LABEL PLACEMENT & REQUIREMENTS

Unless otherwise stated, fuel dispenser labels must meet the following requirements. All labels must be placed on the upper 50% of the front panel of each motor fuel dispenser. Labels shall be clean, legible, and visible at all times. Dispenser labeling must meet the requirements in Arizona Administrative Code (A.A.C.) R3-7-705 and the automotive fuel rating posting requirements in 16 CFR Part 306. Examples of compliant labels are provided below. External street price signs (road signs) are optional, but if present must meet the requirements in A.A.C. R3-7-704.

GASOLINE OCTANE RATING

The following labels are required under A.A.C. R3-7-705(A)(4) and 16 CFR Part 306. They shall be yellow in color with black text and indicate the minimum octane rating of the gasoline grade offered for sale.

![Minimum Octane Rating Labels](image)

OXYGENATED GASOLINE

The following label is required under A.A.C. R3-7-705(B) if gasoline contains greater than 1.5% oxygen by weight or greater than 4.3% fuel ethanol by volume. The label must indicate the maximum percent by volume of fuel ethanol contained in the gasoline.

![Oxygenated Gasoline Label](image)

The following label is required under A.A.C. R3-7-705(B) if site is in the CBG-covered area (Maricopa County and Area A) or Area B (See A.A.C. R3-7-101 for definitions of Area A and Area B. Maps of these areas are also provided on our website).

![Additional Oxygenated Gasoline Label](image)
In the CBG-covered area (Maricopa County and Area A) and Area B, the labels may also be displayed separately as shown below.

**MAY CONTAIN UP TO 10 % ETHANOL**

**THIS GASOLINE IS OXYGENATED WITH FUEL ETHANOL AND WILL REDUCE CARBON MONOXIDE EMISSIONS FROM MOTOR VEHICLES**

The following label is required under A.A.C. R3-7-705(B)(2) if gasoline contains greater than 1.5 % by weight of an oxygenate other than fuel ethanol. The label must indicate the type and maximum percentage by volume of oxygenate contained in the gasoline. The example shown below would be used if gasoline were blended with maximum of 12.5% isobutanol by volume.

**MAY CONTAIN UP TO 12.5 % ISOBUTANOL**

All oxygenated gasoline labels shall have black or white text on a contrasting background with lettering no smaller than ¼ inch in height.

**NON-OXYGENATED GASOLINE**

In order to make a statement that gasoline does not contain ethanol, the gasoline sold must have an ethanol content of 0.5% or less by volume of fuel ethanol per A.A.C. R3-7-705(B)(4). This label is not required under statute or rule, but if displayed, should appear with similar verbiage as shown below.

**DOES NOT CONTAIN ETHANOL**
**DIESEL FUEL**

Diesel fuel shall be labeled as required under A.A.C. R3-7-705(A)(3) describing the fuel as No. 1 Diesel, #1 Diesel, No. 2 Diesel, #2 Diesel, or premium diesel. No. 2 Diesel/#2 Diesel may be labeled on dispensers solely as “Diesel” without indication of the fuel grade. In addition, diesel fuel containing no more than 5% by volume of biodiesel or biomass-based diesel is considered to be diesel fuel under ASTM D975 “Standard Specification for Diesel Fuel Oils” and is therefore subject to the labeling requirements in this section.

**ETHANOL FLEX FUEL**

Ethanol Flex Fuel is defined as a fuel meeting the standards of ASTM D5798, containing between 51 and 83 volume percent ethanol. It shall be labeled in accordance with 16 CFR Part 306. The label may either state the range “51% - 83%” or may have the ethanol content rounded to the nearest 10%. These labels shall be printed in black on an orange background.

NOTE: Under A.A.C. R3-7-704(A)(9), sites that sell Ethanol Flex Fuel previously labeled as “E85” shall update product labels and external price signs to reflect the sale of Ethanol Flex Fuel no later than January 1, 2018. In no case shall the incorrect ethanol content of the fuel be advertised at the motor fuel dispensing site.

16 CFR Part 306: [CLICK HERE](#)
**E15**

E15 is a gasoline/ethanol blend containing more than 10% by volume but no more than 15% by volume of fuel ethanol. This type of fuel is allowed to be sold outside of the CBG-covered area, and shall be labeled in accordance with 40 CFR 80.1501 (as it existed on July 18, 2014). These labels must be printed in black on an orange background.

![E15 Label](image)

More information about E15: [CLICK HERE](#)

40 CFR Part 80.1501: [CLICK HERE](#)
BIODIESEL, BIOMASS-BASED DIESEL, & BLENDS

All biodiesel and biodiesel blend labels must comply with Federal Trade Commission (FTC) requirements under 16 CFR Part 306. The following label descriptions were copied from the FTC webpage “Complying with the FTC Fuel Rating Rule.” CLICK HERE to access the FTC webpage.

Labels for biodiesel and biomass-based diesel and their blends must be printed in black on a light blue background.

For biodiesel blends above 5%, but no more than 20%, the label must disclose the percentage volume of biodiesel followed by the term “Biodiesel Blend,” for example, “B-20 Biodiesel Blend,” or simply state “Biodiesel Blend.” Either way, the label also must state “contains biomass-based diesel or biodiesel in quantities between 5 and 20%.”

Label examples:

![Biodiesel Blend label example](image1)

![B-20 Biodiesel Blend label example](image2)

For biodiesel blends above 20%, the label must disclose the percentage volume of biodiesel followed by the term “Biodiesel Blend,” for example, “B-70 Biodiesel Blend.” The label also must state “contains more than 20% biomass-based diesel or biodiesel.”

Label examples:

![B-70 Biodiesel Blend label example](image3)

![B-99 Biodiesel Blend label example](image4)
**For 100% Biodiesel**, the label must state “B-100 Biodiesel” or “contains 100% biodiesel.”

Label example:

![B-100 Biodiesel](image)

**For biomass-based diesel blends above 5% but no greater than 20%,** the label must disclose the volume percentage of the biomass-based diesel followed by the term “Biomass-Based Diesel Blend,” for example, “20% Biomass-Based Diesel Blend,” or simply state “Biomass-Based Diesel Blend.” Either way, the label must also state “contains biomass-based diesel or biodiesel in quantities between 5 and 20%.”

Label example:

![Biomass-Based Diesel Blend](image)
For biomass-based diesel blends above 20%, the label must state the percentage volume of biomass-based diesel followed by the term “Biomass-Based Blend,” for example, “70% Biomass-Based Diesel Blend.” The label also must state “contains more than 20% biomass-based diesel or biodiesel.”

Label example:

![70% Biomass-Based Diesel Blend](image1)
contains more than 20% biomass-based diesel or biodiesel

For 100% Biomass-Based Diesel Blends, the label must state “100% Biomass-Based Diesel” and “Contains 100% biomass-based diesel.”

Label example:

![100% Biomass-Based Diesel](image2)
contains 100% biomass-based diesel

**NOTE:** Diesel fuel containing no more than 5% by volume of biodiesel or biomass-based diesel is only required to comply with the labeling requirements listed under A.A.C. R3-7-705(A)(3) for diesel fuels as it meets the requirements of ASTM D975 “Standard Specification for Diesel Fuel Oils”.

16 CFR Part 306: [CLICK HERE](#)
GASOLINE EXCISE TAX

A label explaining the federal, state, and underground storage tank excise taxes is required on all gasoline dispensers under A.R.S. 3-3431(K). A template of this label is available on the Arizona Department of Agriculture website and is also available from many fuel dispenser service companies.

NOTICE
EACH GALLON OF GASOLINE CONTAINS
THE FOLLOWING EXCISE TAXES:
United States Federal Tax: 18.4 cents per gallon
Arizona State Tax: 18 cents per gallon
State Underground Storage Tank Tax: 1 cent per gallon

Excise tax label template: CLICK HERE
USE FUEL TAX

All diesel fuel dispensers are required to display labels notifying customers of the tax rate that is collected per gallon at that specific dispenser. Light Class diesel fuel dispensers have a $0.18 tax per gallon. Use Class diesel fuel dispensers have a $0.26 tax per gallon. The labels explain the type of vehicles that apply to each tax rate. These labels are regulated by the Arizona Department of Transportation (ADOT) and are required under A.R.S. 28-5605. This statute specifies that ADOT shall provide the use fuel dispenser labels to vendors. Contact ADOT at (877) 293-8357 to find out how you can obtain these labels for your dispensers. Provided below are examples of the Light Class and Use Class labels.

A.R.S. 28-5605: CLICK HERE

ADOT fuel tax website: CLICK HERE
UNATTENDED RETAIL MOTOR FUEL DISPENSERS

Sites with unattended retail motor fuel dispensers must display a label in accordance with A.A.C. R3-7-705(C). This label shall be in public view and list the following information for that specific location:

- Owner or operator name
- Operator address
- Operator phone number

WEIGHTS AND MEASURES CONTACT INFORMATION

Contact information for the Weights and Measures Services Division is required to be displayed on all fuel dispensers under A.A.C. R3-7-705(D). Approval seals placed by the Division (shown top left) under A.R.S. 3-3414(A)(13) satisfy this requirement. If no approval seals are present on the dispenser however, the contact information shall be displayed on the dispenser face on a separate label (shown bottom right).

Division Information Label Template: CLICK HERE
PRICE AND GRADE POSTING ON EXTERNAL SIGNS

Consistent product descriptions are required on external or street price signs installed at a motor fuel dispensing site. Allowable product descriptions for diesel fuel, biodiesel, biodiesel blends, gasoline, gasoline-oxygenate blends, and ethanol flex fuel are listed under A.A.C. R3-7-704.

The allowable product descriptions for diesel fuel are:
- No. 1 Diesel
- #1 Diesel
- No. 2 Diesel
- #2 Diesel
- Diesel No. 2 may be labeled as “Diesel”
- Premium Diesel

The allowable product descriptions of other fuels intended for use in compression ignition engines are:
- Biodiesel
- Biodiesel blend

The allowable product descriptions for gasoline or gasoline-oxygenate blends are:
  For fuel with a minimum antiknock index of 87:
  - Regular, Reg, Unleaded, UNL, or UL

  For fuel with a minimum antiknock index of 89:
  - Midgrade, Mid, or Plus

  For fuel with a minimum antiknock index of 91:
  - Premium, Prem, Super, Supreme, High, or High Performance

NOTE: A person may use an alternative product description for gasoline or gasoline-oxygenate blends upon written approval by the associate director of the Division.

The allowable product description for a motor fuel with an ethanol concentration of 51% to 83% by volume is:
- Ethanol Flex Fuel
In addition to the product descriptions, external or street price signs shall also:

- Identify whether the price differs depending on whether the payment is cash, credit, or debit.
- Identify the self-service and full-service prices, if different.
- Disclose the full price of a motor fuel including fractions of a cent and all federal and state taxes, if the sign displays the motor fuel price. A decimal point shall be used in the displayed price when a dollar sign precedes the posted price.
- Display lettering at a height of at least 1/5 of the letter height of the motor fuel price displayed on the external sign or 2 ½”, whichever is larger.
- State the terms of any condition if the displayed price is conditional upon the sale of another product or service (e.g. car wash, oil change, etc.). The terms of any condition shall comply with the letter height requirement described above.
- Identify the unit of measure of the price, if it is other than per gallon.

If you have questions about fuel dispenser labeling or external street price sign requirements within the State of Arizona, please contact the Weights and Measures Services Division at 602-542-4373 or send us an e-mail at dwm@azda.gov.