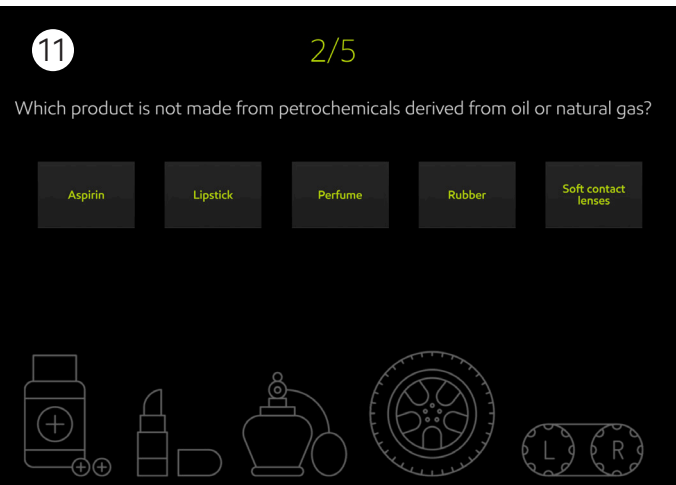
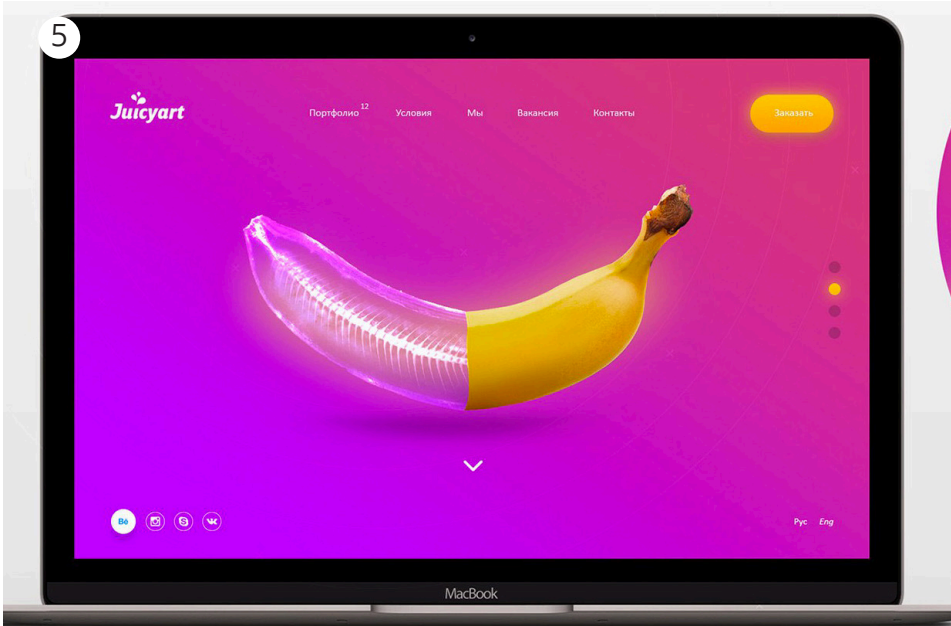
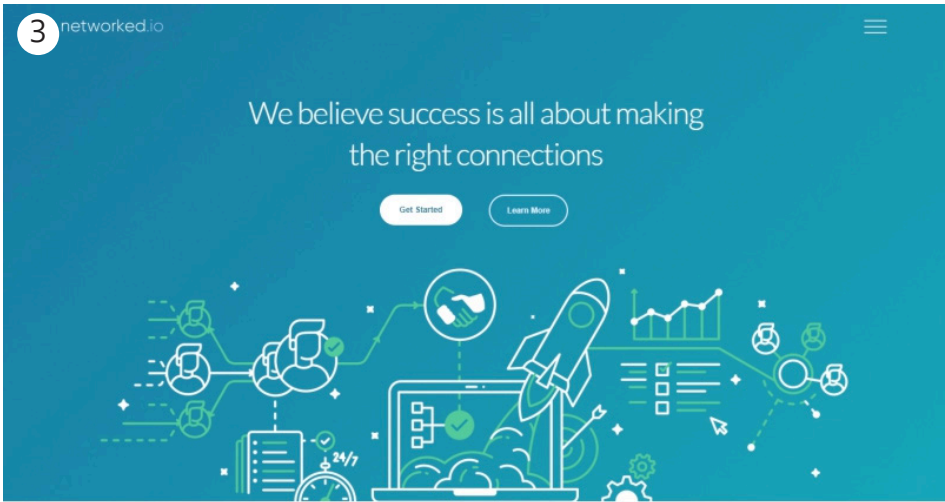




Wholesale fuels NBI ideas | JB

11.10.17



Brainstorm ideas

1. Drawing inspiration from this XOM brand image that’s seen on many of their media channels

2. Intrigued by the geometric shapes that can play off of the main image and brand colors

3. Possibly use iconography (see image 11 of XOM icons)

4. Using commercial style photography

5. I like the “x-ray effect” with a bold color in the background. It’s similar to Santoprene

6. I like the glowing divider line

7. The open space, product shot with supporting elements

8. Again, the divider line with an action shot and powerful colors/ stylization

9. & 10. Black and white photography with a punch of branded color, image overlay, gritty

Key elements & ideas:

- Black and white photography
- Pops of color
- Divider lines
- Humanization
- Simple but breathtaking imagery that will work across different mediums (from small web banners to large trade-show images)
 - Having small details be the key player probably wont work across all platforms

Key words:

- Connection, partnership, business relationship, humanization, global, realism, fueling



Reasoning/ thoughts behind idea

Our customers work hard everyday to ensure their business, and their customers business is thriving. They choose XOM as their fuel provider because they can rely on us to work as hard they do to keep their business running smoothly.

Close-up, gritty, black and white images of our customers.

Not showing too much detail with gender/ race/occupation to keep it open to interpretation.

I liked the use of hands showing the labor that’s involved. It can be relatable to many different customers.

Keeping the focus on our customers and letting the logos and viz do the heavy-lifting for the brand.

(3rd photo) An option showing-casing one of our customers and their business.





Reasoning/ thoughts behind idea

Taking idea #1 a little further by adding in the Exxon logo “xx” into the image and bringing color and saturation to the photo.

I really like this option because our customers are the heroes and we are the behind-the-scenes partner that helps their business deliver on their goals.

The hero shots are from far away, leaving a lot of white space and showing their “growing” business. It also leaves our customers nationality up to interpretation.

(3rd photo) Additional option with a refinery laid over the logo instead of just saturation.

I’m not sure if using the “xx” is appropriate but all the rules are out the window at this point, right?

