

PETRO-CANADA

MYCMEDIA

PETROLEUM INDUSTRY



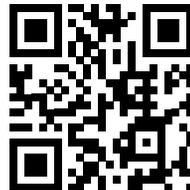
MYCMEDIA

MYC Media, formerly known as Market Your Car, began in 2008 as a small startup led by a single founder and has steadily grown into a multidisciplinary company with nearly 50 team members across two locations. We proudly serve customers across Canada and the United States, delivering high-quality, end-to-end solutions that bring ideas to life, no matter how complex or unconventional.

Our capabilities span design, engineering, production, manufacturing, and installation - all performed in-house. This structure gives us full control over quality, timelines, and execution, allowing us to remain nimble and responsive in a way that outsourced models simply can't match. Over the years, we've expanded beyond vehicle advertising into signage, large-format printing, ACM fabrication, service and maintenance support, often creating custom solutions where no playbook exists.

We are not a traditional printer or manufacturer. MYC thrives in the unknown. We attract clients who don't just want things made, they want things figured out. Internally, we operate with a strong culture of accountability, self-sufficiency, and continuous improvement.

Our people are problem-solvers, critical thinkers, and doers; each one expected to take ownership, think beyond their role, and contribute to a shared standard of excellence. The result is a team that moves fast, adapts faster, and takes pride in building solutions that others shy away from.



MISSISSAUGA HEAD OFFICE
1146 Westport Crescent, Unit #2
Mississauga, ON L5T 1G1

MARKHAM OFFICE
20 Steelcase Rd W, Unit #14
Markham, ON L3R 1B2



BRANDS & COMPANIES WE SUPPORT

MYC MEDIA Industry Milestones



MYC Media entered the petroleum sector when McDougall Energy approached us to wrap an Esso-branded fuel tanker. As a 3M Gold Select partner with certified installers, we were already recognized for quality and precision.

The success of that initial project led to continued work across their fleet, including gasoline, oil, and propane tankers, and opened doors to collaborations with other major fuel distributors and brands.



We began working with Mac's Convenience Stores, completing several retrofit projects. This relationship grew following Mac's transition into Circle K, eventually making MYC a preferred vendor for locations across Ontario.

Our scope included design, engineering, production, and installation of ACM cladding systems, canopy column wraps, car wash HVAC retrofits, and signage programs, plus window treatment such as tint film, privacy film, and security film. We also led the design, production, and full provincial rollout of Circle K's wine cabinets.



Imperial Oil (ExxonMobil) engaged MYC to support the national rollout of its new Synergy branding at Esso and Mobil retail locations. MYC measured, engineered, and standardized graphics across thousands of dispenser and canopy configurations.

To add value, we built a secure in-house shopping platform enabling contractors to configure and purchase pre-approved, ready-to-install decal kits.



McDougall Energy tasked MYC with a complete corporate rebrand, including logo design, a new slogan, brand guidelines, and a full fleet refresh.

2017

2018

2019

2021

MYC MEDIA Industry Milestones



DMM Energy—founded by the owners of Doak’s Bulk Fuels, Morgan Fuels, and Marsollier Petroleum—engaged us to develop their brand identity from the ground up. MYC delivered a strong, modern visual identity aligned with their ambition to expand across Western Canada.

2021



MYC was referred by 3M to BGIS, Shell’s business management partner, to support a trade show activation in Calgary. Following the success of that project, we were invited to participate in Shell’s EV station branding program. A key requirement was matching Shell’s custom teal branding with precision, something we achieved with certified 3M materials.

2023



MYC gets awarded EV graphics contract for Shell USA. With our USA division in Arizona we were able to produce in USA and successfully rolled out installs in multiple states across the country. Subsequently awarded with the same contract for Shell Canada country-wide.

2023

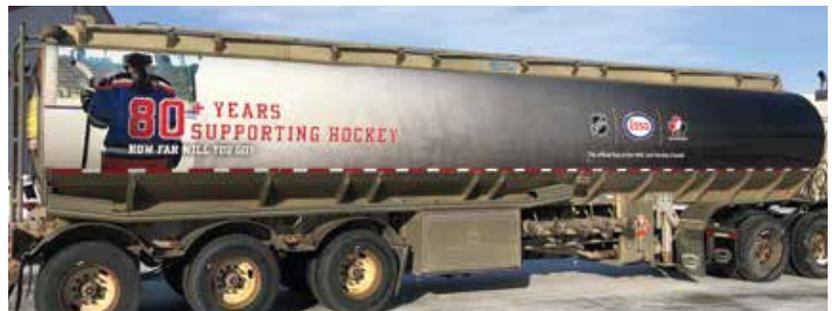


We completed over 300 service calls for Shell properties across Canada; handling sign, frame repairs, replacements, cabinet fixes, parking signage, and general on-site maintenance. We also continued to supply and install signage for new and retrofitted Shell sites under the BGIS program.

2024

FLEET GRAPHICS

- . Fuel Tanker Wrap
- . Reflective Vinyl



FLEET GRAPHICS

. Fleet Wrap



SIGNAGE

- . 3D Signage
- . Signage Maintenance
- . Signage Installation



SIGNAGE

- . Store Front Signage
- . Interior Signage
- . Illuminated and Non-Illuminated Signages



DISPENSER GRAPHICS

- . Gas Pump Decals
- . Online orders
- . Station Canopy Signage



ACM CUSTOM SOLUTIONS

- . Column Cladding
- . Carwash Entrance and Exit
- . Carwash HVAC



ACM CUSTOM SOLUTIONS

- . Column Cladding
- . Carwash Entrance and Exit
- . Store Entrance Façade



WINDOW TINT & MARKETING

- . Window Graphics
- . Perforated Vinyl
- . Window Tint and Privacy



RETAIL GRAPHIC & SIGNAGE

- . Interior Signage
- . Retail Graphics
- . Beer Cave Signage and Separator



RETAIL CABINETS

- . Wine Cabinets
- . Tobacco Merchandising Cabinets
- . Wraooing Cabinets



BOLLARDS AND TRAFFIC PAINT

- . Traffic markings / road markings
- . Bollard Covers
- . Bollard Decals



PYLONS

- . Pylon Design and Manufacturing
- . Graphic Replacing
- . Pylon Maintenance and Repair



WAYFINDING SIGNS

- . Sign Design and Manufacturing
- . Wayfinding Decals
- . Temperaury Under Construction signs





416-907-9491 | CONTACT@MYCMEDIA.COM | WWW.MYCMEDIA.COM

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