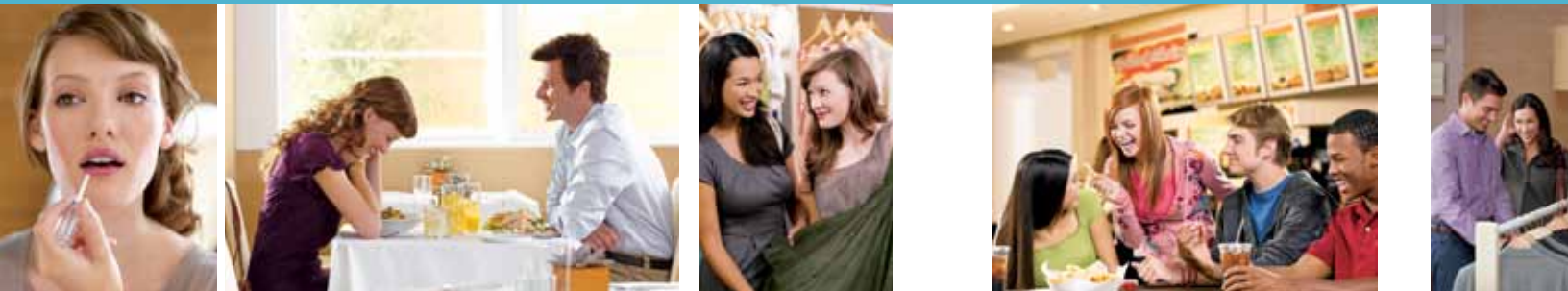


BRANDING CAMPAIGN ELEMENTS FOR  
**BARRICADE AND VACANT  
STOREFRONT PROGRAM**

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CENTRALIZED MARKETING

What brings you today?



## Storefront Types and Recommended Applications:

Shading indicates complete or partially reusable treatments.

	Styrene Panels	4' x 4' Vinyl Graphics (any paint color; with white vinyl lettering)	Reusable Banner (partial coverage with grommets or custom framing)	Full-Coverage campaign paint (styrene or vinyl photo panels) <b>NEW!</b>	Full-Coverage Billboard Flex Banners (must be trimmed with molding and viewed only from a distance)	Custom-Sized Vinyl Graphics	3D Wall Art <b>NEW!</b>	6' Modular Floor-Standing Display <b>NEW!</b>	Full-Coverage Gate Banner	Repeating Vertical 5' x 8' banners <b>NEW!</b>
<b>For more information, please see page:</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>4</b>
Drywall Barricades - Interior	x	x	x	x		x				
Drywall Barricades - Exterior	x	x	x	x	x	x				
Glass Windows - Interior*	x	x				x				
Glass Windows - Exterior*	x	x				x				
Exposed Gates - Interior	x		x					x	x	x
Long Hallways - Interior	x						x			

\* All glass window treatments should be used in conjunction with Glass Mask block-out paint. Glass Mask can be ordered directly from [www.glassmask.com](http://www.glassmask.com). Cost is approximately \$30/gallon (1 gallon covers approximately 250 square feet). Glass Mask is a local operational expense.

In some instances, fabric can be draped behind the treatment instead of Glass Mask to hide store interior. Order polyester poplin at wholesale prices at: <http://www.voguefabricsstore.com/>. It is inexpensive and resists wrinkles.

60"w x 50 yds. = \$2/yd. (\$100 for 1 50-yd. bolt)  
 Shipping UPS Ground = approx. \$20  
 Total for 50 yds. = \$120  
 (Part #: WS-PolyPoplin1127)

120"w x 50 yds. = \$4.50/yd. (\$225 for 1 50-yd. bolt)  
 Shipping UPS Ground = approx. \$20  
 Total for 50 yds. = \$245  
 (Part #: WS-PPoplin120-Bk)

Contact your Field Trafficking Manager to order any of these options. If you have thoughts on custom treatments other than what is listed here, feel free to discuss with your FTM. Most custom treatments can also be done through Mall Marketing Media, using your National Collateral Budget.

## Styrene Board Application:

### OPTION #1



**A**

#### **4'x4' Styrene panels with Velcro or grommets**

**Description** – This technique allows mall teams to display campaign graphics on styrene. Styrene graphics are hung by either industrial strength Velcro (provided with shipment) or grommets. The graphics can be reused; however mall teams must use caution when storing. Can be used for exterior needs – only recommended for 6 month usage. **Styrene panels are available in sizes of 2'x2' and 4'x4'.**

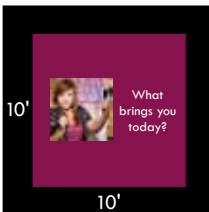
**Costs:**

- \$10.45/square foot
- Example: One 4'x4' panel: \$167.20

**Recommended Usage:**

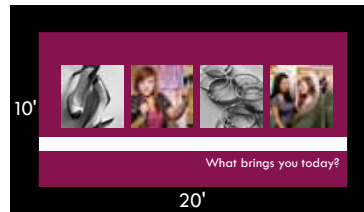
- Drywall
- Glass
- Gates
- Long Hallways

### OPTION #2 **NEW 2010**



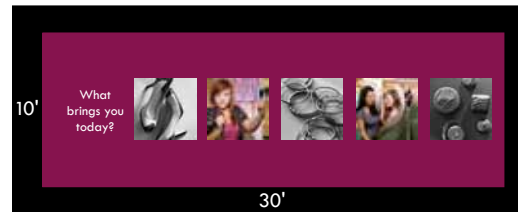
**B**

**(1) 4'x4' panels with vinyl lettering**



**C**

**(4) 4'x4' panels with vinyl lettering and stripe**



**D**

**(5) 4'x4' panels with vinyl lettering**

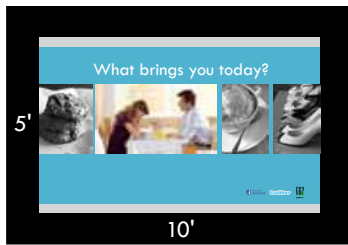
**Description** – Paint wall background with an approved campaign color (see below) and white stripe (if applicable). If you prefer, a white vinyl stripe can be purchased instead of painting. Apply “What brings you today?” tagline in white cut-vinyl lettering. Photos can be applied as reusable styrene panels or non-reusable 3M adhesive vinyl graphics. Campaign paint colors are:

**Costs:**

- Styrene panel graphics: \$10.45/square foot (4' x 4' photo = \$167.20 each)
- OR –
- 3M vinyl photo graphics: \$11/square foot (4' x 4' photo = \$176 each)
- White cut-vinyl lettering: \$9.20/square foot up to 12" high (larger letters are quoted on request)
- Paint to be purchased from local budget

*Freight, tax and installation are not included in the above costs.*

## Reusable Banner Application:



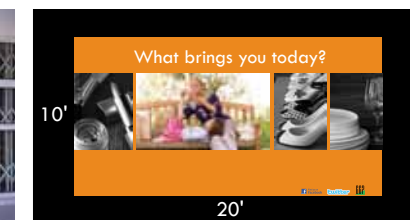
**E**

Reusable Banner with Framing System



**F**

Full-Coverage Billboard Flex with molding or painted trim



**G**

Full-Coverage Gate Banner



**H**

Repeating Vertical – 5' x 8' banner **NEW 2010**

**Description** – This application works well for outdoor centers as well as interior space. All graphics and copy are printed directly on banner material. The banners can be hung using grommets, pole pockets, or a custom framing system.

**Billboard Vinyl** – Three-ply vinyl material with PVC on the outside layers and a polyester scrim inside. Has a semi-gloss finish, anti-mildew, anti-UV and the vinyl is flame retardant. Designed to withstand temperatures as low as minus 55 degrees Fahrenheit. Must be trimmed with molding and viewed only from a distance.

**13oz Matte Vinyl** – Vinyl material is a high-grade, flexible banner material with a matte finish. The treated smooth surface has a high durability and puncture resistance.

**BIOflex** – Eco-friendly banner material that breaks down in landfill conditions. BIOflex is very durable and can withstand all types of weather elements.

**21 oz Blockout Vinyl** – The 21oz vinyl banner material has a blockout layer that provides 100 percent opacity. It also has added scratch and water resistance, a super smooth finish, and premiere color reproduction. Recommended for double-sided banners.

**Power Stretch** – Almost any shape can be achieved through this stretch fabric. This is a good option for large sizes, yet is lightweight and strong.

### Costs:

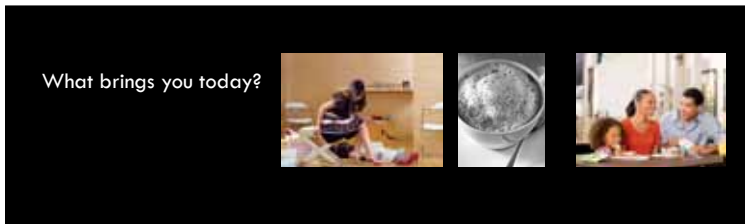
- **Billboard Vinyl: \$3.50/square foot**
- **13oz Vinyl: \$5.85/square foot**
- **BIOflex: \$6.50/square foot**
- **21 oz Blockout Vinyl: \$9/square foot**
- **Power Stretch: \$11/square foot**

### Recommended Usage:

- **Drywall**
- **Gates**

*Freight, tax and installation are not included in the above costs.*

## 3M Adhesive Vinyl Graphics Application:



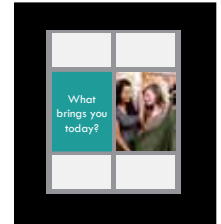
I

**3M Adhesive Vinyl graphics with vinyl cut lettering**



J

**3M Vinyl graphics**



**Description** – This application can be used where graphic treatments are applied directly to the substrate (glass, barricade wall). These graphics are not reusable and it is highly recommended all vinyl graphics be installed by a certified and trained installation professional. Can be used for exterior needs.

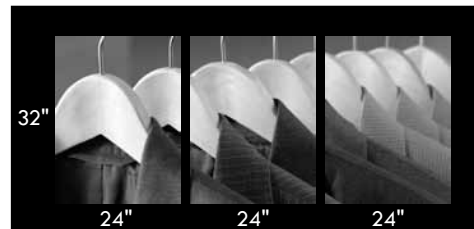
**Costs:**

- **3M Adhesive Vinyl Graphics: \$11/square foot**
- **Glass Mask: local purchase ([www.glassmask.com](http://www.glassmask.com))**
- **Adhesive Vinyl Cut Lettering: \$9.20/square foot (up to 12" high)**

**Recommended Usage:**

- **Drywall**
- **Glass**
- **Long Hallways**

## 3D Wall Art Application **NEW 2010:**



K

**3D Wall art**

**Description** – 3D Wall Art graphics are printed on 1/2" white gatorboard. The artwork is done in clusters of two or three panels, each making up a single image (each cluster will provide coverage for an area that measure approximately 6'w x 2 1/2't). Panels come with 3"x3" blocks to be mounted behind the 24"x32" images to create dimension by raising the photos off the wall. The 3D Wall Art is meant to be an aesthetic "extra." In most cases, it should not take the place of a full treatment in the main common area. **Recommend multiple sets for adequate coverage – consult with your Field Trafficking Manager for assistance.**

**Costs:**

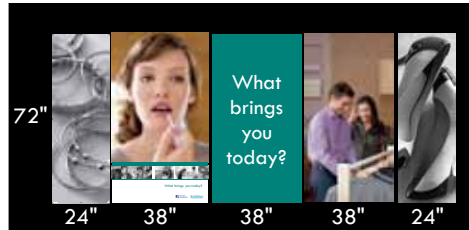
- **Set of six 24"x32": \$240 per set**
- **Includes four 3" Velcro blocks per panel**

**Recommended Usage:**

- **Long Hallways**

*Freight, tax and installation are not included in the above costs.*

## 6' Modular Floor-Standing Display **NEW 2010:**



### **6' Modular Floor-Standing Display**

**Description** – Place 6' high Modular Floor-Standing Display in front of gate. Displays consist of 3 to 5 panels, depending on width of gate, and are connected with circular clear plastic connectors. End panels are 24" wide, middle panel(s) are 38" wide. This treatment is recommended when the space needs to be easily accessible via the gate (the display can be easily moved out of the way), and where the gate is recessed and the display can sit out of the common area walkway.

#### **Costs:**

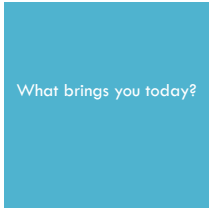
- **3 Panel: Two 24"x 72" panels, one 38"x 72" panel (approximately 7' width): \$480**
- **4 Panel: Two 24"x 72" panels, two 38"x 72" panels (approximately 11' width): \$720**
- **5 Panel: Two 24"x 72" panels, three 38"x 72" panels (approximately 15' width): \$960**

#### **Recommended Usage:**

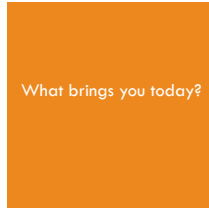
- **Gates**

## Color and Photo Options:

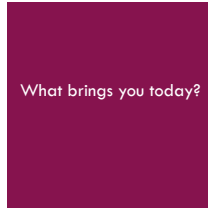
### Colors



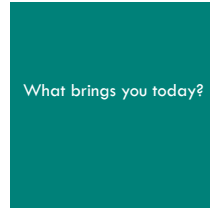
1



2



3



4

### Photos



5



6



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28

## Campaign Paint Colors:

### **Benjamin Moore (1 gallon)**

Go to <http://www.benjaminmoore.com>, click on *Retail Locator* and enter your zip code to find your nearest dealer.

<b>COLOR</b>	<b>ITEM LOOKUP CODE</b>	<b>FORMULA DESCRIPTION</b>
Yellow/Orange	N3104B4	Regal Aquapearl RX-24 WH-2Y20 YW-5Y30
Teal	N3103B4	Regal Aquapearl BB-2Y1.5 BK-7.5 TG-3Y19.5
Purple/Maroon	N3103B4	Regal Aquapearl BB-8 BK-1Y9 MA-7Y10
Blue	N3104B4	Regal Aquapearl BB-1Y16 TG-12 WH-12

### **Behr Ultra/Home Depot (1 gallon)**

Go to <http://www.homedepot.com>, click on *Store Finder* and enter your zip code to find your nearest Home Depot.

<b>COLOR</b>	<b>BASE</b>	<b>FORMULA DESCRIPTION</b>
Yellow/Orange	1753 Flat, Matte	PP Ultra Interior Flat CLRNT            AX    KX    L    VU _OZ_            7    4    0    0 384TH           340   124   20   280
Teal	1753 Flat, Matte	PP Ultra Interior Flat CLRNT            AX    D    E    KX _OZ_            0    1    6    4 384TH           376   84   84   220
Purple/Maroon	1753 Flat, Matte	PP Ultra Interior Flat CLRNT            C    E    KX    VU _OZ_            1    0    4    6 384TH           124   256   240   148
Blue	1753 Flat, Matte	PP Ultra Interior Flat CLRNT            D    E    KX _OZ_            0    3    8 384TH           284   344   140