

# PARAGON SOLUTIONS

presents



a brand reinvented



# THE ASSIGNMENT

reinvent a brand

#### the challenge

When Enmark, realized that their tired, fuel-centric brand no longer represented them, they tasked Paragon Solutions with creating a new brand identity that would embody the vision and future of the company.

#### the solution

Develop a new brand that communicates fresh food and healthy food choices. A brand that would appeal to woman and millennials but not alienate other demographics, and, retain a tie of the current brand.

#### the results

Enmarket. A new name that better represents the brand yet has a tie to the legacy of Enmark.

A best in class, prototype, store design that would communicate the new fresh and modern value proposition and the evolution of the brand.



# A FUEL-CENTRIC BRAND







#### **NEW BRAND IDENTITY**











prototype store

food service

beverages









forecourt sub-brands

touchpoints

car wash



# NAME & LOGO



### THE EVOLUTION







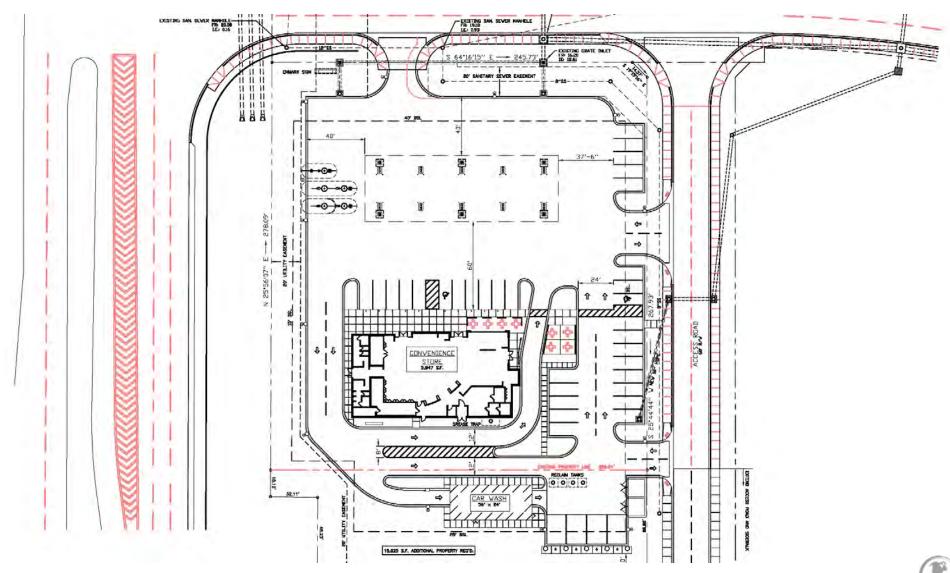
#### THE REVOLUTION





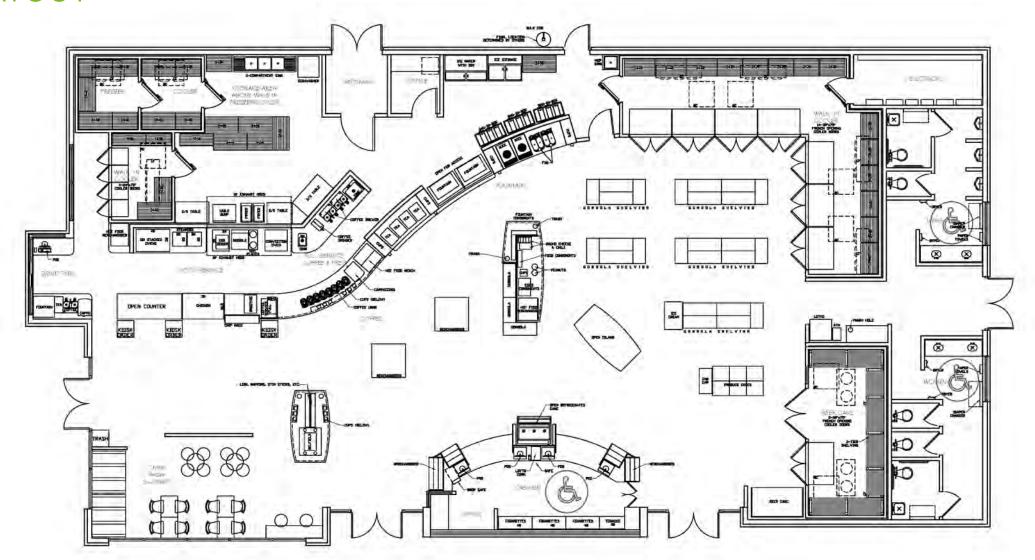
# PROTOTYPE STORE

### SITE PLAN



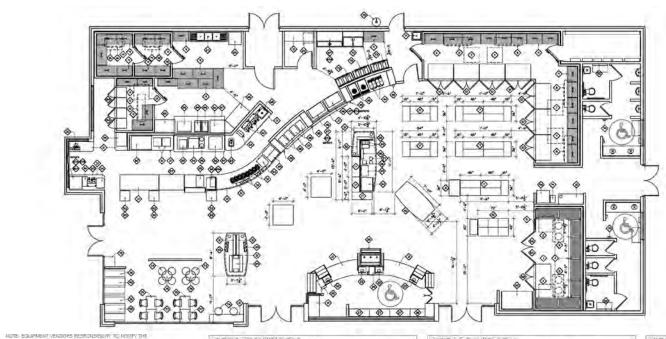


### **LAYOUT**





# **EQUIPMENT**



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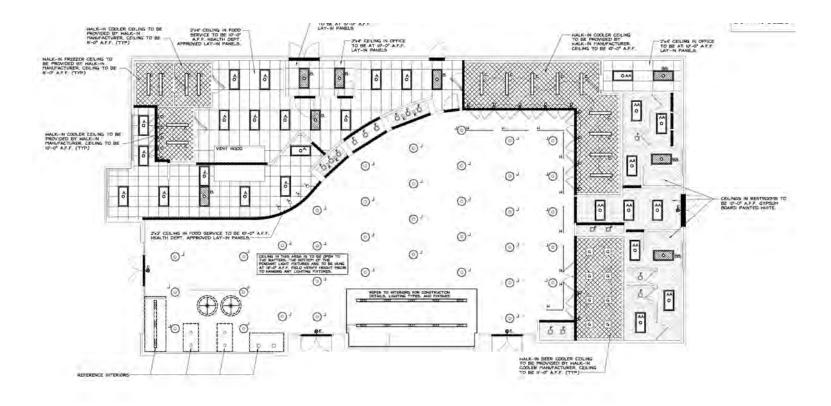
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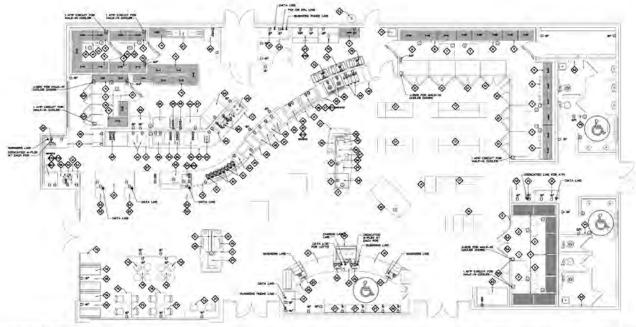
#### LIGHTING







# **ELECTRICAL**



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© 8° JAMES RECIPIOLA INVESTIGATION TRADITIONS

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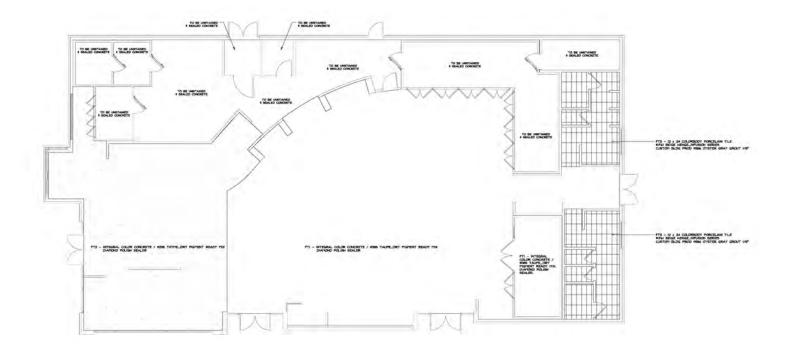
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# **FLOORING**



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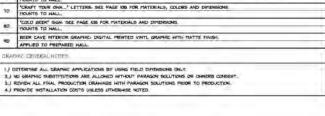
#### **SCHEDULES**

CODE	DESCRIPTION	DOLON	HANNIFACTURER CONTACT
PL	EGGSHELL FINISH INTERIOR LATEX PAINT	SSHATIT LIPE RICKEY	SHERMIN HILLIAMS
	PAINT FIX TWO BY SUBSTRATE	N	
P3	EGGSHELL FINISH INTERIOR LATEX PAINT	MENTODS PURE YEATE	SHERRIM HILLIAPS
-	PAINT HO THO BY SUBSTRATE		
FB	EGGSHELL FINISH INTERIOR LATEX PAINT	#SHAGTB REALIST BEIGE	SHERMIN HILLIAPS
	PAINT MIX TOO BY SUBSTRATE		
PS:	EGGSHELL FINISH INTERIOR LATEX PAINT	ROHGEST NAVEL	BHERKIN HILLIAPS
-	PAINT HIX TED BY SUBSTRATE		
Pi	EGGSHELL FINISH INTERIOR LATEX PAINT	#SHTGET BALANCED BEIGE	SHERWIN WILLIAMS
	PAINT HIX THO BY SUBSTRATE	0.00.00.00.00.00.00	EMPHICA
56	1/2" SOLID SURFACING	COLDS: 506 CRETE GRANITI COLLECTION: SIGNATURES	MO FORMEA
-	QUARTZ COUNTERTOPS		TODIAG
d	(USE HHERE PREFERRED BY CLIENTS)	COLOR: CYGNUS PEARL	877 229 3/86
-	PLASTIC LAMINATE SOFT GRAIN FINISH	Second as	HI SOMET
LS	PLASTIC LATRIATE SOFT SKASH PINISH	HTMSK-12 HALRUT HEKHTS	NO 40 300
-	The same a familiar country would	PROCE-US	100mca
1.2	PLASTIC LAMINATE HATTE FINISH	GLON MAPLE	BOO FORMICA
_	PLASTIC LAMINATE LINEARITY PINISH	EDAMO A	HIL SONART
13	PLASTE DATINATE DIREARITY PINCH	IN AND	600,400,5222
	D' SLATHALL HITH LATINATE MOERTS	FAGE OF SLATHALL TO BE (BLACK)	MANUTE DISPLANALL
546	D. OCKINGE WITH PASSAGE MORKID	INSERTS OF SLATHALL TO BE (BLACK)	NO 377 923
-	544 X UZPTINCK MODD PAINTED TRIM	PAINTED H/ P2 (PURE MATE)	LOCAL SUPPLIER
THE	SH X DZ HIGE HOOD PAIN ED TRIN	PAINTED NO P2 (PLNC HBITE)	BT GENERAL CONTRACTOR
-	S/4" X 9" SOLID HODD PLANCS	COLOR, TEO (SILECTION IN PROSESSE)	222
MP	SIR X 9' SLCID HOOD PLANES	NY MICRO BEVS. EDGE	255
	BRICK VIDHEER	CARRIAGEHOUSE	GENERAL MALE
mvi.	FLATS 4 CORNERS UZ' X 2 U4" X 7 B/6"	CARRIPGEREUDE	500 44 460
-	SQUARE FULL (CABINET) DING SERIES	*DPIOSC/3 - SATIN STAINLESS STEEL	POCKETT
CPI	SQUARE FOLL (CABRET) DIVING SCHOOLS	IS BYE'L X /T 5/8'CC. X I 2/32'PROL X 4/4'SO	800 873 OHR
-	54° VINTL SEATING	COLOR CLASS LIPE / SERIES CLEAN SLATE	OF STINSON
W.	24. AINLE SEXTORS	COLLAG ELIGH LINE / SERVES: ELEMI SEATE	800.84 a274
-	64° VINTL SEATING	COLOR: L27 BLAZER / SERIES: LARREDO	CF STINSON
A3	BOOTH BACKS	COLDE LET BEALER T SERIEST DAVIDO	500.641.6279
-	54" VINTL SEATING	COLOR: AVSQL PENTER / SERIES: AVANT	CF STHEON
Va.	BOOTH SEATS	COMMO PARA PARA PARA PARA PARA PARA PARA PAR	NO 84 A275
-	A X & GLAZED CERAMIC TILE	BATH ELEVENTA HOUR COLOR BY NUMBERS SER!	CHONOVILLE CERAPIC
HU	HALL TILE	LATICRETE NAM BRIGHT HAITE GROUT (INCLINES)	JAPIE REPTING 24.304,0498
-	S X & GLAZED CERATIC TILE	ROOM ICE WHITE BRITE PROFILES	AMERICAN OLEAN (THRU BPI)
MT2	HALL TILE - HERRINGBONE PATTERN	ATICRETE SHE RAVEN GROUT	ILKNUR OZGUR 512.494.8882
-	IS X 34 COLORSODY PORCELAIN TILE	#SCOT CREST (LIGHT POUSHED)_SCENE SERVES	AMERICAN (DERN (THRU BPI)
HT3	HALL TILE	LATICRETE MA DEMERT INANI GROUT	ENIN GAUTREAUX GUT 444.210.5474
-	5/8" X RANDOM METAL & GLASS MOSAIC TILE		AMERICAN OLEAN (TIRLL BM)
WTA	HALL/DECORATIVE TILE	LATICRETE KIND BRIGHT HAITE GROUT	ERIN GAUTREAUX GUT 444-240-5474
_	12 X 2A COLORBOOT PORCELANI TILE	BIFLY TAIPE HEIGE INFUSION SERIES	APPENDENN OLEAN (THRU BPT)
HTS.	HALL TILE	CUSTOM BLOG PROD BAS LIGHT SPEKE GROUT UN'	ERIN GAUTREAUX GUT 449.2NO.54TA
-	12 X 24 COLONBOOT PORCELAN TILE	BITGE HOUSE INFUSION SERVES	AMERICAN CLEAN (THRU BPI)
HTE	HALL TILE	CUSTOM BLOG PROD #364 OYSTER GRAY GROUT US	
	SOLUTER SYSTEMS EDGE PROFILES	FINISH SATIN ANDDIED ALIENNET	SCHLITER SYSTEMS
HTT	USE APPLICATIONS HHERE NECESSARY	- DEDIGNLINE (I' X I/A' PROFILE)	MIT 472 AND
	Sept of February Many Medicals.	- NONDEC (I/A* RADIUS)	
_	4 X 12 COLORBOOY PORCELAIN TILE	MPPOS FAMIGO PORTPOLIO SERSES	DACTILE
MIN	COVE BASE TILE	LATICRETÉ EM PROCHA SECUT UM	KELLT RYAN (KELLT RYANGOALTILE CON
	& X IZ COLORBODY PORCELAIN TILE	EFFCE CHOCOLATE PORTFOLIO SERIES	DALTILE
HTT	COVE PAGE TILE	LATICRETE #56 MODIA GROUT I/M	KELLY RYAN (KELLY RYANEDALTILE COM
	4' VINTE HALL BASE	MACK.	JOHNSONTE (ON FOULL)
BBI	T. THIS ISSUED		and the same of
	40" X 40" HALL POUNTED VANITY PRINCIP		MIRRORS AND MARRIE INC.
710	LED MANBASAD COMMERCIAL GRADE		
-	24 X 36 WALL POINTED VANITY PIREDR		MIRRORS AND MARSEE INC.
Mrd			

- 1) ROUTE ALL ELECTRICAL COMPONENTS TO DECONATIVE LIGHTING DUT OF QUISTOMER'S VIEW.
- 2.) UNE CLEAR PLENIGLAS HALL CORNER GUARDS IN ALL HIGH-TRAFFIC AREAS.
- 1.) USE ALUPINUT DOCK PLATES ON BOTH THE INSIDE AND OUTSIDE OF REST FOOT DOORS.
- A.J. ALL FIXTURES ON COORS TO BE BRUSHED ALLIFTRUM UNLESS OTHERHISE SPECIFIED.

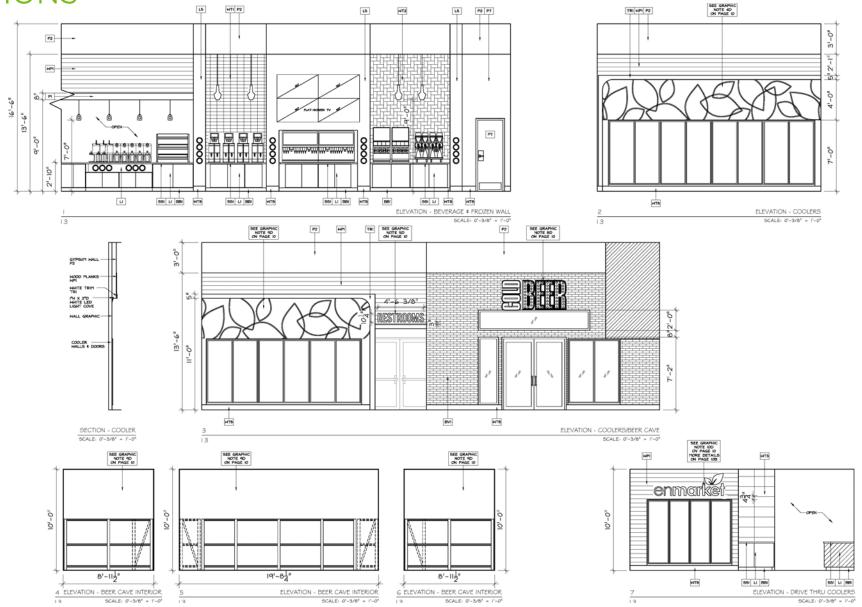
  S.) HAIN SALES CASHET TO BE FINISHED IN (U) ON ETPLOYEE BERVICE SIDE AND SUPPORT AREAS.
- 6.) RESTROOM WALLS TO BE REMPORCED WITH GREEN BOARD DISHNED WALL FINISHES
- 1.) COOLER DOORS TO BE FACTORY FINISH BLACK FRAMES.
- 5.) SALES FLOOR GONDOLAS TO BE PACTORY PHISHED BLACK.
- 9.) ALL TILE GROUT TO HAVE CLEAR SEALANT.
- IO.) ALLOH 4-6 HERRS (MINIMUM) LEAD THE FOR ORDERING.

CODE	DESCRIPTION - REPER TO INTERIOR RENDERINGS FOR OVERALL GRAPHIC APPEARANCE. CONTACT PARAGON FOR ORIGINAL ARTHORIC						
(p)	FORES GRAPHICS OPTION OF DIGITAL PRINT YIN'L GRAPHIC APPLIED DIRECTLY TO HALL OPTION #5 FORES ROUTED FROM 5"1"						
ID.	SHITTRA PAINT TO MATCH SPECIFIED, SEE PAGE INB FOR MATERIALS AND DIMENSIONS. FIOLNES TO PAINTED WALL.						
20	THE EATERY SIGN ILLLIMINATED GRAPHIC SEE PATERIALS AND DIRECTIONS ON PAGE OB. SEE LOGO SPECS FOR COLURG.						
10	"ENTARKET" LOGO DRIVE-TURU SIGNI SKE PAGE INS FOR HATERIALS AND DIMENSIONS.						
30	POUNTS TO HALL,						
4D	LEAF PATTERN GRAPHIC DIGITAL PRINTED VINTE GRAPHIC HITH PATTE ENGINE						
	APPLIED TO PREPARED NALL.						
SD	"RESTRICEPS" LETTERS IZ PH WHITE SNITA.						
912	MOUNTS TO HALL.						
40	ROUND RESTRICTES SIGNS WITH BLACK SHITRA HITH BRUSHED ALUTHURI FACE AND DIRECT PRINT OR VINTUGRAPHICS.						
10	MOUNTS TO HALL.						
70	"CRAFT YOUR CHIL." LETTERS: SEE PAGE KB FOR MATERIALS, COLORS AND DIMENSIONS.						
100	HOUNTS TO HALL,						
AD:	"COLD BEEK" SIGH SEE PAGE KIB FOR MATERIALS AND DIMENSIONS.						
-	HOUNTS TO HALL,						
qp.	BEER CAVE INTERIOR GRAPHIC DIGITAL PRINTED VINTL GRAPHIC WITH MATTE FINISH.						
-94	APPLIED TO PREPARED HALL						





#### **ELEVATIONS**

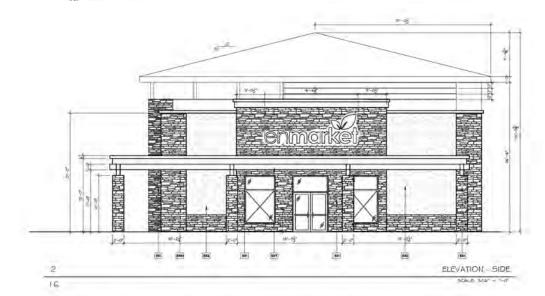




#### **ELEVATIONS**



ELEVATION - FRONT 100 5CALE 3/W - 1-0"



cour	DESCRIPTION	cotoli	MANUFACTURER CONTACT
Exi	EXTERIOR STONE	SOUTHWEST FINISH	CULTURED STONE BY BORAL
		PRO-PIT LEDGESTONE	1.0
69	EXTEROW EPS	SANDFESSUE FINE FINISH	DRIVIT
		BOW TORS WORLDLY GRAY	SHERWIN HILLIAMS
iod-	ENTERIOR WALL PAREL STETEN	DARK CHERKY FINSH	LONGOURD SUPPLIERS
503		ID 9H0H0H79-733	
2014	ENTERIOR METAL ACCORDS	SANDPERRUE PINE PINEH	BY GENERAL CONTRACTOR
DAM		BEIN GIMI BLACK MAGIC	SHERWIN HOLLIAND
DN;	EXTERIOR GREEN AHRING	SHOOTH FINISH, DESIGN BY OTHERS	BY GENERAL CONTRACTOR
		SSH 4717 LINE RICKET	SHEROUN HILLIAMS
Die.	DHIT		
EXT:	HOOF STRUCTURE	SAMOPERSULE FINE PRESH	BY GENERAL CONTRACTOR
EA.		BING GIRL BLACK MAGIC &	SHERWIN HILLIAMS
Exti-	PAINTED EXPOSED STEEL BEAMS	SANCHESBLE YINE FRISH	BY GENERAL CONTRACTOR
DID-		PSH EPR BLACK HAGIS	SHERMIN HILLIAMS
ENS	ENTERIOR HALL GRAPHIC	CLISTON NEPEATING LEAF PATTERN	BY SHAPHICS COMPANY
mon	EXTERIOR GRADE SOFFIT	DARK CHERRY FINEH	LONGBOARD SUPPLIERS
100	AT UNDERSIDE OF PORCH	(D MACA/O-755	
Ditt.	STANDING SEAT ROOF	PRETALLIC ZINC-COTE	BERRIDGE HANDFACTURING CO

- I.) COMBILT LOCAL CONTRACTOR FOR STANDARD PRATURALS

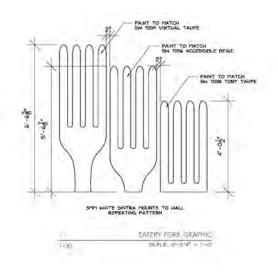
  2.) COMBILT PRANCES SOLUTIONS FOR COLOR VERPICATION AND GRAPHICS.

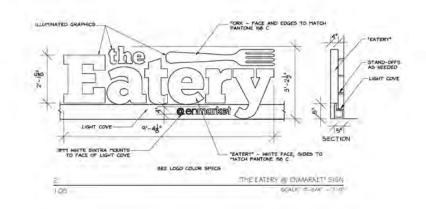
  3.) INSTERNAL CONTRACTOR TO PIDLO VERPIC ALL GOLDS PRICE TO CONSTRUCT ON PARAGOI SOLUTIONS.

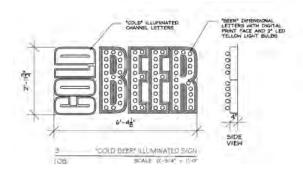
  APPLICATION AND PROVIDE SAFFELS TO CHARGE FOR REVIEW.



# **DETAILS**





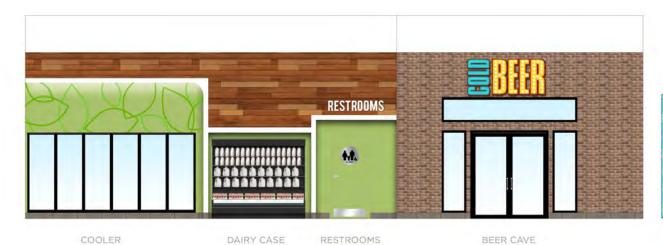














BEER CAVE INTERIOR







































#### AWARD WINNER

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Convenience Store News 2019









### **SUB-BRANDS**



























### BEVERAGES























































### CAR WASH





# marketwash







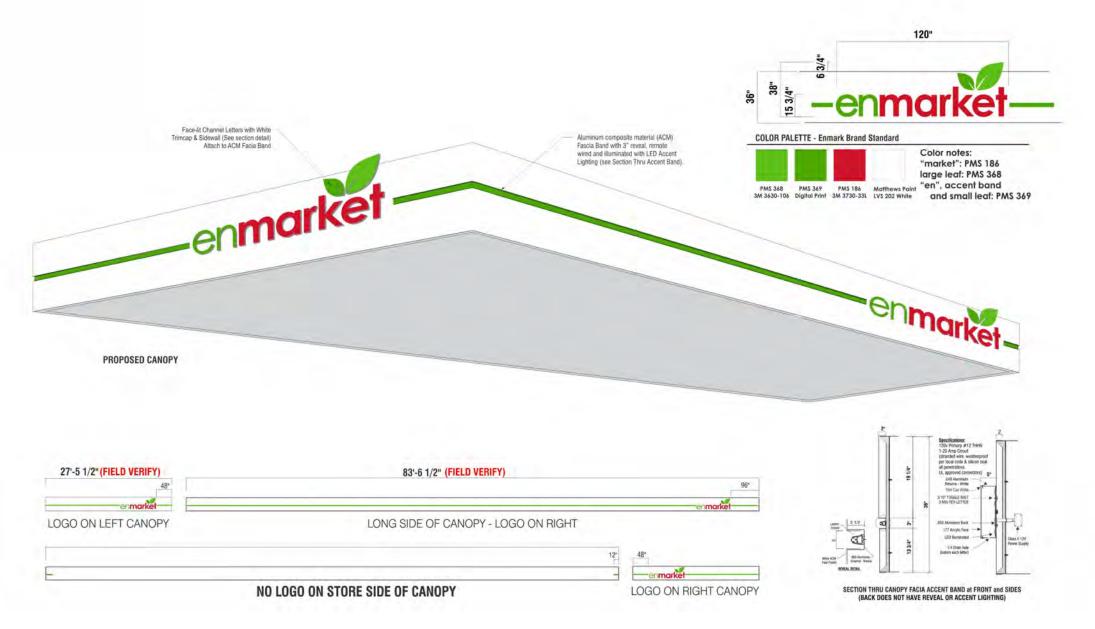






### FORECOURT









DISPENSER GRAPHICS



- V2 Diesel/Unleaded Valance Size 62.75"w x 12"h x 30,125"d
- 2 LD1 Standard Lower Door Size 22.9"h x 43.5"W
- 3 PT1 Pump Topper Frame Size 12"h x 20"w
- O1 Pump Number Decals Size 3"h
- D2 Please Park Decal Size 2"h x 3.25"w
- 6 D3 Cash Card Discount Decal Size 6"h x 7"w
- D3 Warning Decal Size 6"h x 6"w
- B D4 Safety and Information Decal Size 6th x 12th
- 9 D5 10% Ethanol Decal Size 1"h x 3"w
- D6 Pre Pay Decal Size 2"h x 3"w
- D7 Credit Cards Decal Size 3\*h x 4\*w
- D8 Unleaded Fuel Grade Decals Size 8th x 2.5th
- D9 Octane Rating Decal Size 2.5"h x 3"w
- D10 Diesel Fuel Decal Size 8"h x 2.5"w
- D11 Diesel Nozzle Cradle Decal Size 20"h x 6.75"w
- D12 Unleaded Nozzle Cradle Decal Size 20"h x 6.75"w



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### TOUCHPOINTS



















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### **Thank You!**