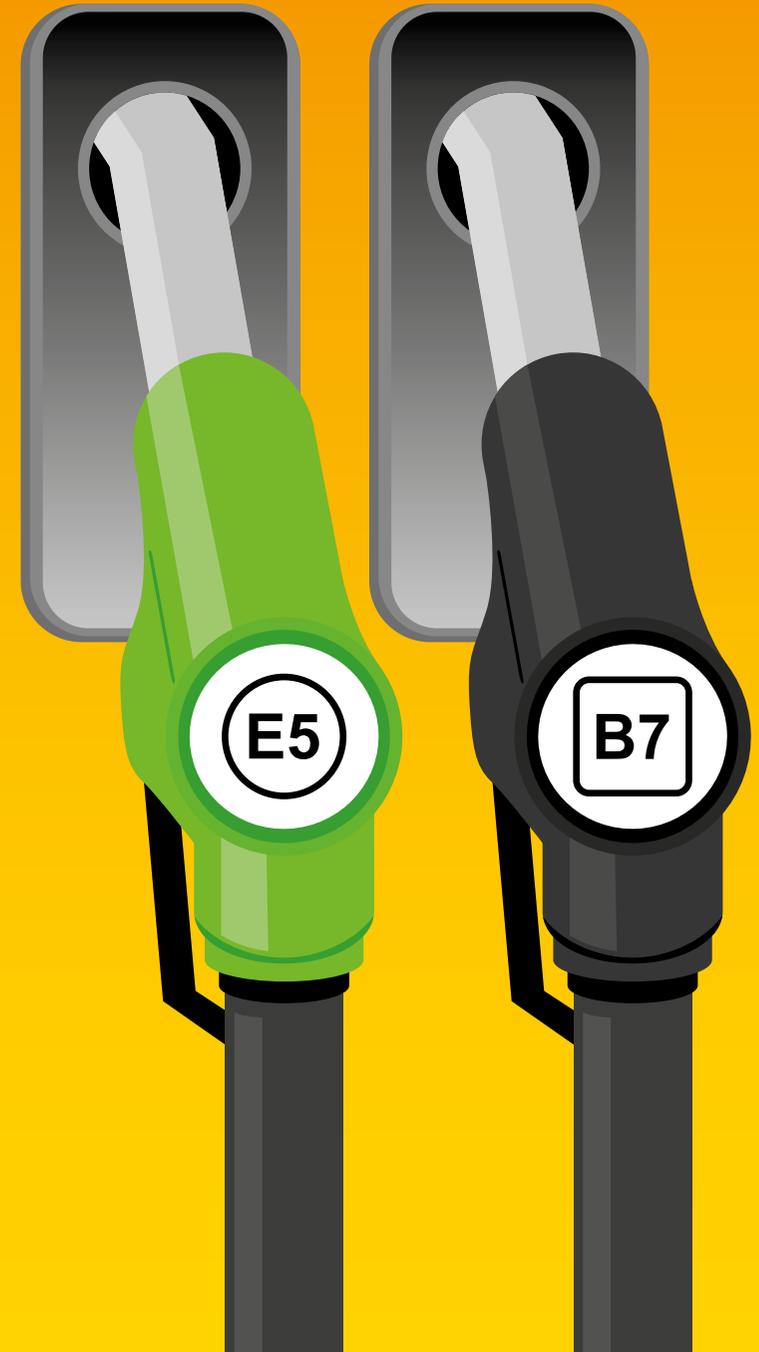


**KNOW YOUR
FUEL**

**CAMPAIGN
TOOLKIT**



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INTRODUCTION

This partner toolkit helps you to successfully communicate the introduction of the new fuel labels to your customers and staff.

This includes a comprehensive set of ready-made marketing materials, plus the various elements you'll need if you wish to create your own communications.

The materials in this toolkit are government-approved and ready for you to use to inform and reassure your audiences.

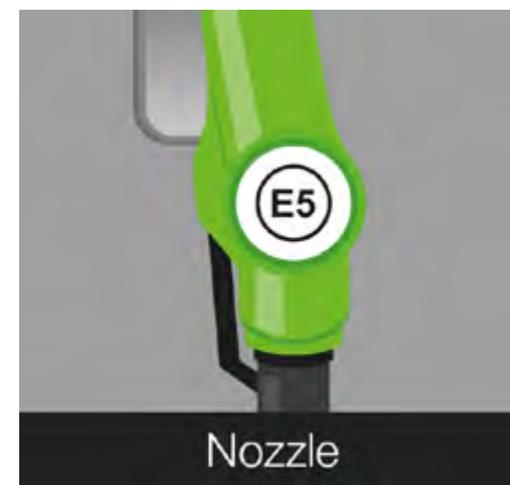
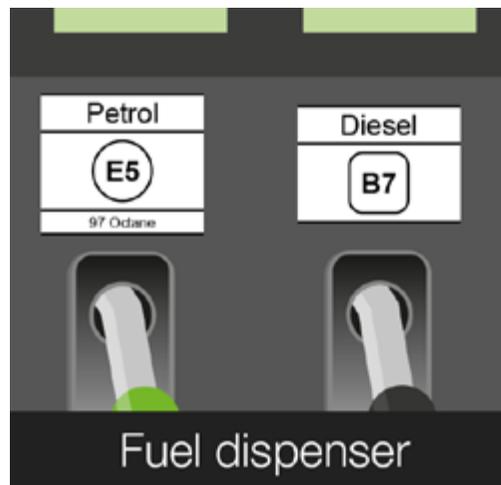
In the toolkit you'll find downloadable:

- posters
- leaflets
- FAQs
- labels
- stickers
- social media posts

FUEL LABELLING LEGISLATION AND LEGAL REQUIREMENTS

The Department for Transport has introduced regulations that legally require new labelling on all fuel dispensers and nozzles in all UK filling stations by 1 September 2019. This applies to petrol, diesel and alternative fuels. The new labels will help drivers choose the right fuel for their vehicle. There is a three-month implementation period from 1 June to 1 September, so we recommend you introduce the labels at your sites during this time.

You can find detailed information on the labelling requirements in Schedule 1 and 2 [here](#). The fuel label artwork is available to download [here](#).



NEW FUEL LABELLING LAUNCH MARKETING CAMPAIGN

NEW FUEL LABELLING LAUNCH MARKETING CAMPAIGN

We've created an integrated government-backed marketing campaign to help you ensure that customers across all touchpoints are fully aware of the core message: **that new fuel labels have been introduced in the UK.**

All they need to do is learn their new label and keep filling up in the same way.

Using these campaign materials means customers get a consistent, simple message. They'll understand what's expected of them and avoid making mistakes. This helps us all achieve a smooth, trouble-free transition.

Motorists can find out more about the new fuel labels on our website: **[KnowYourFuel.campaign.gov.uk](https://www.knowyourfuel.campaign.gov.uk)**

You can direct your audiences to the website if they have questions or would like more information about these new labels.

SECTION ONE:

READY-MADE CAMPAIGN ELEMENTS

In this section you'll find all the ready-made materials you need to implement this campaign including posters, leaflets and Twitter posts. These have been fully approved by the Department for Transport and our industry partners and so must not be changed in any way.

All the materials can be downloaded in both print and digital formats.

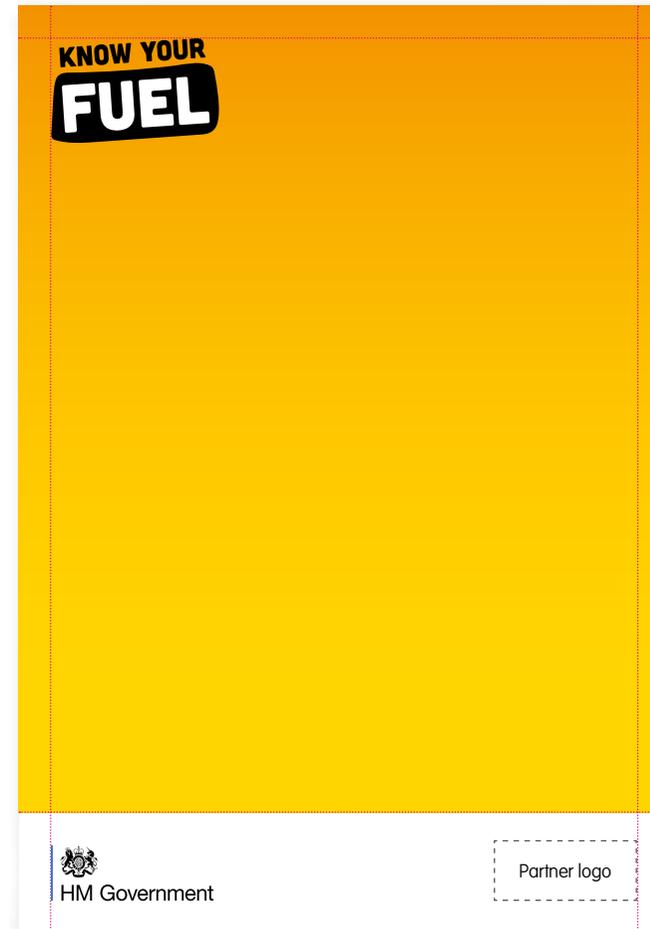
READY-MADE CAMPAIGN ELEMENTS

Co-branding

The ready-made materials supplied in this toolkit can be co-branded with your logo to show that you are a campaign partner. You can add your own logo but must not change anything else about the design. Your logo should be placed in the bottom right corner in the same white strip background as the government logo.

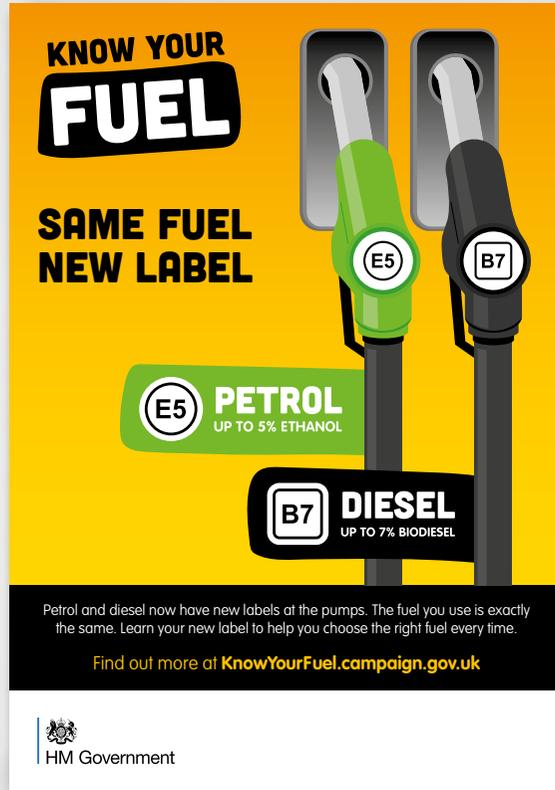
You cannot use the government logo on any materials you create yourself, as they have not been approved by government.

Co-branded with HM Government and fuel retailer



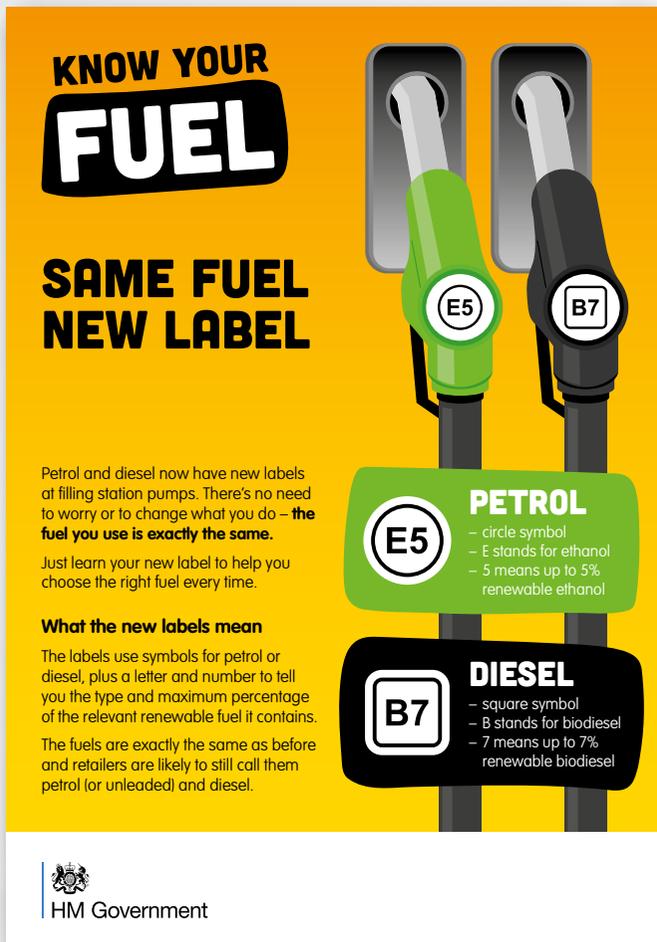
READY-MADE CAMPAIGN ELEMENTS

Poster



READY-MADE CAMPAIGN ELEMENTS

Leaflet



KNOW YOUR FUEL

**SAME FUEL
NEW LABEL**

Petrol and diesel now have new labels at filling station pumps. There's no need to worry or to change what you do – **the fuel you use is exactly the same.**

Just learn your new label to help you choose the right fuel every time.

What the new labels mean

The labels use symbols for petrol or diesel, plus a letter and number to tell you the type and maximum percentage of the relevant renewable fuel it contains.

The fuels are exactly the same as before and retailers are likely to still call them petrol (or unleaded) and diesel.

E5 PETROL

- circle symbol
- E stands for ethanol
- 5 means up to 5% renewable ethanol

B7 DIESEL

- square symbol
- B stands for biodiesel
- 7 means up to 7% renewable biodiesel

 HM Government

YOUR QUESTIONS ANSWERED

Why have new labels been introduced?

To help you choose the right fuel for your vehicle. The labels also tell you the maximum percentage of the relevant renewable fuel the petrol or diesel contains.

Have petrol and diesel fuels changed?

No, they are exactly the same as before.

What is E5 petrol and B7 diesel?

They are the same unleaded petrol and diesel you currently use. Petrol in the UK already contains up to 5% renewable ethanol, and diesel contains up to 7% biodiesel. This reduces overall carbon dioxide (CO₂) emissions and helps the UK meet climate change targets. They've been blended into UK fuel for over 10 years.

Where will I see the labels?

At all filling stations – on fuel dispensers and nozzles, and on new vehicles.

My car or motorbike has a label saying it can use E10 petrol – what's that?

E10 is petrol with up to 10% renewable ethanol. It's yet to be introduced in the UK but could be in the future. E10 is already widely available in Europe.

All vehicles with an E10 label can also use E5 petrol.



Want to know more?

Visit [KnowYourFuel.campaign.gov.uk](https://www.knowyourfuel.campaign.gov.uk)

READY-MADE CAMPAIGN ELEMENTS

Staff FAQ guide

These FAQs cover common questions that we expect staff to have.

It's important that these are used consistently to:

- reassure motorists
- avoid confusing or worrying people
- make sure everyone is given the same information

KNOW YOUR FUEL

SAME FUEL NEW LABEL

INFORMATION FOR STAFF

Petrol and diesel now have new labels at filling station pumps

The fuel your customers use is **exactly the same**. All they need to do is learn their new label and keep filling up in the usual way.

These frequently asked questions will help you to reassure customers that the petrol and diesel itself has **not** changed, and that the new labels will help them choose the right fuel.

If a customer needs any extra information, they should visit [KnowYourFuel.campaign.gov.uk](https://www.knowyourfuel.campaign.gov.uk)

1. Why have these new fuel labels been introduced?

To help your customers choose the right fuel for their vehicle.

The labels will be shown at filling station forecourts and on new vehicles, so drivers can match the label on the dispenser with a label near their vehicle's fuel filler cap.

The labels also tell them the maximum percentage of the relevant renewable fuel.

Renewable fuels (such as biodiesel and ethanol) reduce overall carbon dioxide (CO₂) emissions and help the UK meet climate change targets. They've been blended into UK petrol and diesel fuel for over 10 years.

2. What do the labels mean?

Different symbols are used for each fuel type, so that they are easy to identify.

The petrol label always uses a circle. This contains the letter E and a number. 'E' stands for ethanol and the number indicates the maximum ethanol content. 'E5' petrol contains up to 5% renewable ethanol.

The diesel label always uses a square. This contains the letter B and a number. 'B' stands for biodiesel and the number indicates the maximum biodiesel content. 'B7' diesel contains up to 7% biodiesel.

There are also labels for other fuels such as Liquefied Petroleum Gas and Hydrogen. These gaseous fuels are shown in a diamond shape with the abbreviation LPG or H₂.



3. Have petrol and diesel fuels changed?

No, they are exactly the same as before.

The labels are an extra way for your customers to choose the fuel they need and give information on the maximum specified renewable fuel content. Petrol is now labelled E5, while diesel is labelled B7.

Retailers are likely to continue to call these fuels petrol / unleaded and diesel, so it should always be clear which is which. These new labels are simply another way to help drivers choose the right fuel.

In the future we may see fuels offered with higher renewable content, such as E10 petrol, containing up to 10% renewable ethanol. This is already widely available in Europe. Drivers will also see E10 labels near the fuel filler cap of new petrol vehicles.

All vehicles with an E10 label can also use E5 petrol.

4. Do drivers need to do anything differently?

No. They can keep filling up their vehicle exactly as before.

The new labels are just an extra tool to help your customers choose the right fuel now and in the future.

5. What is E5 petrol?

E5 petrol is the same unleaded petrol that's already in use.

Petrol in the UK already contains up to 5% renewable ethanol. This helps to reduce overall carbon dioxide (CO₂) emissions and has been blended into petrol in the UK for over 10 years.

6. What is B7 diesel?

B7 diesel is the same diesel that's already in use.

Diesel fuel already contains up to 7% biodiesel. This helps to reduce overall carbon dioxide (CO₂) emissions and has been blended into diesel fuel in the UK for over 10 years.

7. Where are these labels going to appear?

On fuel dispensers and nozzles at all fuel stations, and on new vehicles across Europe.

New vehicles will have the label close to the fuel filler cap and in the handbook, so drivers can match the label on their vehicle to the fuels available at forecourts.

8. Some new cars and motorbikes have a label saying they can use E10 petrol, what is this?

Petrol with up to 10% renewable ethanol.

E10 petrol is yet to be introduced in the UK. It's widely available across Europe, the USA, Australia and many other parts of the world. Most vehicles produced since 2000 have been approved to run on E10 petrol as well as E5 petrol.

E10 petrol could be available in the UK in the future to help reduce the overall carbon dioxide (CO₂) emissions of petrol vehicles and meet climate change targets.

9. Some diesel vehicles have a sticker saying 'no biodiesel'. Is it still safe to use B7 diesel as it contains biodiesel?

Yes, because the fuel has not changed.

Some cars may have a sticker saying 'no biodiesel' near the fuel filler cap. With the new labelling requirements, these may be misleading, as they were aimed at preventing fuelling with very high blends, or even 100% biodiesel. B7 can be used by all diesel cars.

10. What is a renewable fuel?

Renewable fuels are substitutes for fossil fuels. They help to reduce overall carbon dioxide emissions.

Renewable fuels are made from biomass – for example sustainable energy crops, wastes or residues from agriculture and food processing. Partly replacing fossil fuels with renewable fuels helps to reduce overall carbon dioxide (CO₂) emissions and meet climate change targets.

Renewable fuels reduce CO₂ because the biomass used to make them absorbs CO₂ as it grows. This offsets the CO₂ produced when the fuel is used by the vehicle.

11. Why have renewable fuels been added to our petrol and diesel? What's the benefit?

They reduce overall carbon dioxide emissions and our reliance on fossil fuels.

Transport is the largest source of carbon dioxide (CO₂) emissions in the UK. Adding renewable fuel to the UK's petrol and diesel is an effective way to reduce the overall CO₂ emissions from vehicles, and there's no additional effort required by motorists.

Last year, renewable fuels reduced overall CO₂ emissions by around 2.5 million tonnes – that's the equivalent of taking over a million cars off the road.

12. How do you ensure the use of renewable fuels is beneficial and does not harm the environment or increase food prices?

Through strict sustainability tests, a cap on crops and promotion of waste-based biofuels.

All renewable fuels must pass strict sustainability tests to ensure they are helping reduce carbon dioxide emissions and not harming the environment. In addition, the amount of food crops that can be used is capped and there are additional incentives for fuels produced from waste.

Find out more at [KnowYourFuel.campaign.gov.uk](https://www.knowyourfuel.campaign.gov.uk)

READY-MADE CAMPAIGN ELEMENTS

Trade press ad

KNOW YOUR FUEL

GET READY FOR NEW FUEL LABELS

The Department for Transport has introduced regulations that legally require new labelling on all fuel dispensers and nozzles in the UK by 1 September 2019. This applies to petrol, diesel and alternative fuels.

The new labels will help drivers choose the right fuel for their vehicle.

There is a three-month implementation period from 1 June to 1 September, so we recommend you introduce the labels at your sites during this time.

To help drivers understand the changes, we have created a marketing toolkit for you to use which includes FAQs, ready-made point of sale materials, and guidance for retail staff. You can download a copy at www.gov.uk/government/publications/fuel-labelling-campaign-materials-for-stakeholders

E5 PETROL
UP TO 5% ETHANOL

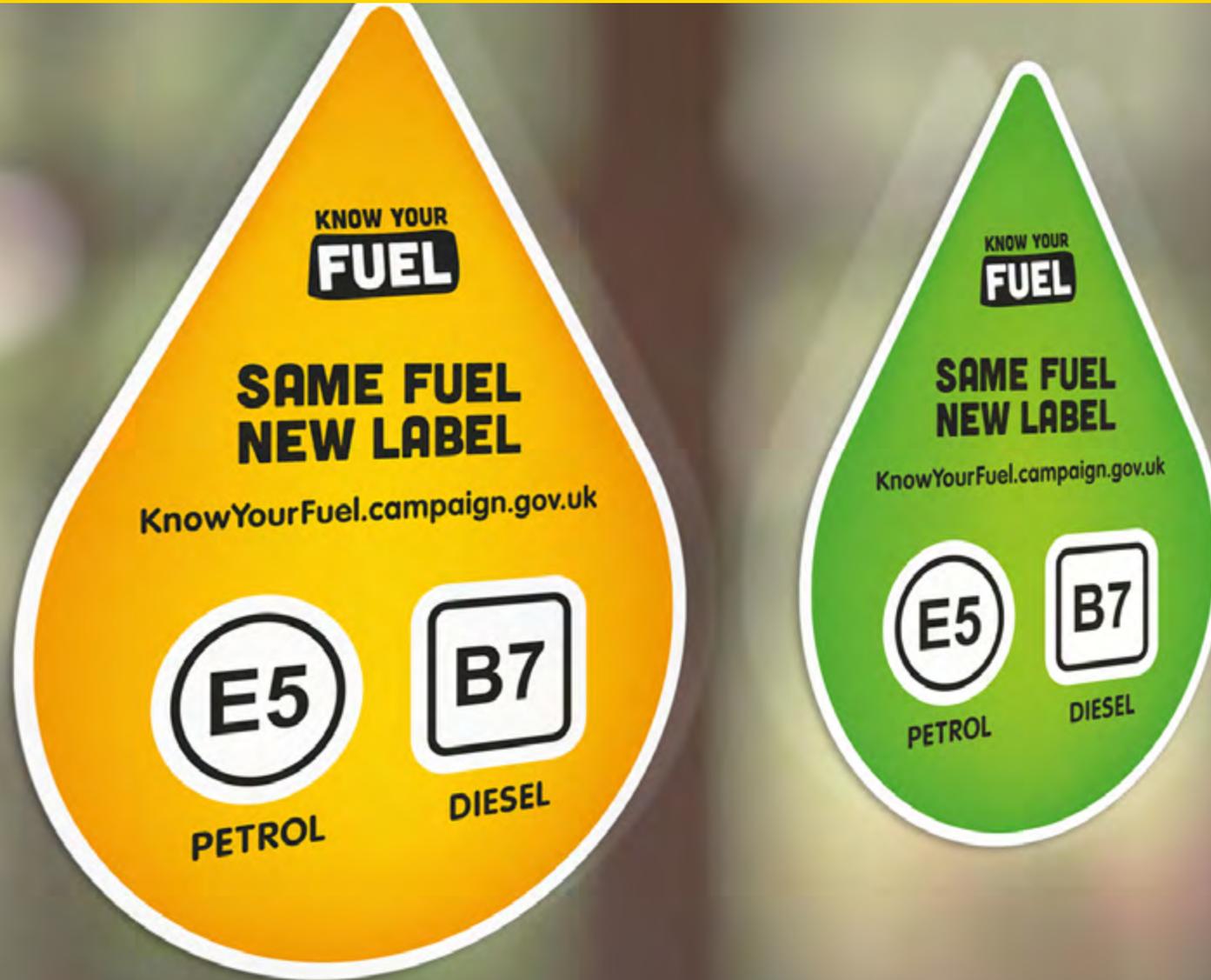
B7 DIESEL
UP TO 7% BIODIESEL

To find out more about the new labelling and what you now need to do, please visit www.gov.uk/government/publications/fuel-labelling-campaign-materials-for-stakeholders

 HM Government

READY-MADE CAMPAIGN ELEMENTS

Stickers



READY-MADE CAMPAIGN ELEMENTS

Social media – Twitter

Dept for Transport @transportgovuk

Petrol and diesel have new labels at the pumps. The fuel you use is the same. Learn your new label to help you choose the right fuel every time. [#KnowYourFuel](#)

KNOW YOUR FUEL

E5 PETROL
UP TO 5% ETHANOL

B7 DIESEL
UP TO 7% BIODIESEL

SAME FUEL, NEW LABEL

5:11 PM · 04 Feb 17

133 RETWEETS 1,170 LIKES

Dept for Transport @transportgovuk

Petrol and diesel have new labels at the pumps. The fuel you use is the same. Learn your new label to help you choose the right fuel every time. [#KnowYourFuel](#)

KNOW YOUR FUEL

E5 PETROL
UP TO 5% ETHANOL

B7 DIESEL
UP TO 7% BIODIESEL

LEARN YOUR LABELS

5:11 PM · 04 Feb 17

133 RETWEETS 1,170 LIKES

Dept for Transport @transportgovuk

Petrol and diesel have new labels at the pumps. The fuel you use is the same. Learn your new label to help you choose the right fuel every time. [#KnowYourFuel](#)

KNOW YOUR FUEL

E5 PETROL
UP TO 5% ETHANOL

B7 DIESEL
UP TO 7% BIODIESEL

LEARN YOUR LABELS

5:11 PM · 04 Feb 17

133 RETWEETS 1,170 LIKES

SECTION TWO:

TONE OF VOICE

This tone of voice guidance helps you to write messaging that works as part of the campaign.

TONE OF VOICE

Sample copy

You can use the example text below to explain the changes to your audiences, such as in your newsletters or online posts.

Petrol and diesel now have new labels at filling station pumps. There's no need to worry or to change what you do – **the fuel you use is exactly the same.**

Just learn your new label to help you choose the right fuel every time.

On the new labels you'll see a circular symbol saying E5 for petrol, or a square symbol saying B7 for diesel.

E stands for ethanol, and E5 means the fuel contains up to 5% renewable ethanol.

B stands for biodiesel, and B7 means the fuel contains up to 7% renewable biodiesel.

The fuels are exactly the same as before and are likely to still have labels saying petrol (or unleaded) and diesel.

You can find out more about the changes at **[KnowYourFuel.campaign.gov.uk](https://www.knowyourfuel.campaign.gov.uk)**.

tone of voice

Guidance

This campaign is to let consumers know about new fuel labels which are now shown on pumps at filling stations.

Key messages

Nothing about the fuel is changing. All consumers need to do is learn their new label so they always use the right fuel.

Audience

Our audience is broad: anyone who can drive.

Every driver has to fill up their car – it's not an exciting part of car ownership. They may have been driving for a long time or have just passed their test. They might have owned the same car for many years or be buying the latest model.

Whenever we're writing, we need to be as open as possible. The best way to reach all these people is to keep it simple.

Our tone

This campaign is to give drivers the information they need to learn their new fuel labels and keep their cars running. To do this, we have to be:

- clear
- informed
- helpful

The easiest way to achieve this is to:

- avoid jargon
- explain the changes
- use simple language

How do we do this?

- Keep language as simple as possible and use short sentences.
- Put the important messages first. Usually this is to assure people that their fuel hasn't changed.
- Be specific. For example, if you're writing only for people who own motorbikes, you can eliminate the car-related information to keep your readers engaged.
- Use direct language and instructions: 'learn your new label'.
- Steer clear of jargon.
- Use the FAQs provided in this pack.
- Avoid using old-fashioned or overly authoritative language. We're here to help, not enforce the law.
- Highlight the benefits of the label changes – it's an extra way to help people choose the right fuel.

TONE OF VOICE

Brand dictionary

The motoring world uses lots of specific terms which can be jargon to the general public. There's also an environmental angle which we need to be sensitive to.

Using this brand dictionary will help us keep communications consistent and positive.

Words we use

- **fuel**
- **filling station**
- **petrol** (only say 'unleaded' when you're explaining the terms retailers might use)
- **diesel**
- **emissions**
- **ethanol**
- **renewable**
- **car**
- **vehicle**
- **carbon dioxide** or **CO₂**
- **fuel dispenser** or **nozzle**
- **climate change**
- **biodiesel**

Words we don't use

- **motor** (to mean car or vehicle)
- **pollution**
- **carbon**
- **global warming**

SECTION THREE:

CREATING YOUR OWN CAMPAIGN ELEMENTS

This section includes everything you need to create your own 'Know Your Fuel' campaign materials. Please follow this guidance carefully to ensure all communications are integrated and consistent.

You cannot use the government logo on any materials you create yourself, as they have not been approved by government.

OUR LOGO

The following pages explain how to use the Know Your Fuel logo correctly if you are creating your own materials.

Please note, you cannot use the government logo on anything you create yourself.

OUR LOGO

Master version

Our logo is made up of a bold typeface and a rough hand-drawn window.



OUR LOGO

Colour variations

Using consistent colours is key to building a strong and recognisable brand. We have three master brand colours (yellow, green, black) as well as corresponding gradients. The logo should only ever be shown against these colours, or against a plain white background.

All colour values are on page 27.

Primary

In most instances, our logo should be in black with the word 'fuel' in white.

Alternatives

When the logo appears on a black background, you may use the reversed version of the logo in white.

On a white background



On a yellow background



On a green background



On a black background



OUR LOGO

Minimum clear space and size

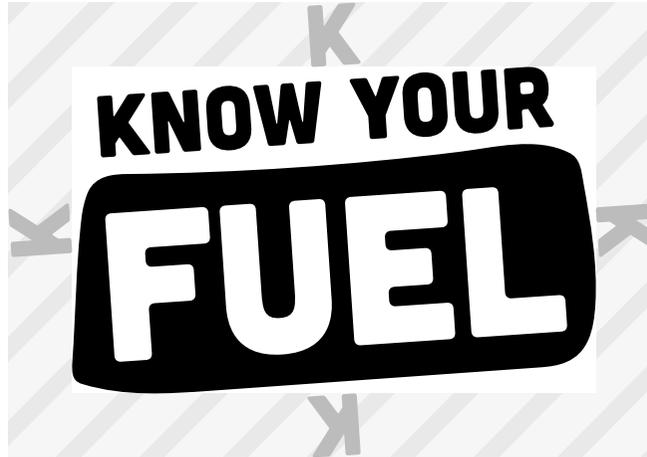
Minimum clear space

Keep the logo's surrounding area free of other elements. The minimum clear space is defined by the height of the letter 'K' in our logo. Make sure the logo never sits too close to the edge of a design.

Minimum size for print

To make sure our logo is clear and legible, it should never appear smaller than 25mm wide in print.

Minimum clear space



Minimum size for print



OUR LOGO

Misuse of our logo

It's very important that we use our logo consistently. The logo must never be altered; always use the identity artwork provided. Here are some pitfalls to avoid.



Correct



Don't rearrange the layout of the logo



Don't change the colour of the logo



Don't place the logo against an unapproved colour



Don't change the angle of the logo



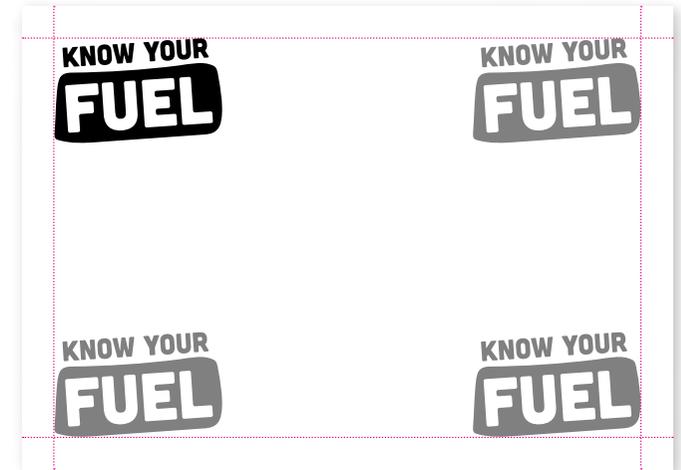
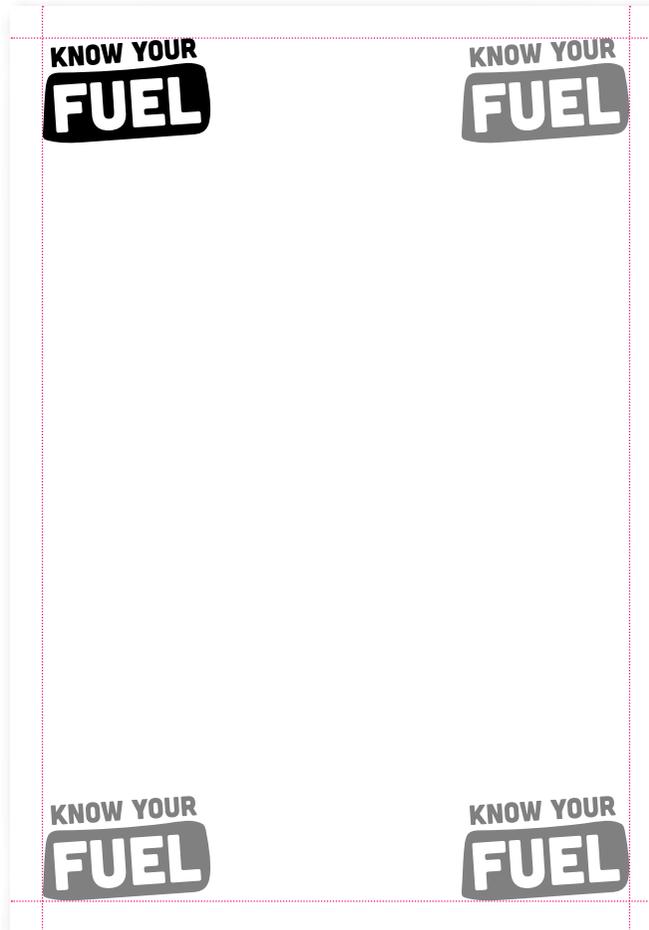
Don't remove the graphic window behind the word 'Fuel'

OUR LOGO

Placement

For consistent application of our logo, place it in the top left corner of communications wherever possible. Should the design not permit this, place according to the guide shown here.

Always keep in mind the minimum clear space required around the logo and make sure it doesn't sit too close to the edge of the design.



IDENTITY ELEMENTS

This section explains how to use the colours and typeface of the brand if you are creating your own materials.

IDENTITY ELEMENTS

Colour palette

Our core colours – yellow, green and black – should be visible throughout all our communications.

Each colour also has a corresponding gradient that can be used throughout various designs.

Always use the correct Pantone® colour references or their CMYK, RGB or web hex equivalents shown here. CMYK, RGB and web hex breakdowns are taken from Adobe Photoshop (Pantone® solid coated).

Yellow

Pantone 7548 C
C=0 M=25 Y=100 K=0
R=255 G=194 B=14
#ffc20e

C=0 M=50 Y=100 K=0

C=0 M=15 Y=100 K=0

Green

Pantone 368 C
C=60 M=0 Y=100 K=0
R=114 G=191 B=68
#72bf44

C=70 M=0 Y=100 K=5

C=50 M=0 Y=100 K=0

Black

Pantone Process Black C
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

C=0 M=0 Y=0 K=100

C=0 M=0 Y=0 K=80

IDENTITY ELEMENTS

Main typefaces

To keep our messaging consistent, we all need to use the same typefaces. As a general rule, never justify text (including headlines and body copy) – text is usually left aligned, and sometimes centre aligned depending on the design.

Colours

Headings, subheadings and quotes are usually in green or black depending on what suits the design better. Body copy and captions should always be in black. Key words within body copy may be highlighted in green if suitable. Text may be reversed to white if against a dark background and if accessibility allows.

We use **Cubano Regular** for main headings and key words. There are no lower case letters in this font family.

CUBANO REGULAR
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

We use **VAG Rounded Bold** for headings and subheadings. We also use it for emphasis, or to highlight key words and phrases.

VAG Rounded Bold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqgstuvwxyz

We use **VAG Rounded Thin** for body copy and captions.

VAG Rounded Thin
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqgstuvwxyz

IDENTITY ELEMENTS

Supporting typefaces

In some situations, you won't have the choice of using our main typefaces. For example, if you're doing a PowerPoint presentation or creating a Word document, you'll need to use the secondary typefaces stated here.

The colour rules that apply to our main typefaces also apply to our supporting typefaces.

Calibri Bold replaces Cubano Regular and VAG Rounded Bold.

CALIBRI BOLD

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqgstuwxwz

Calibri Regular replaces VAG Rounded Thin.

CALIBRI REGULAR

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqgstuwxwz

GRAPHIC ELEMENTS

This section tells you how to use the graphic elements of the brand.

These are the recognisable visuals which make the campaign eye-catching. If you're designing your own materials it is very important to stick to these rules.

The government logo can only appear on the approved, pre-made materials in this toolkit. It cannot be used on any materials you create yourself.

GRAPHIC ELEMENTS

Label graphics

These are the new fuel label graphics for use within the Know Your Fuel marketing campaign only. **They are not the artwork for the fuel labels themselves.**

When creating your own Know Your Fuel campaign materials, the E5 label can only be shown on a white or **green** background. The B7 label can only be shown on a white or **black** background. The E5 label must always be shown to describe petrol and the B7 label must be shown to describe diesel.

If you display the label on a white background, you do not need to show the additional white border around the edge of the label, as shown in these examples.

Always use the official label graphics and do not try to make your own. You can download the graphics from the link on this page.

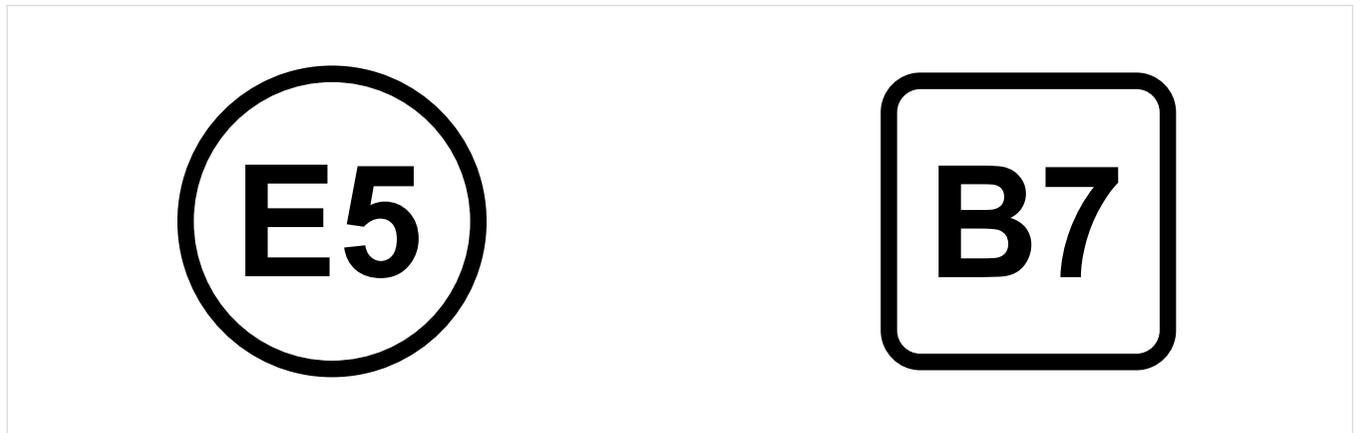
On a green background



On a black background



On a white background



GRAPHIC ELEMENTS

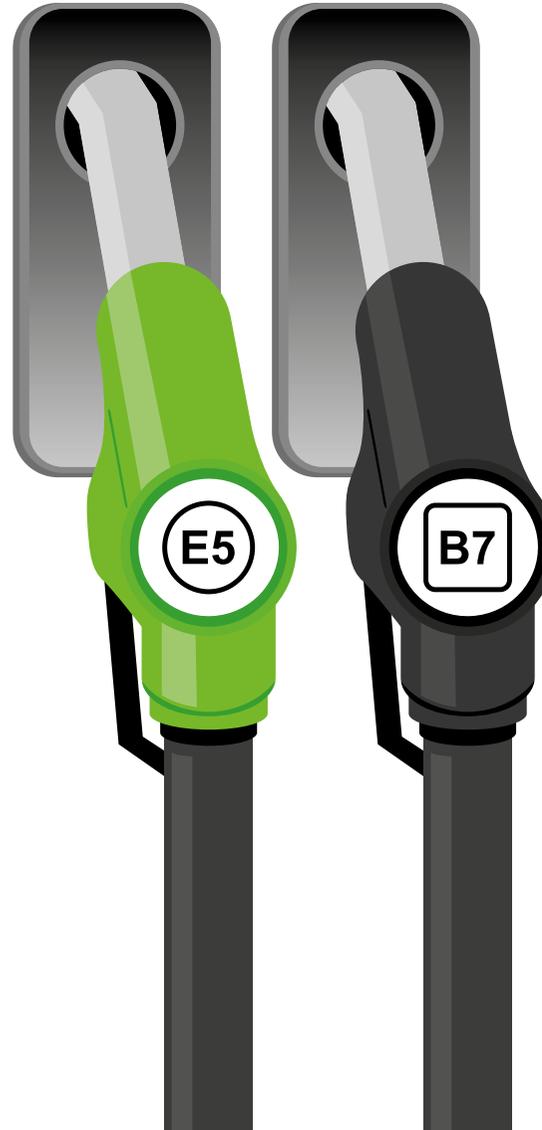
Fuel nozzle graphics

These are the fuel nozzle graphics that should appear on most Know Your Fuel communications. They show the correct placement of the new labels on fuel nozzles.

The graphic can be resized as necessary to suit the application, keeping in mind that the E5 and B7 labels must always be large enough to read clearly.

The graphic must always be placed on the right side of the design. The hoses attached to the fuel nozzles can be extended as required.

The colours should never be altered.



Layout examples



GRAPHIC ELEMENTS

The window

This is the window style used to frame key information such as the label explanations, headings, quotes and other text. The rough hand-drawn shape is inspired by the logo.

We have a few shape options to choose from and they can be stretched or resized as required to fit content.

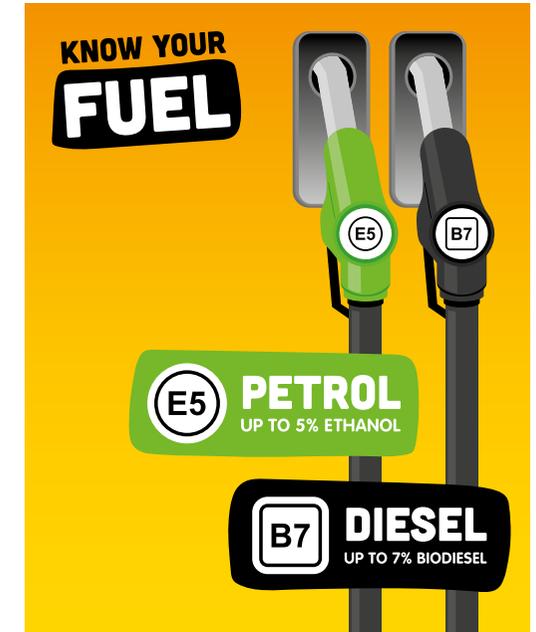
Colours

Whenever the window is used for the label explanations, it must always be positioned alongside the fuel pump graphic. A green window must always be used to describe 'E5 = Petrol' and a black window must always be used to describe 'B7 = Diesel'.

When the window appears elsewhere, it can also be in white or yellow if it suits the design.



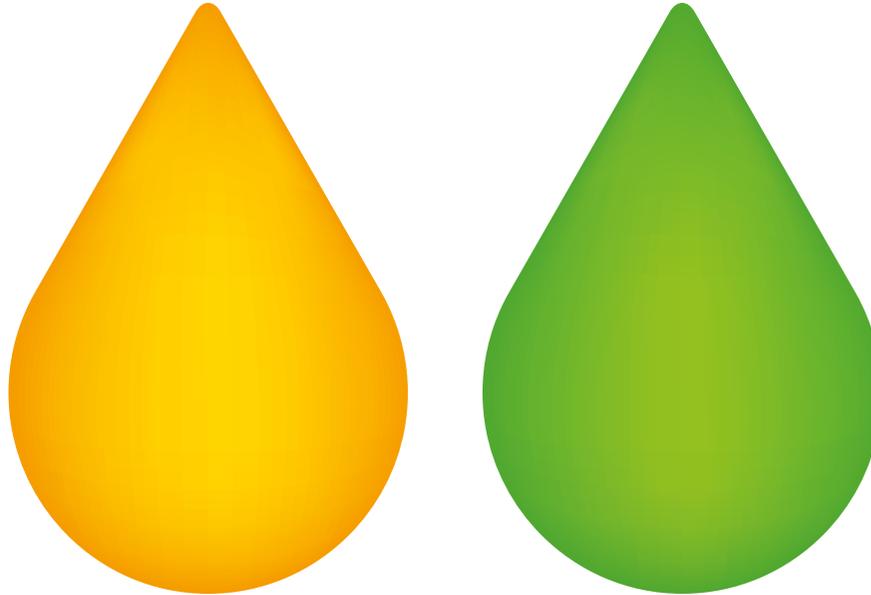
Layout examples



GRAPHIC ELEMENTS

Fuel drops

The fuel drops are a secondary graphic that can be used to hold other key information (for example stickers). The drops may only be in yellow or green, or their corresponding gradients.



KNOW YOUR

FUEL



HM Government