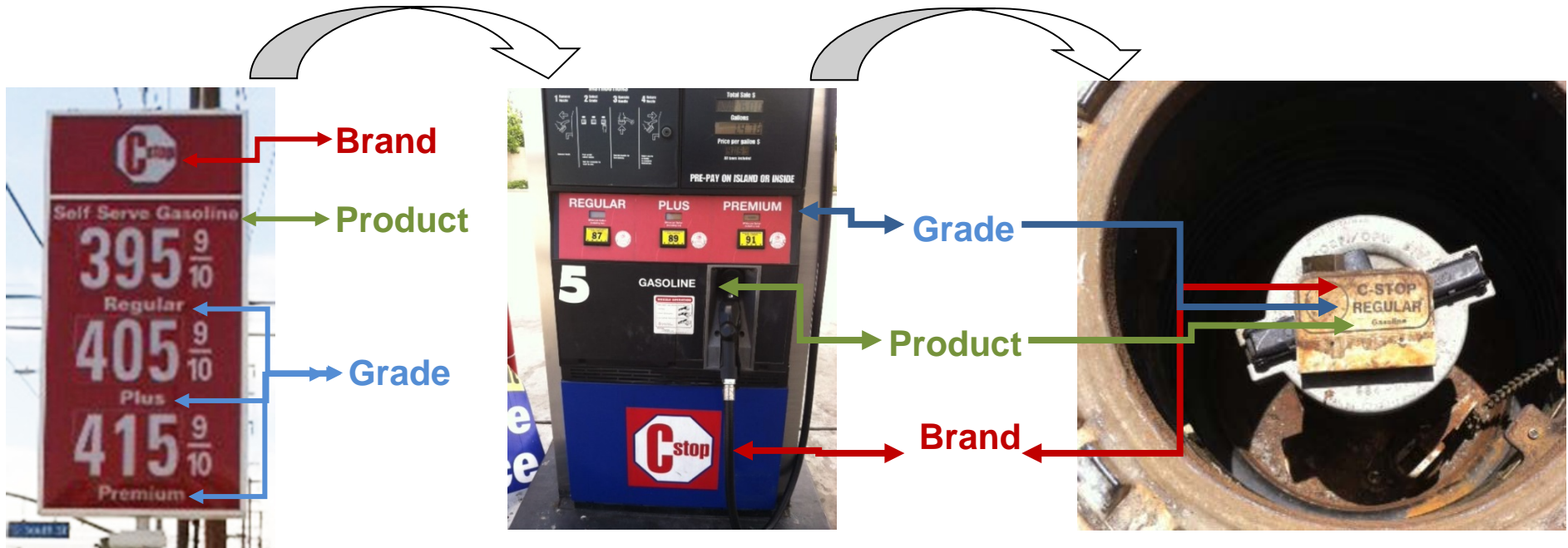


CALIFORNIA FUEL ADVERTISING AND LABELING REQUIREMENTS: ALL MUST MATCH



AT THE STREET

AT THE DISPENSER

AT THE UNDERGROUND STORAGE TANK

BRAND Placement, Size, Appearance - Needs to comply with law and needs to **match** same wording on street and all other “Advertising”, “Pump/Dispenser” and “Underground Storage Tanks”.
Examples: Chevron, Mobil, Shell, No Brand, Unbranded, etc.

PRODUCT Placement, Size, Appearance - Needs to comply with law and needs to **match** same wording on street and all other “Advertising”, “Pump/Dispenser” and “Underground Storage Tanks”.
Examples: Gasoline, Diesel (#2), Biodiesel, E-85, etc.

GRADE Placement, Size, Appearance - Needs to comply with law and needs to **match** same wording on street and all other “Advertising”, “Pump/Dispenser” and “Underground Storage Tanks”.
Examples: Unleaded, Plus, Supreme, (Diesel) #2, B20, etc.

California Business and Professions Code Section 13480 states it is unlawful to offer petroleum products for sale without the brand, grade and product displayed and plainly visible on the dispensers and on the inlet end of the fill pipe of each underground storage tank.

California Business and Professions Code Section 13532 states it is unlawful to display any advertising sign which advertises the price of motor fuel unless the sign displays the following:



- Brand or trademark not less than 1/3 the size of the price numerals
- The word “Gasoline” or “Diesel” not less than 1/3 the size of the price numerals
- Price per gallon numerals (price numerals) not less than 6 inches in height
- Grade of the motor fuel in letters not less than one-sixth the size of the price numerals

DISCLAIMER

This informational flyer does NOT contain all of the legal requirements found in the California Business & Profession Code (BPC) for advertising and labeling of fuel sold to the public. It serves only as a quick guide to station owners to check that the Brand, Product and Grade appear on the advertising, dispensers and fuel storage tanks.

For a complete copy of the BPC Division 5, Chapters 14 & 14.5, go online to: <http://www.cdfa.ca.gov/dms/publications.html>



If you have any questions, please contact the California Division of Measurement Standards

(916) 229-3000
www.cdfa.ca.gov/dms

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