



BRANDED FACILITY GRAPHIC STANDARDS

Interior Branding Protocol for Penske Truck Leasing Offices

February 07, 2020

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General Offices

Product

(1) 35" x 25" StretchPrint™ fabric insert, black frame

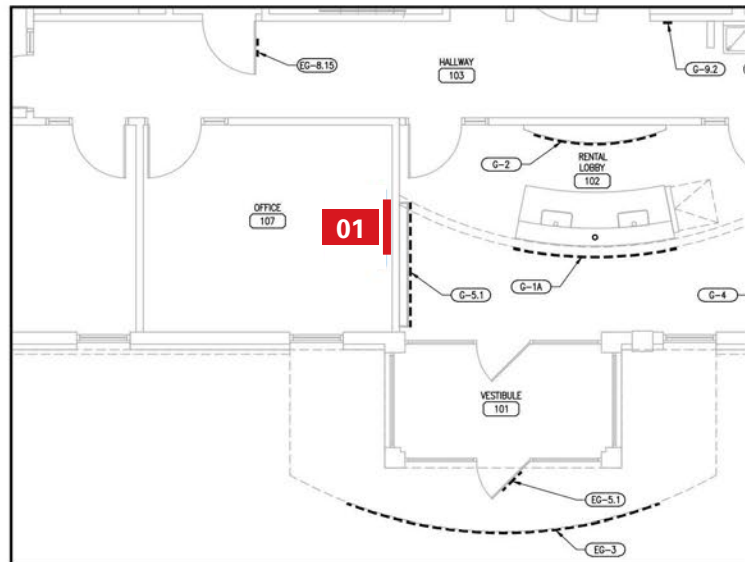
Installation Location






- Primary: Back wall (if no window exists)
- Alternate location if Primary not available:
Wall opposite of entrance

Place art on next available wall if above are not available

- Optimal wall placement is to center the image 5 feet above the floor*

*See Graphics Installation overview page



FLOOR PLAN LEGEND	
	StretchPrint Small (35" x 25")
	StretchPrint Medium (50" x 36")
	StretchPrint Large (60" x 42")
	StretchPrint XLarge (150" x 60")
	StretchPrint (42.5" x 63")



Rental Manager & District Admin Offices

Product

(1-2) 35" x 25" StretchPrint™ fabric insert, black frame

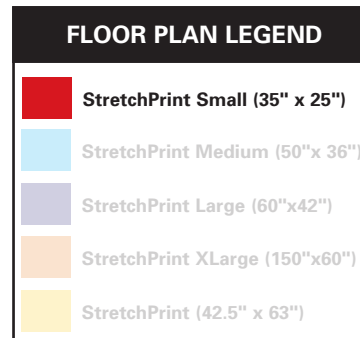
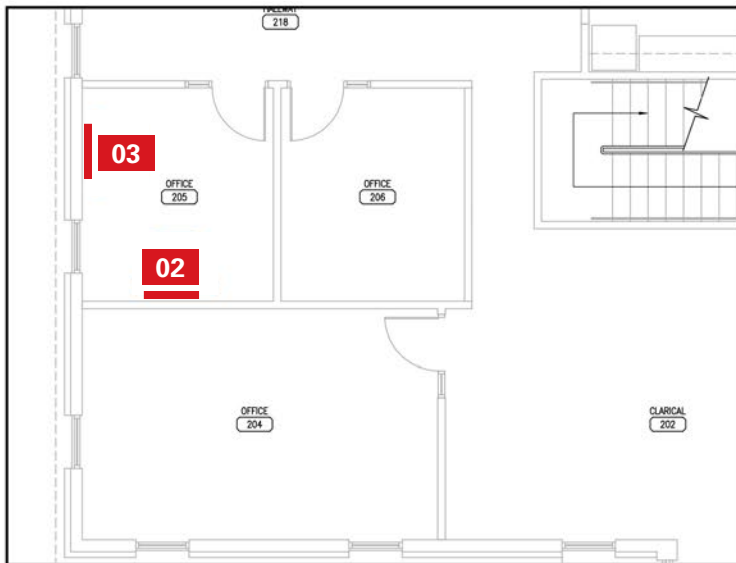
Installation Location

- Primary: (1) on back wall (if no window exists)
(1) on wall opposite of entrance
- Secondary: (1) on both side walls

Place art on next available wall if above are not available

- Optimal placement is to center the image 5 feet above the floor*

*See Graphics Installation overview page



District/Area Manager Offices

Product

(1-2) 50" x 36" StretchPrint™ fabric insert, black frame

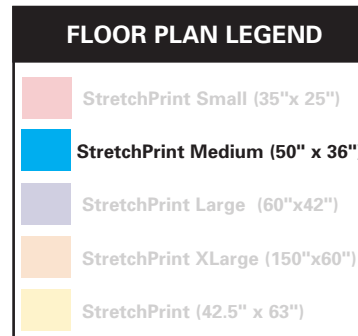
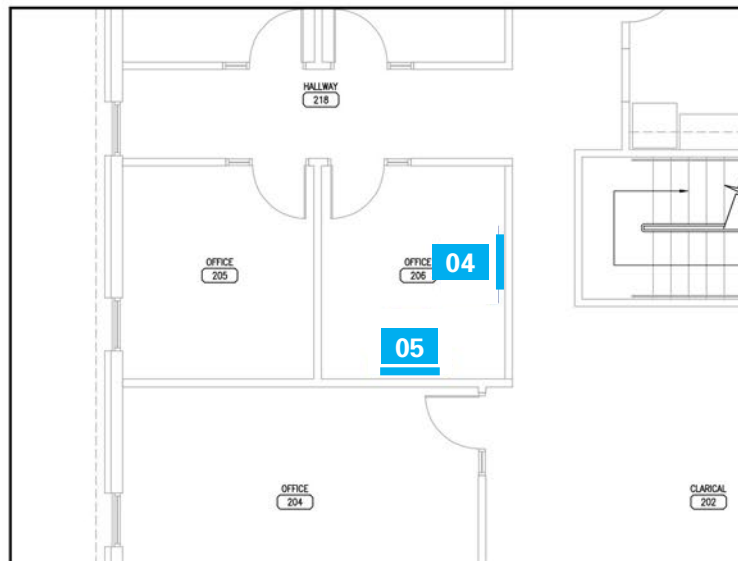
Installation Location

- Primary: (1) on Back wall (if no window exists)
(1) on wall opposite of entrance
- Secondary: (1) on both side walls

Place art on next available wall if above are not available

- Optimal placement is to center the image 5 feet above the floor*

*See Graphics Installation overview page



Common Areas

(Hallways, Lounge, Open Offices, Rental Storage)

Product

(1) 60" x 42" StretchPrint™ fabric insert, black frame, per 20' section of open wall/area

Installation Location

- Will vary with each location
- Optimal placement is to center the image 5 feet above the floor*

*See Graphics Installation overview page



FLOOR PLAN LEGEND

- StretchPrint Small (35" x 25")
- StretchPrint Medium (50" x 36")
- StretchPrint Large (60" x 42")**
- StretchPrint XLarge (150" x 60")
- StretchPrint (42.5" x 63")

Interior Branding Protocol for
Penske Truck Leasing Branches



iMBranded
2020 Ring Road
Pontiac, MI 48341
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Fax: 248.577.0571
imbranded.com

Common Areas



Conference Room

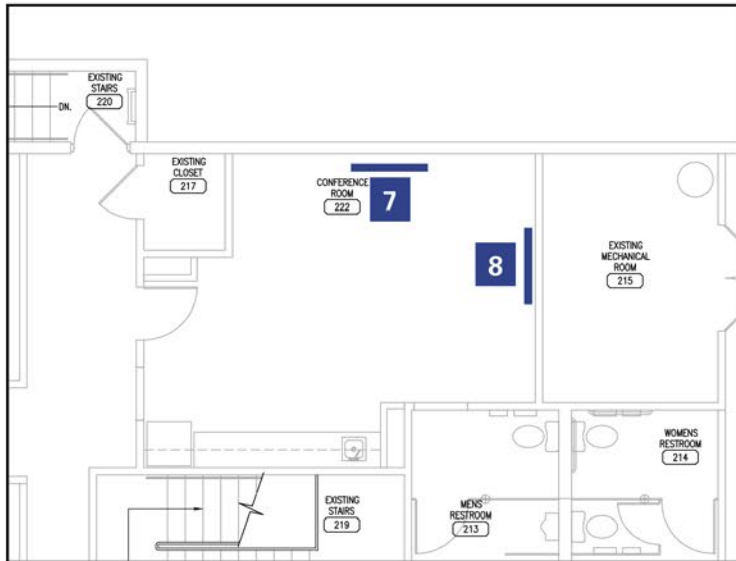
Product






(1-2) 60" x 42" StretchPrint™ fabric insert, black frame, depending on size of room. Place (1) 60" x 42" per 20' section of open wall/area.

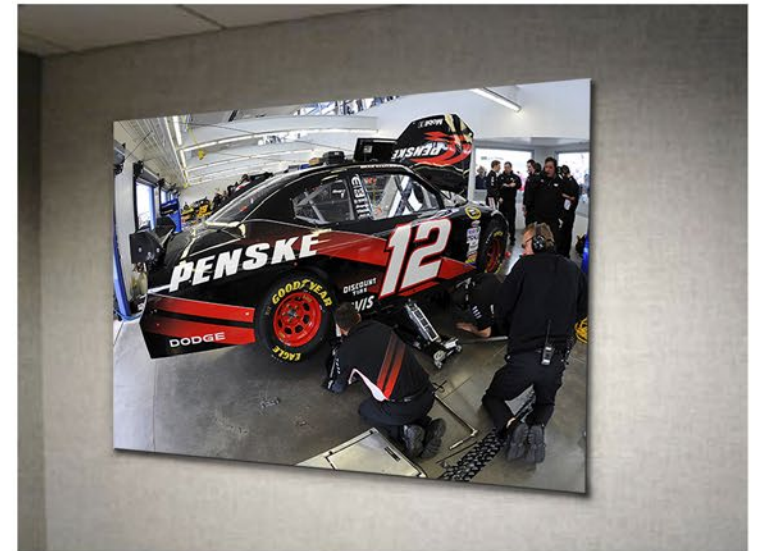
Installation Location

- Will vary with each location
- Optimal placement is to center the image 5 feet above the floor*

*See Graphics Installation overview page



FLOOR PLAN LEGEND	
	StretchPrint Small (35"x 25")
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	StretchPrint Large (60" x 42")
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Conference Room



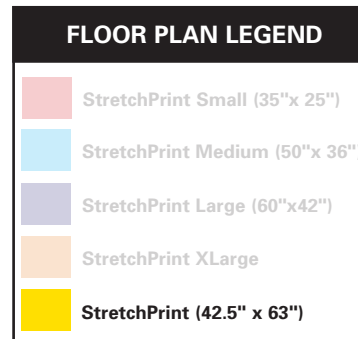
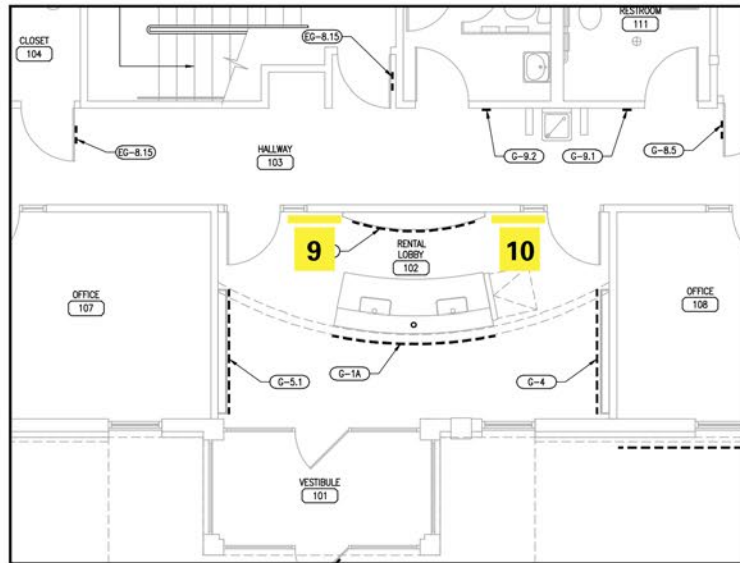
Rental Lobby

Product

(2) 42.5"w x 63"h StretchPrint™ fabric inserts, black frame

Installation Location

- Left and right



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Retail Counter



Breakroom Areas

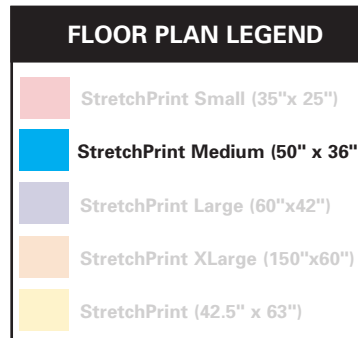
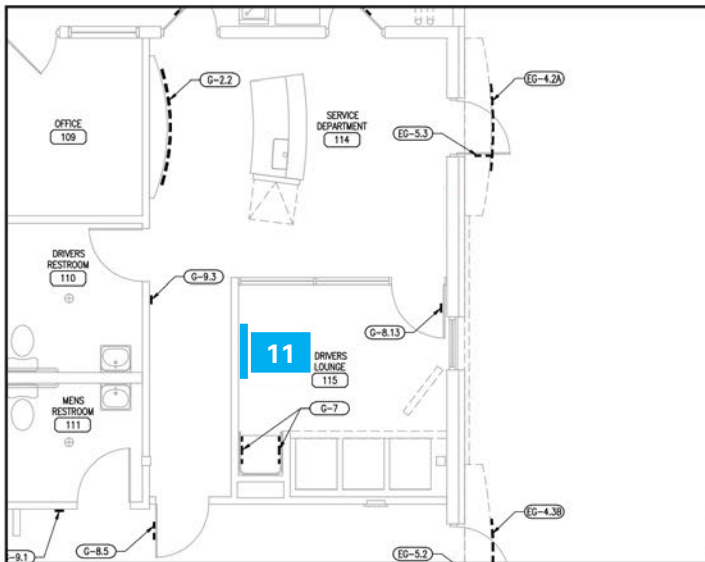
Product

(1) 50" x 36" StretchPrint™ fabric insert, black frame

Installation Location

- Will vary with each location
- Optimal placement is to center the image 5 feet above the floor*

*See Graphics Installation overview page



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Tech/Driver Breakroom Areas
& Service Counters

*See Graphics Installation overview page



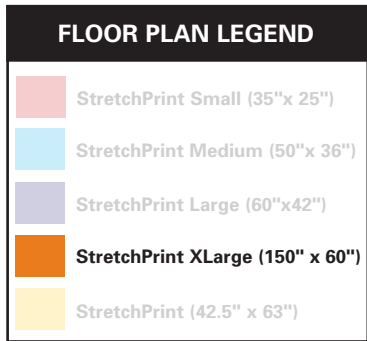
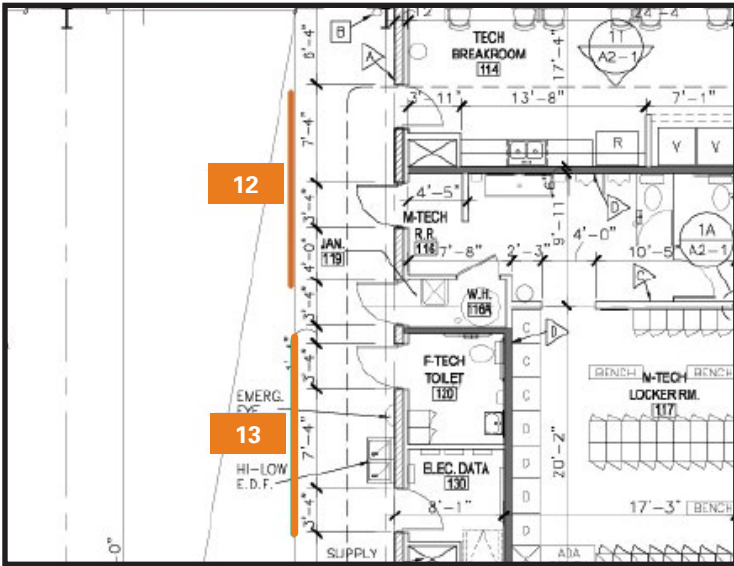
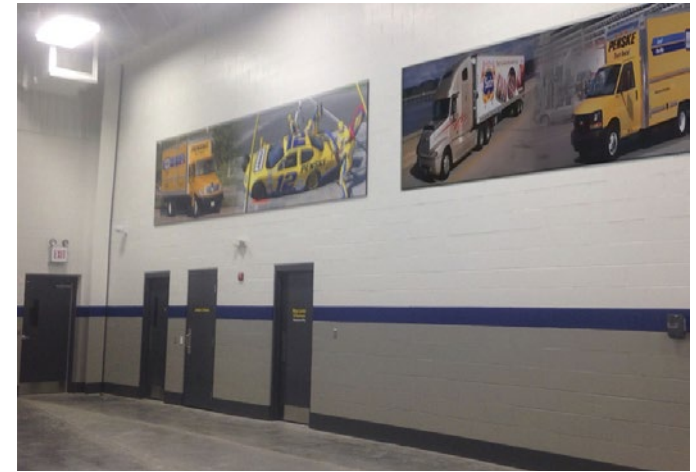
Shop

Product

(1-4) (150"w x 60"h) StretchPrint™ fabric insert, black frame

Installation Location

- Center within live area evenly, avoiding obstructions.
Will vary with each location

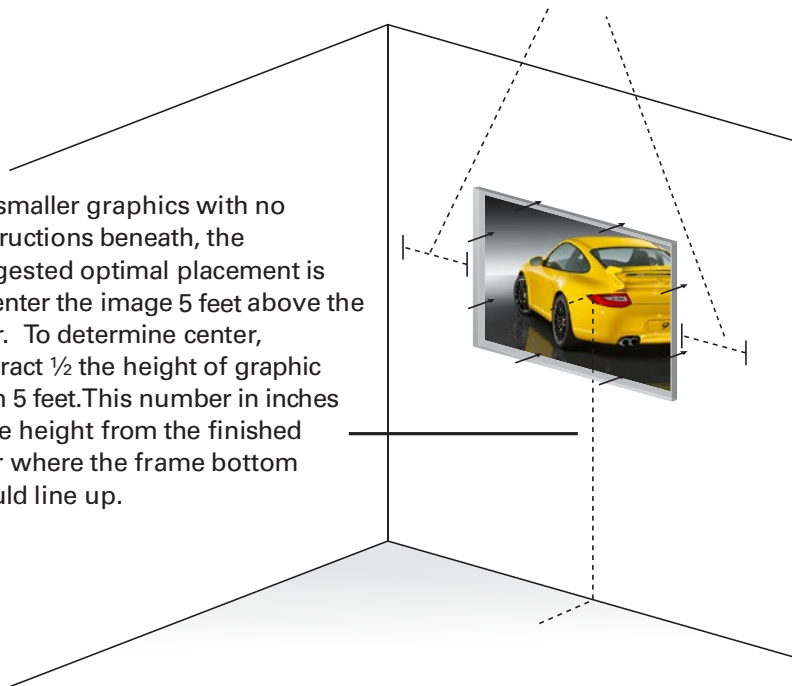


GRAPHICS INSTALLATION OVERVIEW

Elevation: No Obstructions (Type #1)

Center graphic horizontally inside live area, equal space on each side

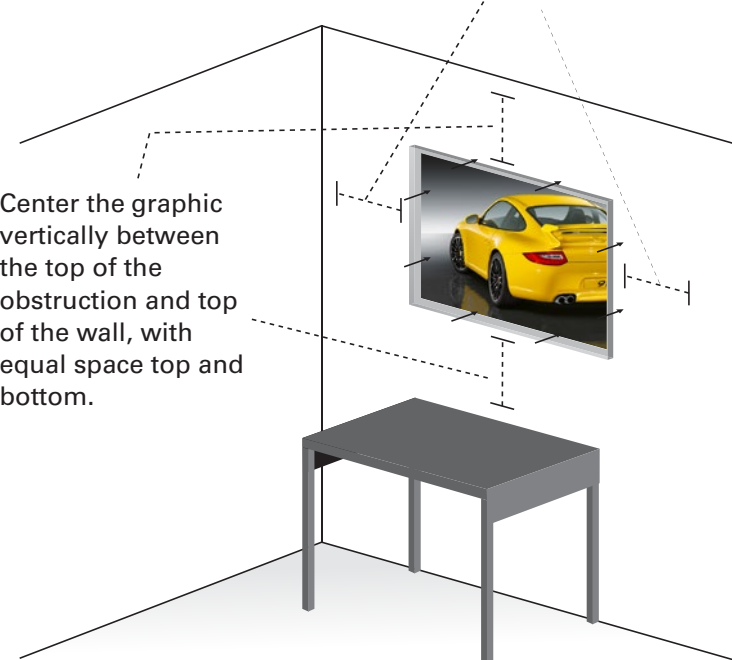
For smaller graphics with no obstructions beneath, the suggested optimal placement is to center the image 5 feet above the floor. To determine center, subtract $\frac{1}{2}$ the height of graphic from 5 feet. This number in inches is the height from the finished floor where the frame bottom should line up.



Elevation: With Obstructions (Type #2)

Center graphic horizontally & vertically inside live area, equal space on each side

Center the graphic vertically between the top of the obstruction and top of the wall, with equal space top and bottom.



If both Type #1 and Type #2 are in same room or hallway, the vertical center of ALL graphics should be height of Type #2