

Correct and Incorrect Statements About Speedpass



June 2002

Many questions have arisen as to what can and cannot be said about *Speedpass* in marketing and communications materials.

This document aims to serve as a guide and to answer many of these questions, so that there is a consistent description of

Speedpass in all communications. While this is not a comprehensive list, it will answer many commonly asked questions.

Note: Some of these are legal concerns, others are marketing considerations.

Correct Terminology	Incorrect Terminology
<i>Speedpass</i> Program	<i>Speedpass</i> program
<i>Speedpass</i> Members	<i>Speedpass</i> members
<i>Speedpass</i> device(s)	<i>Speedpasses</i> <i>Speedpass</i> Device(s)
<i>Speedpass</i> uses a transponder	<i>Speedpass</i> is a transponder
<i>Speedpass</i> is a system <i>Speedpass</i> is a process <i>Speedpass</i> uses technology <i>Speedpass</i> uses tools <i>Speedpass</i> uses equipment	<i>Speedpass</i> is a technology <i>Speedpass</i> is a tool <i>Speedpass</i> is equipment
<i>Speedpass</i> available at participating Exxon or Mobil locations (stations)	
Available at participating <i>Speedpass</i> locations (stations)	Available at <i>Speedpass</i> locations equipped with <i>Speedpass</i>
Available at locations (stations) that accept <i>Speedpass</i>	Available at <i>Speedpass</i> locations equipped with the <i>Speedpass</i> technology
<i>Speedpass</i> facilitates payment	<i>Speedpass</i> authorizes payment <i>Speedpass</i> settles with the retailer
<i>Speedpass</i> is free for the consumer to get , and free for the consumer to use	<i>Speedpass</i> is free [period] [When the audience is a retailer or other non-consumer.]
<i>Speedpass</i> is free to get and free to use	
<i>Speedpass</i> is free [Consumer audience]	
Retailer	Merchant

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Correct Terminology

Speedpass enrollment
Speedpass sign-up

*Speedpass*TM (see trademark guidelines)

speedpass.com
www.speedpass.com

call toll free 1-87-SPEEDPASS
call toll free 1-87-SPEEDPASS (1-877-733-3727)

Consumer Audiences:

Speedpass

Business Audiences:

Speedpass Network

Incorrect Terminology

Speedpass application

Speedpass
Speedpass[®]

Speedpass.com [note the capital 'S']
www.Speedpass.com [note the capital 'S']
speedpass.com
www.speedpass.com

call toll-free 1-87-SPEEDPASS
call toll-free 1-87-SPEEDPASS (1-877-733-3727)
call 1-87-SPEEDPASS
call 1-87-*SPEEDPASS*
call 1-87-speedpass

Consumer Audiences:

Speedpass Network
SpeedNet
SPNet

Business Audiences:

SpeedNet
SPNet

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Currently Approved Speedpass Copy Points to Consumers:

Speedpass is FREE to get and FREE to use.

Speedpass is faster than cash or a credit card.

Speedpass is safer than cash or a credit card.

Speedpass is the convenient, fast and easy way to pay.

Speedpass saves you time, and it's fast and easy to use.

There's no need to fumble for cash or a credit card when you pay with *Speedpass*.

You can pay for gas, food and merchandise using your *Speedpass* without ever reaching for your wallet.

Speedpass links to a credit or check card that you already have.

Speedpass is safer than cash, secure, and keeps your wallet out of sight.

Speedpass uses a small transponder that attaches to your key ring.

The *Speedpass* Program operates with a unique transponder identification code linked to your credit or check card.

Personal and financial information is never stored in your *Speedpass* device.

To enroll, call toll free 1-87-SPEEDPASS or visit speedpass.com.

Speedpass Consumer Security Guarantee:

If your *Speedpass* device is lost or stolen, you won't have to pay for unauthorized purchases.*

* Promptly report all unauthorized purchases to your card issuer and *Speedpass*. The *Speedpass* Security Guarantee applies to transactions that are processed through a consumer credit or check card that is linked to a *Speedpass*. See details at www.speedpass.com or call toll free 1-87-SPEEDPASS.

For additional information about *Speedpass* or for a copy of the *Speedpass* Identity Standards, please contact Jean Kornegay at 703.846.2013, or electronically at <jean.a.kornegay@exxonmobil.com>

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TM


1. Use the Trademark Symbol (TM) with all Speedpass graphics and copy.

Note: Do **not** use the Registered Symbol, circle R (®), with any *Speedpass* graphic or copy.




2. Artwork/Graphic Only Guidelines:
Speedpass Logo Only

- Use the TM in the lower right hand corner (**subscript**) of the most prominent *Speedpass* logo on the page.*
- Only one TM per page is required.
- Do **not** use the *Speedpass* logo in a headline.

Speedpass Logo with Tag Line: "Today's way to pay"

- When the *Speedpass* logo is positioned close to "*Today's way to pay*", place the TM as a **subscript** on the *Speedpass* logo only.*

3. Text Only Guidelines:

(i.e., News Releases where the *Speedpass* logo does not appear.)

Speedpass:

- Use the TM **superscript** next to the first use of the word "*Speedpass*TM."
- Note: Do **not** place the TM in a headline or sub-head, unless the "*Speedpass*" name does not appear in the body copy.*
- Only one TM per page is required.

Today's way to pay:

- If the tagline is used separately from the word "*Speedpass*" in the text, place the TM symbol as a **superscript** next to the tagline.*

*Speedpass*TM

Today's way to payTM

4. Artwork/Graphics and Text Combined Guidelines:

When the *Speedpass* logo and the word *Speedpass* both appear, guidelines #2 and #3 from above apply.

Speedpass

5. Italicizing:

Italicize the "word" *Speedpass* every time it appears **except** in headline text or when used on the ExxonMobil and *Speedpass* Web sites.


6. TM Colors:

- White background: TM should be *Speedpass* Red, Pantone 485 or black.
- Dark background: TM should be white.

7. Approvals:

Artwork and text creative need to be approved by **Speedpass Marketing** and **Legal**.

*Exceptions: Large graphics like billboards, building signs and clothing require no TM.