

# The New Circle K Brand



**Circle K** is the new, global convenience retail brand replacing the existing Mac's<sup>®</sup> retail brand in Canada, the Circle K<sup>®</sup> and Kangaroo Express<sup>®</sup> retail brands in the U.S. and worldwide, and the Statoil<sup>®</sup> retail brand in Europe. These are all brands owned by Canadian company Alimentation Couche-Tard Inc. ("Couche-Tard"), one of the world's leading convenience retailers. Couche-Tard has chosen to retain the company's founding Couche-Tard<sup>®</sup> retail brand in the Province of Quebec in Canada due to the specifics of that market.

The existing Circle K is already Couche-Tard's largest and most international brand. It can be seen today serving the needs of customers in 14 countries around the world.

## About the New Circle K Brand

The Circle K brand is not just a sign or a logo. It reflects the DNA of our company, the personality of our business and the experience we offer our customers. The success of the brand will depend on our consistent delivery of fast and friendly service, easy customer visits and products for people on the go. Our people will build our brand and they will *be* our brand.

Having said all that, the new Circle K brand does include a logo. It has been created to be clean, fresh and relevant, and to incorporate the many great assets of our existing brands. It includes:

- Circles both in the symbol and the text-based elements, illustrating wholeness, unity and teams; this most ancient symbol is strong and dynamic, rolling ahead
- Ensuring our circle is open and not exclusive, one leg of the K in the logo intersects the circle, welcoming our customers and communities
- The diagonal legs of the K "kissing" the stem, or upright element, in a gesture that reflects the welcoming embrace of our Québec heritage
- CAPITAL letters (as in "STATOIL") denoting solidity, stability and competence
- Flat, clean forms ensuring the logo will remain fresh and current
- The strong red color in the logotype harking back to the Couche-Tard, Mac's and Kangaroo Express logos; red has long been recognized as a color associated with convenience retail
- The orange color from the Statoil brand, accenting, underlining and bringing distinctiveness to lift our color scheme above the ordinary
- Warm colors which merge to become reminiscent of the sunrise - inspiring, every day.

## About the Re-Branding

Our goal in the coming years is to have a single convenience retail brand across our worldwide network. We are very pragmatic in our approach. We will prioritize recent acquisitions, such as The Pantry geographies, as well as those we are under contractual obligations to rebrand, such as our Statoil sites in Europe. This will be in addition to our normal cycle of store refreshes.

We are confident the economies of scale, best practice sharing, and simplicity that this change makes possible, will bring value to our customers and to our stakeholders. Couche-Tard President & CEO Brian Hannasch says "This is more than just a sign project. If we approach it that way, we will fail. We must create a movement supporting our unified global brand. If we can do that and engage each of our 100,000 people, where might that take us?"