as part of its reimaging campaign. The company began expanding its line of products in 1997 and added convenience stores, discount tobacco stores and car wash units at select sites.

In 2015, the company again rebranded as Enmarket to better reflect the in-store offerings of freshly prepared food, fresh produce, and healthy snacks. As of April 2018, the company now operates 122 convenience store locations. Enmarket operates multiple QSR concepts including Subway, Baldino's, and Larry's Giant Subs, as well as its own proprietary foodservice known as The Eatery @ Enmarket. It is owned by Robert H. Demere, Jr. as a subsidiary of Colonial Group, Inc.

Mission Statement

Enmarket's mission is to enrich life. The four cornerstones of enriching life are our team, customers, vendors and community.

Team

All team members are Chief Enrichment Officers or "CEO's." Enmarket fosters the personal and professional growth of each CEO by providing an encouraging, rewarding, and fun career experience supported by leadership whose success is determined by the positive development of their team. We empower and trust our CEO's to enrich the lives of their fellow team members and customers each and every day.

Customer

Customer satisfaction is guaranteed and paramount to everything we do. Enmarket creates a fresh and friendly oasis for our customers. Our CEOs are driven to meet and exceed each customer's expectations for convenience and quality with authentic caring about brightening their day. Enmarket deeply appreciates the value of customers' time.

Partner

Vendors are partners in creating success. Enmarket supports and grows mutually beneficial relationships built upon trust, dependability and respect. We share feedback to help partners grow stronger and value such feedback in return. Enmarket honors its commitments and approaches all interactions first seeking a win-win result.

Community

Enmarket serves our community. We earn trust by giving support without expectation. Enmarket makes investments that demonstrate our commitment to making each community stronger by our presence.

Enriching Life in the Communities We Serve

Enmarket Logo



Symbol & Wordmark

This logo contains two elements: a symbol and a wordmark. The set size and positioning relationships between these two elements of this logo can never be altered. The wordmark contains specifically spaced letters which cannot be modified in any way. Use the approved artwork file and do not attempt to re-create the logo in any way. When using the simple logo, the symbol and wordmark must always be used together.

Tag Line

The words "fresh choices, friendly faces" are the Enmarket tag line. It is used with the Enmarket logo or can be used on it's own. "fresh choices, friendly faces" is only used with the typeface Youngsook BTN. Do not re-create the tag line with a different typeface or spacing.

Colors

The Enmarket logo is expressed in three colors, Pantone® 369, Pantone® 368 and Pantone® 186. These particular colors must be used consistently when associated with Enmarket.

A keen eye should be used to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels

Please seek approval from Enmarket if you have a unique situation requiring an exception of these guidelines prior to production.



Colors represented in this document may not exactly match the PMS colors noted. Refer to appropriate Pantone® Matching System Swatch Book for accurate color.

Pantone is a registered trademark of Pantone, INC. © 2012.

September 2

September 2015

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Enmarket Logo

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&*() CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&*()

CENTURY GOTHIC BOLD

ABCDEFGHIJKLMNOPRRSTUVWXYZ abcdefghijk/mnopgrstuvwxyz 1234567890!@#\$%^4*() YOUNGSOOK BTN

firesh choices, friendly faces.

The Enmarket logo has three typefaces: Century Gothic, Century Gothic Bold and Youngsook BTN. The Century Gothic typeface family is clear, readable and has a modern feel. Youngsook BTN is playful and used less frequently.

The primary typeface is Century Gothic Bold can be used for headers. The secondary typeface is Century Gothic and can be used for any body copy.

These typefaces should never be alternated with each other.

Clear Space



The minimum clear space for the Enmarket "•", rotated, in the symbol. The minimum clear

logo is proportionally enlarged or reduced in size.



logo is defined as the height of the smaller leaf space for the tag line is "fres" rotated.

This minimum space should be maintained as the



Enmarket Logo

Do

The Enmark and Sub-Brand logos have been specifically created and should not be re-created in any way. These pages show some of the possible misuses.



CORRECT LOGO

Don'ts



INCORRECT TAG LINE FONT



INCORRECT FONT CASE



INCORRECT LOGO COLORS



INCORRECT SYMBOL & FONT COLOR



INCORRECT TAG LINE FONT SIZE



INCORRECT SYMBOL PLACEMENT & SIZE

September 2015

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Enmarket Logo

Logo Application









September 2015

The Eatery Logo



Colors

The Eatery logo is expressed in two colors, Pantone* 174, and Pantone* 151. These particular colors must be used consistently when associated with The Eatery.

A keen eye should be used to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels.

Please seek approval from Enmarket if you have a unique situation requiring an exception of these guidelines prior to production.

Typography

12

The Eatery logo has three typefaces: ChunkFive Roman, Century Gothic, Century Gothic Bold. These typefaces are readable and have a modern feel.

The primary typeface is ChunkFive Roman can be used for headers. The secondary typefaces are Century Gothic and Century Gothic Bold and can be used for any body copy and should never be alternated with each other.



Colors represented in this document may not exactly match the PMS colors noted. Refer to appropriate Pantone® Matching System Swatch Book for accurate color.

Pantone is a registered trademark of Pantone, INC. © 2012.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$% &*()

CHUNKFIVE ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*() CENTURY GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

CENTURY GOTHIC BOLD

September 2015

Enmarket Fresh Coffee Logo



Clear Space

To preserve the Enmarket Fresh Coffee's logo integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for the Enmarket Fresh Coffee logo is defined at the top and bottom by the "r" in the wordmark and the sides are defined by the "m" in the wordmark.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Logo Application



Alternative Logo

The Enmarket Premium Coffee logo on a white background.



Hot Beverage Cups Coffee Cups market Medium Cup market market market Large Cup market

market

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17

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market

X-Large Cup

Beverage Machine Translights

Fountain Translight



Frozen Translight



Cappuccino Translight



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Food Service

Roller Graphics



Bun Sticker Artwork (35.5"X4.5")



Front Roller Sign (31.75"X7.06")



Sneeze Guard Sign (23.75"X6.625")



Top it off!

Sneeze Guard Sign (35.75"X6.625")

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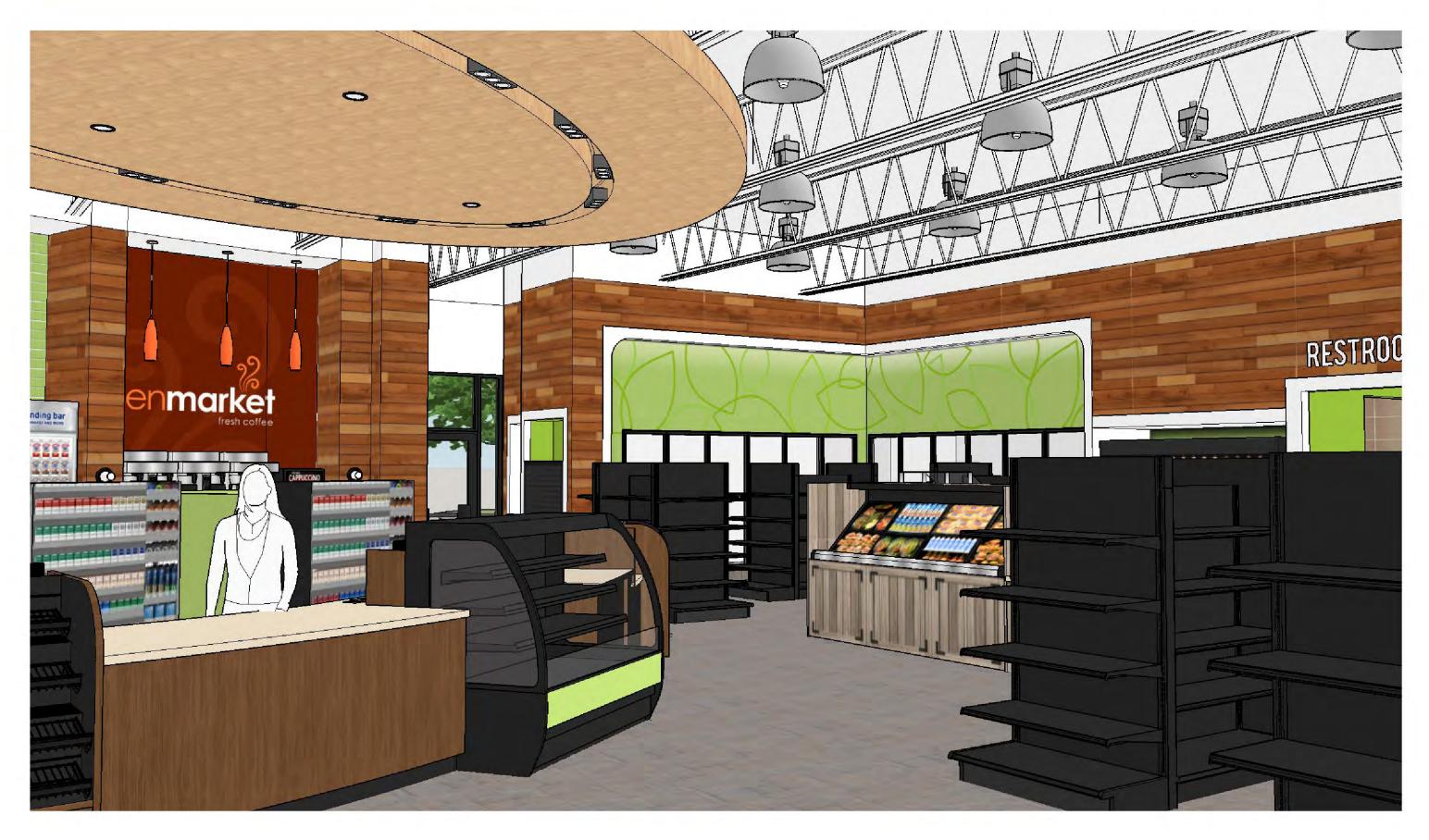
3D STUDIES

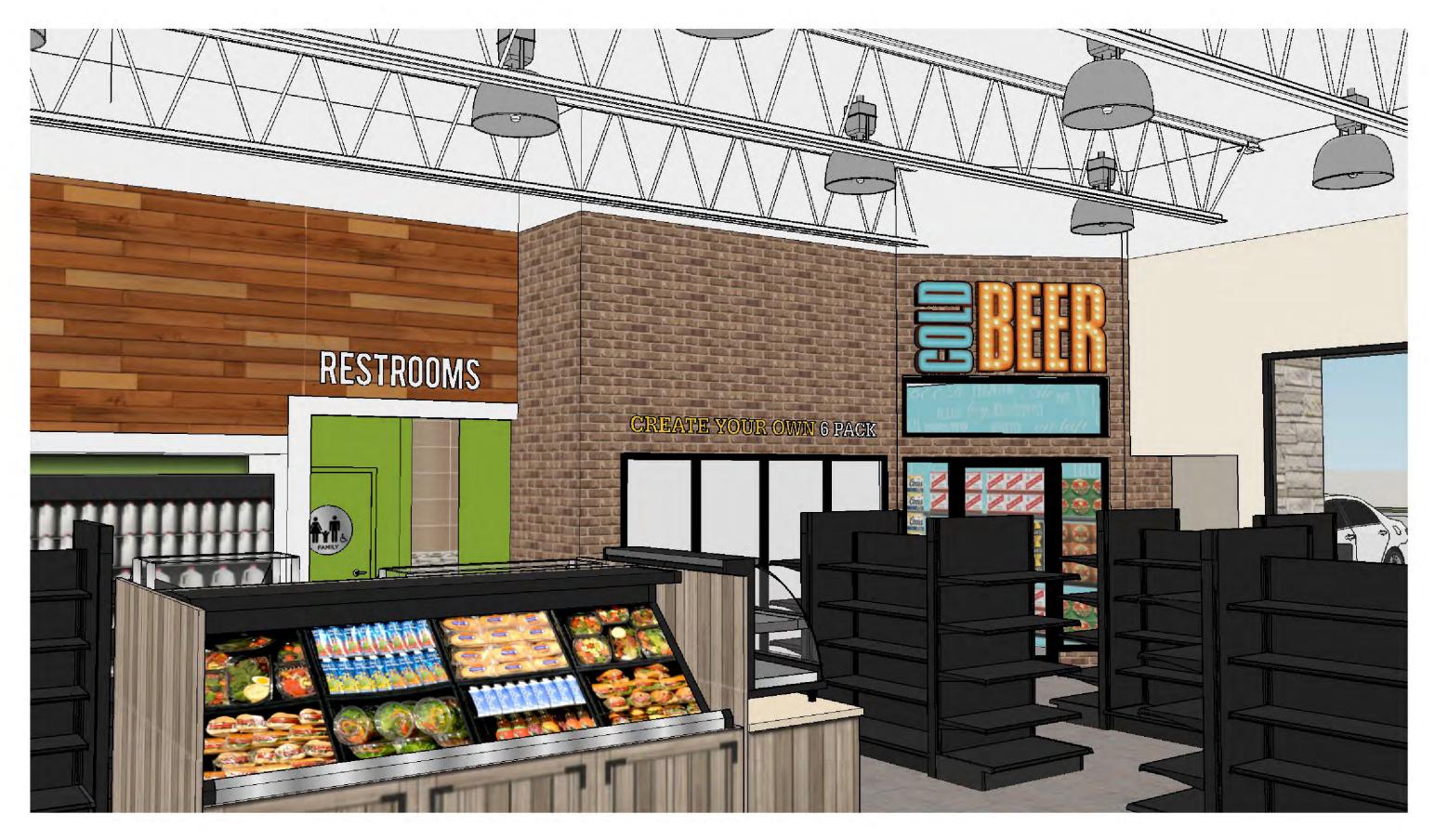












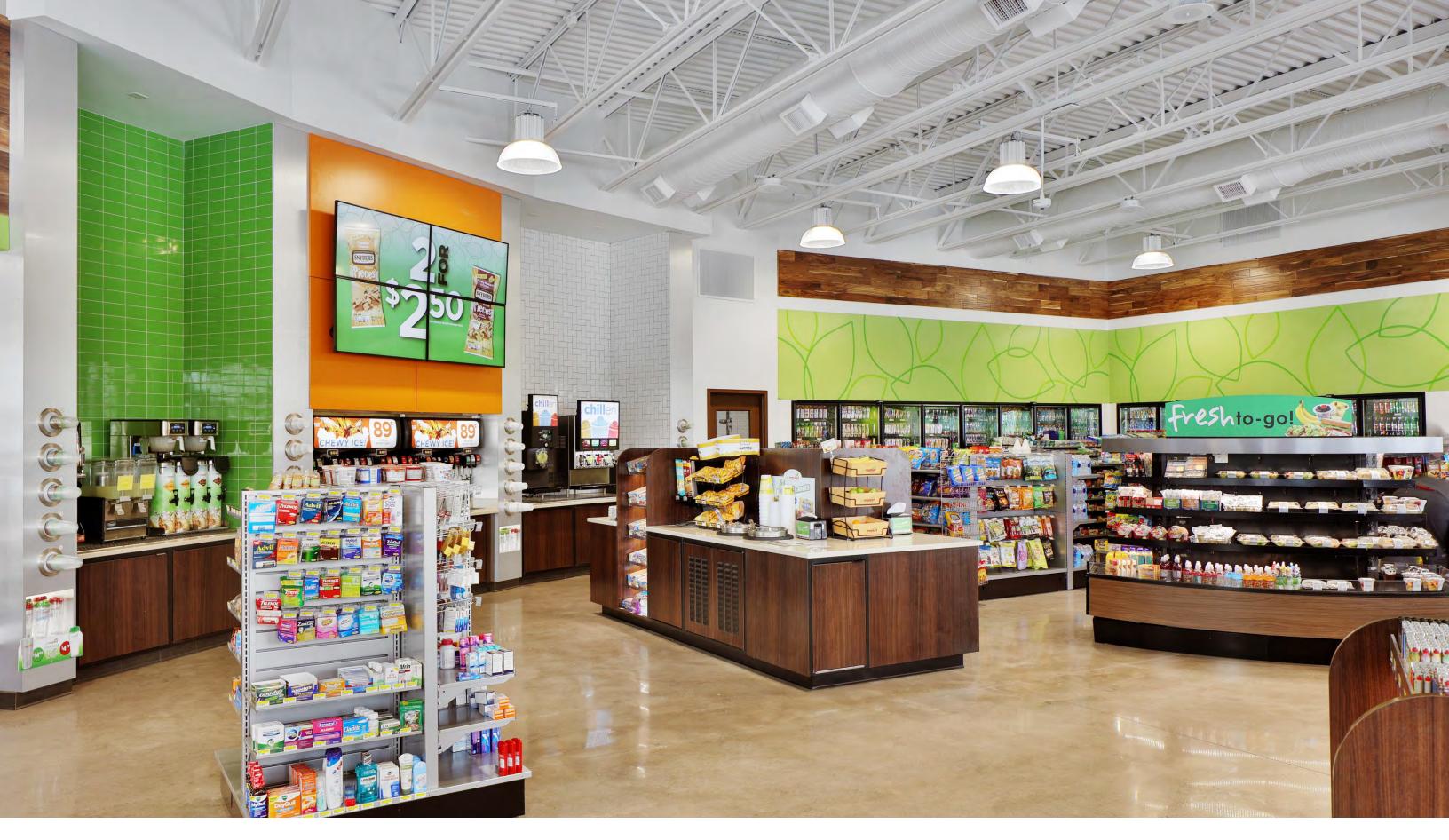










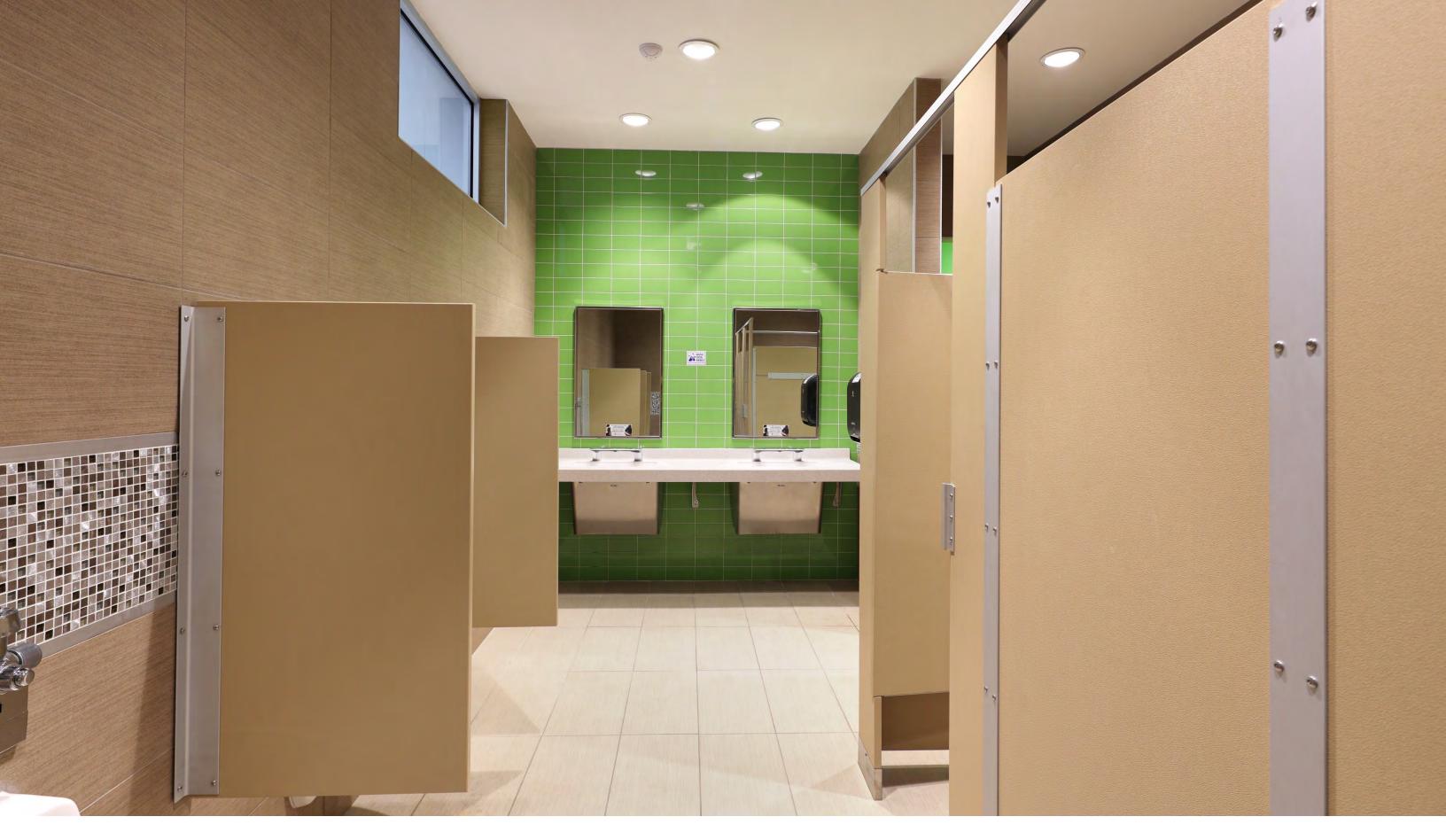


ENMARKET

SAVANNAH, GA

design done right





NEXT STEPS?



Thank You!

