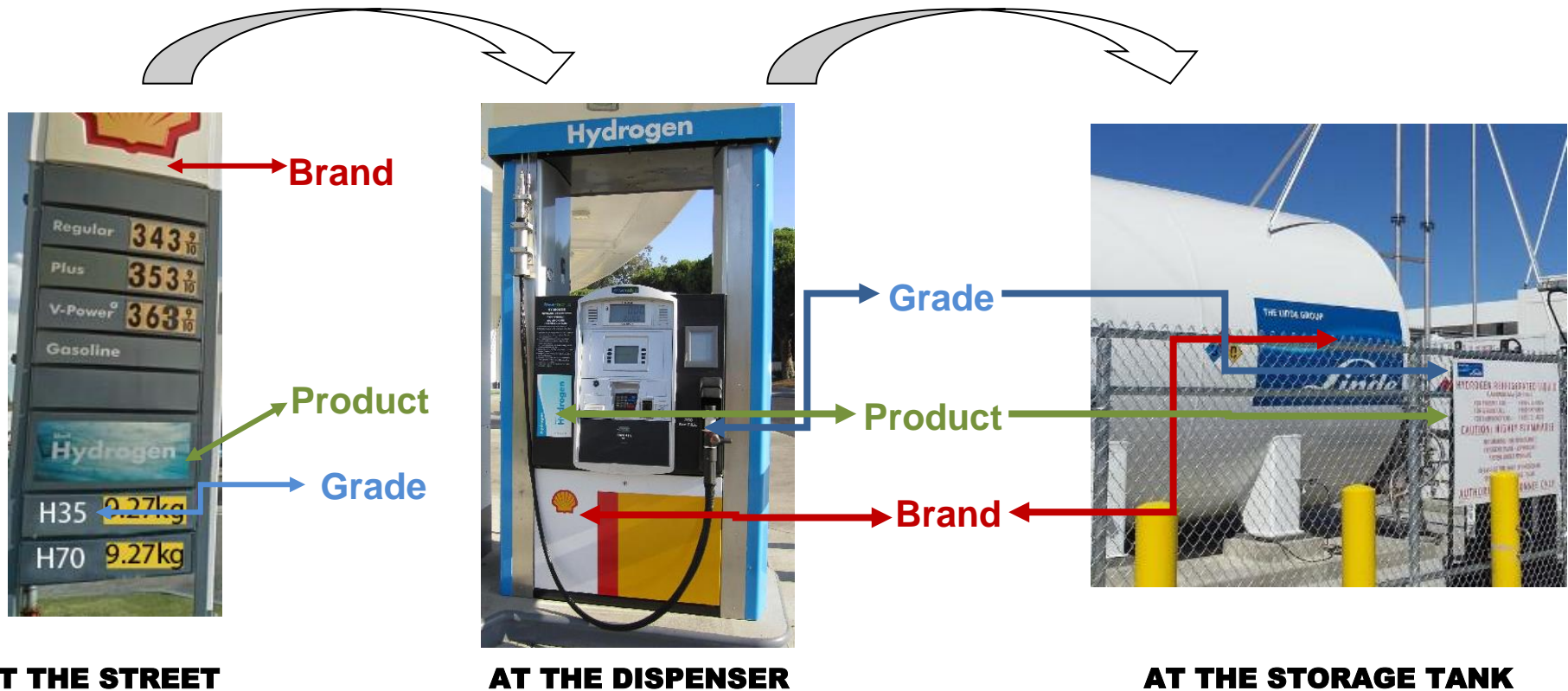


# CALIFORNIA HYDROGEN FUEL ADVERTISING AND LABELING REQUIREMENTS



**BRAND** Placement, Size, Appearance - Needs to **match** the 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 **match** same wording on street and all other “Advertising”, “Pump/Dispenser” and “Underground Storage Tanks”. Examples: Hydrogen, or H.

**GRADE** Placement, Size, Appearance - Needs to **match** same wording on street and all other “Advertising”, “Pump/Dispenser” and “Underground Storage Tanks”. Examples: H35 or H70

**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 “Hydrogen” or “H” not less than 1/3 the size of the price numerals
- Price per kg (kilogram) numerals (price numerals) not less than 6 inches in height. Note: full cent pricing=no “tenths”
- Grade of the motor fuel in letters not less than one-sixth the size of the price numerals. For Hydrogen the grade is the selling/service pressure displayed as H35 or H70

#### DISCLAIMER

This informational flyer does NOT contain all of the requirements found in the National Institute of Science and Technology (NIST) Handbook 130 for advertising and labeling of Hydrogen fuel sold to the public. It serves only as a sample guide to station owners to check that the Brand, Product and Grade appear on the advertising, dispensers and fuel storage tanks.

A copy of the entire Handbook 130 is available for download at: <http://www.nist.gov/pml/wmd/pubs/hb130-13.cfm>