****

**A Guide to Retail Fuel Dispenser Labeling in Georgia**

Georgia Department of Agriculture Weights and Measures and Laboratory Divisions

May 31, 2023

References: 1) O.C.G.A. 10-1-140 thru 10-1-169

2) Georgia Rule and Regulations 40-20-10.1

2) FTC 16 CFR Part 306

3) EPA 40 CFR § 80.1501

4) https://afdc.energy.gov/fuels/

**Table Contents**

**Octane Posting**

**Ethanol Gasoline**

**Non-Ethanol Gasoline**

**E15 Ethanol Blended Gasoline**

**Ethanol Flex Fuel**

**Mid-Level Ethanol Flex Fuel**

**High Level Ethanol Flex Fuel**

**Ultra Low Sulfur Diesel**

**Biodiesel**

**Biomass Diesel**

**LABEL PLACEMENT & REQUIREMENTS**

All labels shall be placed on the upper 50% of the front panel of each motor fuel dispenser. Labels shall be clean, legible, and visible. Dispenser labeling must meet the requirements in Georgia rule and regulations 40-20-1, and automotive fuel rating posting requirements in Federal Trade Commission 16 CFR Part 306 and EPA 40 CFR § 80.1501.

**GASOLINE PRODUCTS** (Maximum Ethanol Content: 15% by Volume)

“OCTANE RATING MUST BE POSTED”

Labels shall be yellow in color with black text and indicate the minimum (R+M)/2 octane rating of the grade being dispensed. Labels shall be placed on the face of each dispenser as close to the calculating mechanism as practical and in a position clear and conspicuous from the driver’s position. The label is 3 inches (7.62 cm) wide × 2 1⁄2 inches (6.35 cm) long. “Helvetica Black” or equivalent type is used throughout except for the octane rating number on octane labels, which is in Franklin gothic type. All types are centered. The spacing of the label is 1⁄4 inch (.64 cm) between the top border and the first line of text, 1⁄8 inch (.32 cm) between the first and second line of text, and 1⁄4 inch (.64 cm) between the octane rating and the line of text above it. All text and numerals are centered within the interior borders.

Graphical user interface, text, application

Description automatically generatedShape

Description automatically generated

ADDITIONAL LABEL FOR OXYGENATED (UP TO 10% ETHANOL) GASOLINE

For products containing equal to or higher than 1.5 volume %, the maximum **volume %** ("up to" amount) and identity of oxygenate(s) must be included as part of dispenser labeling and will not be required for any street advertising of the products. The words "contains", "with", "contains up to", "may contain up to" or similar wording may be used. A label shall have black or white text on a contrasting background with lettering no smaller than ¼ inch in height and a single label conspicuously located on each side or face of a dispenser.

**MAY CONTAIN UP TO 10% ETHANOL**

This will satisfy dispenser labeling in Rule 40-20-1-.04 and advertising in Rule 40-20-1-.12

NON-OXYGENATED (NON-ETHANOL) GASOLINE (E0)

The non-ethanol gasoline (E0) sold in Georgia shall have an ethanol content of 1.5% or less by volume. The dispenser hose configuration options are:

* A dedicated hose selling E0 gasoline.
* A shared E0/E10 hose, which requires to display a label "Dispensing less than 4 gallons may contain ethanol " The label with black or white text on a contrasting background with lettering no smaller than ¼ inch in height and a single label conspicuously located on each side or face of a dispenser. Similar verbiage as shown below is acceptable.

**DISPENSING LESS THAN 4 GALLONS MAY CONTAIN ETHANOL**

E15 (15% ETHANOL) ETHANOL BLENDED GASOLINE

EPA currently mandates fuel dispenser labels for ethanol blended gasoline of greater than 10 volume percent (vol%) ethanol and up to 15 vol% ethanol (E15). The label was designed to alert consumers to the appropriate and lawful use of the fuel. The label must convey the following information:

* The fuel being dispensed contains 15% ethanol maximum.
* The fuel is for use in only 2001 and newer gasoline cars, 2001 and newer light-duty trucks, and all flex-fuel vehicles.
* Federal law prohibits the use of the fuel in other vehicles and engines; and
* Vehicles and engines not approved for E15 use might damage those vehicles and engines.
* “Attention” wording shall be included.

Text

Description automatically generated with low confidence

.

Labels shall also meet the following requirements for appearance:

(1) *Dimensions.* The label shall measure 3 and 5/8 inches wide by 3 and 1/8 inches high.

(2) *Placement.* The label shall be placed on the upper two-thirds of each fuel dispenser where the consumer will see the label when selecting a fuel to purchase. For dispensers with one nozzle, the label shall be placed above the button or other control used for selecting E15, or in any other manner which clearly indicates which control is used to select E15. For dispensers with multiple nozzles, the label shall be placed in the location that is most likely to be seen by the consumer at the time of selection of E15.

Graphical user interface, text, application

Description automatically generated

3) *Color*. (i) The background of the top 1.25 inches of the label shall be black. (ii) The background of the bottom 1.75 inches of the label shall be orange. (iii) The label shall have on the upper left side of the label a diagonal orange stripe that is .3125 inches tall.

**ETHANOL FLEX FUEL**

Ethanol Flex Fuel is gasoline blended with ethanol for use in **alternative fuel (flex-fuel) vehicles**. The fuel shall have an ethanol content higher than 10.5% but not more than 83% by volume. All ethanol flex fuel labels must disclose the ethanol content, expressed as a percentage of volume and must contain the text “**Use Only in Flex-Fuel Vehicles/May Harm Other Engines**.” No posting of advertized octane rating is required for ethanol flex fuels.

**Mid-level ethanol blends** - Flex fuel with ethanol content from 10.5 to 50% must meet ASTM D7794 specifications. Labels for ethanol flex fuel must be printed in black on an orange background. It shall be labeled in accordance with FTC 16 CFR Part 306. The labels must disclose the exact percentage volume of ethanol, **for example, “24% Ethanol,”** **or** the percentage volume rounded to the nearest ten, **for example, “30% Ethanol.”**

*A picture containing text, screenshot

Description automatically generated*

* Please note that when selling E15 as an ethanol flex fuel, no octane posting is required. The label must contain the text “**Use Only in Flex-Fuel Vehicles/May Harm Other Engines**.”

**High levels ethanol blends** - Ethanol flex fuels above 50%, but no more than 83% ethanol, the labels may contain the exact percentage volume, the percentage rounded to the nearest ten, or the text “51%-83% Ethanol.” It must meet ASTM D5798 Specifications. These labels shall be printed in black on an orange background.



Some states do not allow the use of E85 term. The Federal Trade Commission (FTC) has updated the E85 label to “**Ethanol Flex Fuel**” to allow minimum ethanol content of 51%.

Text

Description automatically generated

If the “E85” term is chosen to advertise the product, an additional sticker must be placed on the face of the fuel dispenser as close as possible to the price per unit of fuel. The ethanol content of the fuel must have a minimum of 70% by volume or 75% by volume as the percentage rounded to the nearest ten if there is no additional label.

A yellow sign with black text

Description automatically generated with low confidence

COMMON HOSE DISEPNSING

1. E15 (as flex fuel), E30, E85 can have a common hose for fuel dispensing. The amount of ethanol, less than 85%, in ethanol flex fuel has no effect on Flex Fuel Vehicle performance. No octane posting is required.

Graphical user interface, website

Description automatically generated

1. Flex fuels (E20, E30, and E85) can have a separate common hose, repectively, with E10 and E15 (as gasoline) commom hose in the same diespnser with a dedicated fueling position. If E10/E15 gasoline disepnses from a commom hose, the dispenser must have a text label “**Pasaenger Vehicles Only. Use in other equipment may violate federal law** ”. The label with black or white text on a contrasting background with lettering no smaller than ¼ inch in height and a single label conspicuously located on each side or face of a dispenser. In December 2016, EPA indicated that it would no longer require a minimum purchase of four gallons. Instead, the EPA requires a label on blender pumps that dispense E10 and E15 through the same hose that state the pump is solely for passenger cars and trucks. EPA E15 label must be placed above the E15 product disepnser button.

Graphical user interface, application

Description automatically generated

Proper Product Identification

The following dispenser picture does not have a clear product identification. Premium 92 is an E10 product, whereas Regular 88 is an E15. Midgrade 89 is a blending product of E10 and E15. The location of the label may cause consumers to choose the improper product for application.

If E10/E15 ethanol gasoline blends to produce different grades of gasoline through a common hose, the dispenser must have a text label “E15” or “E10” above the press button to identify the products. The “E10” and “E15“ labels shall be with black or white text on a contrasting background with lettering no smaller than 1/2 inch in height and conspicuously located on the dispenser.

Graphical user interface, website

Description automatically generated

1. A shared E0/E10 hose, which requires to display a label "Dispensing less than 4 gallons may contain ethanol " The label with black or white text on a contrasting background with lettering no smaller than ¼ inch in height and conspicuously located single label on each side or face of a dispenser. Similar verbiage as shown below is acceptable. Octane posting is required.

**DISPENSING LESS THAN 4 GALLONS MAY CONTAIN ETHANOL**

**DIESEL FUELS**

Diesel fuel shall be labeled as required under Georgia Rule and Regulations 40-20-1 describing the fuel as No. 1 Ultra Low Sulfur Diesel, No. 2 Ultra Low Sulfur Diesel, or Premium Ultra Low Sulfur Diesel.

No. 2 Ultra Low Sulfur Diesel may be labeled on dispensers solely as “Ultra Low Sulfur Diesel”, “ULS Diesel” or “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.

BIODIESEL FUEL

Biodiesel is a form of diesel fuel derived from plants or animals and consisting of long-chain fatty acid esters. The specification for B6 to B20 blends requires that the biodiesel meet the D6751 specification prior to blending with diesel fuel.

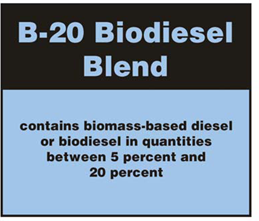
Labels for biodiesel and their blends must be printed in black on a light blue background. Biodiesel Blends more than 5 volume % shall be identified and labeled in according to the requirements established by Federal Trade Commission, 16 CFR Part 306 for Automobile Fuel Ratings, Certifications and Posting (GDOA 40-20-1-0.01(f)).

1. For biodiesel blends containing 5 percent or less by volume.

No additional dispenser labeling is required.  Any label requirements otherwise applicable to such diesel will continue to apply.

1. For biodiesel blends containing more than 5 percent and no greater than 20 percent biodiesel by volume.

The capital letter ''B'' followed immediately by the numerical value representing the volume percentage of biodiesel in the fuel (*e.g.*, ''B-20'') and then by the term ''Biodiesel Blend'.  Directly underneath the black band, the label shall read ''contains biomass-based diesel or biodiesel in quantities between 5 percent and 20 percent.''

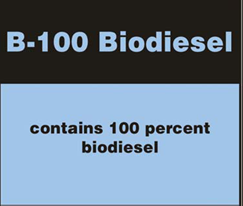


1. For biodiesel blends containing more than 20 and up to 99 percent biodiesel by volume.

The capital letter ''B'' followed immediately by the numerical value representing the volume percentage of biodiesel in the fuel (*e.g.*,''B-70'') and then the term ''Biodiesel Blend.'' In addition, the words directly underneath the black band shall read ''contains more than 20 percent biomass-based diesel or biodiesel.

For pure 100 percent biodiesel by volume

The black band at the top of the label shall contain the phrase “B-100 Biodiesel.”  In addition, the words directly underneath the black band shall read ''contains 100 percent biodiesel.''



Label Color: The background color on all the labels is BLUE: PMS 277 or its equivalent. The knock-out type within the black band is BLUE. All other types are process black. All borders are process black.

Biomass-Based Diesel

Biomass-based diesel is defined as a renewable transportation fuel or heating oil, that meets the definition of either biodiesel or non-ester renewable diesel that reduces GHG emissions by 50% or more.

Biomass based diesel and their blends dispenser labels are same as biodiesel, except the background color is orange.

