



## JEEP | CDR+J BRANDED SHOWROOM GRAPHICS

Williams CDR+J  
1102 Washington Drive  
Weatherford, TX 76086

**ALTERNATE FACILITY**

**GoBy**

**FINAL MOCK-UP APPROVED  
BY JUSTIN SCHAUFLE ON  
MAY 2, 2022**

Contact: Matt Doniger  
Phone: 813.382.9887  
eMail: [mdoniger@imbranded.com](mailto:mdoniger@imbranded.com)

**12**

Job No. 574098  
May 03, 2022

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## INSTALLATION PROCEDURE

### Arrival Time

Arrival time has been scheduled with your Project Manager (PM) and the client. Please contact the PM if you are going to be later than the predetermined time so they can notify the client.

### Inventory of Shipment

The installation team should conduct a physical inventory of all products shipped to the site. There are (2) color copies of the approved installation GoBy. The box containing the GoBys has a sticker on the outside. If there are any missing items or damage has occurred during shipping, please notify the PM immediately. Pictures should be taken of any damaged products. The PM will advise if we can install or a reprint will be necessary.

### Walk Through with Onsite Contact

Upon arrival, a site walk-through should be conducted with the onsite contact using the supplied GoBy which is the Scope of Work. Site issues, placements and any questions can be resolved immediately. Some heights and alignment of graphics may need to be adjusted based on light switches, outlets, door handles etc. Its important to take an overall view of the site and make these distinctions before installation and can be discussed with the onsite contact. The goal is to have a consistent and pleasing look to the graphics within all areas of the facility. If there are issues or questions you can call the project manager, Val Tonon, whose contact information is below, or contact the Account Manager who's name and contact information is on each page of this GoBy.

Upon installation completion, review the graphic placements and **obtain the client's sign off** on the Installation Completion Form. Note any issues or items that could not be installed and reason.

### Installation Completion

***Please do not leave the job site until after you speak to the PM***

1. Contact the PM and provide status update, communicating any on-site changes to the approved GoBy or placement issues.
2. Confirm the lift can be called off.
3. Send completion photos of all graphics installed at the site. Photos should be sent to the PM within 24 hours of completion.
4. Have client sign the Installation Completion Form prior to departing the site. Note any issues or items that could not be installed and the reason.

***NOTE: The Installation Completion Form and photos are required in order to process your invoice.***

**Project Manager: Val Tonon**

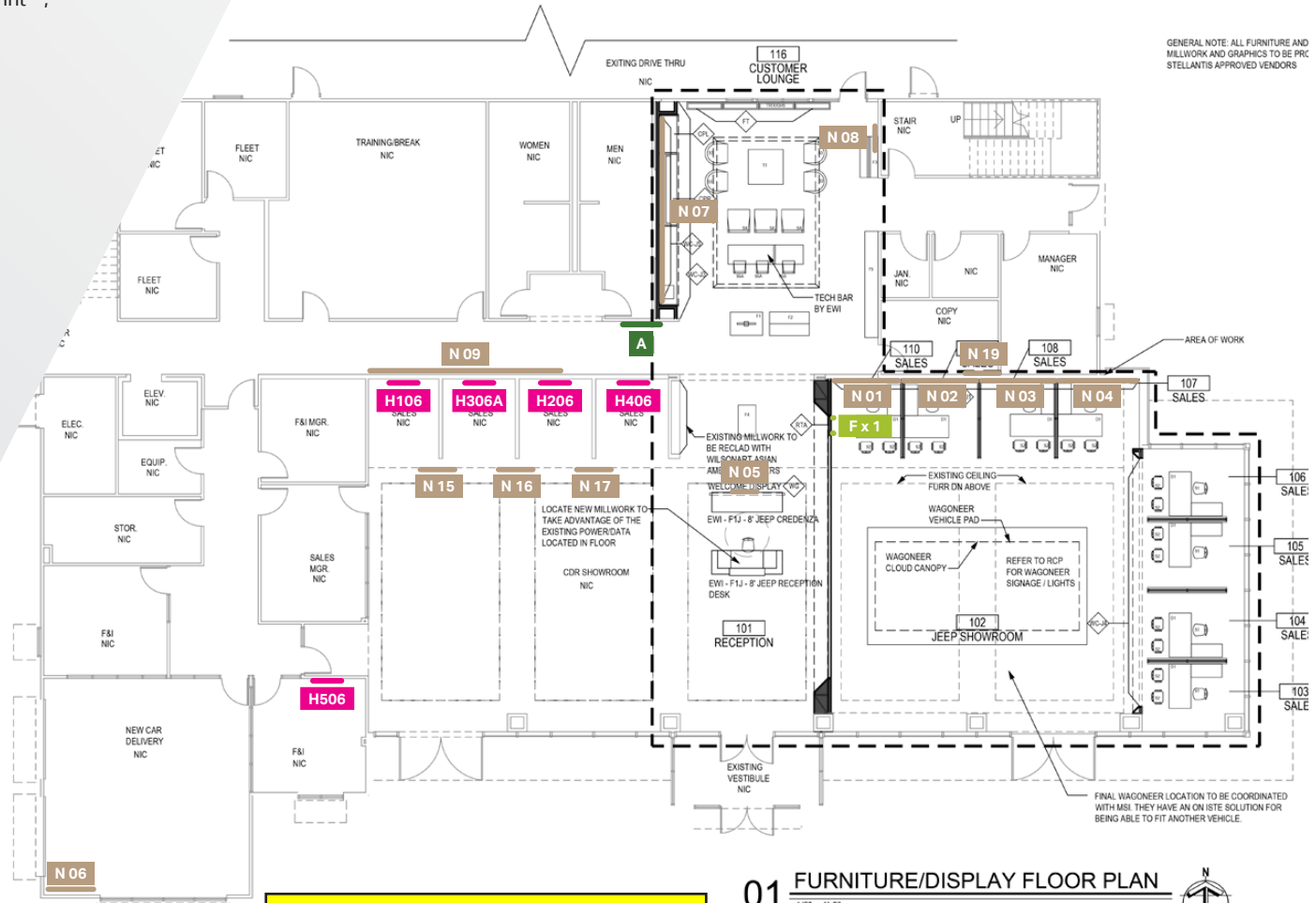
**Phone: 248.606.0232**

**Email: vtonon@imbranded.com**

## Compliant CDR+Jeep facilities consist of the following mandatory branding:

- A. **Jeep Signature Lounge Graphic** – (1) 90"w x 70"h Fabric StretchPrint™ and Aluminum Print (DSA) Combo
- B. **Jeep Café Graphic** – Café Full Wall Mural
- C. **Jeep Office Graphics** – Jeep Full Wall Mural
- D. **Jeep Heritage Graphics** – 60"w x 45"h Fabric StretchPrint™, (1 per Manager/Private Office)
- F. **Small Jeep Branded Glass Distraction Graphic** – 14.75"w x 5.38"h, Frosted Vinyl (Full Glass Walls)
- G. **Large Jeep Branded Glass Distraction Graphic** – 75.5"w x 27.5"h, Frosted Vinyl (Full Glass Side Walls)
- H. **CDR Office Graphics** (Subscription) - 48"w x 36"h Fabric StretchPrint™
- N. **Custom Graphics**, *Optional*
- R. **Welcome Wall/Reception Graphics** – 94"w x 44"h, or 26"w x 44"h, (Double-sided Fabric StretchPrint™)
- W. **Jeep Wave® Customer Care Graphic** – (1) 48"w x 36"h Fabric StretchPrint™

## CDR+Jeep Floor Plan 100% FP



NOTE: N01-N04 produced as one piece.

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Phone: 813.382.9887  
eMail: mdoniger@imbranded.com

Designer: abbey leffler  
PM: VT  
Job No: 574098







NOTE: Installer will need to use 3M primer to fill 0.25" deep slats in wall for smooth installation. Glass panels sit on top of half walls, install graphic behind glass and trim around half walls.

Center N 19 graphic horizontally and vertically in area indicated.

PSV covers entire wall. 1" bleed provided on top and 5" at left, right and bottom. 1/2" overlap at seams. Installer to confirm live area **BEFORE** installation. Paneled vertically: 9 panels @ approx. 47.88"w each.

Location: New Vehicle Delivery

Live Area: 421"w x 106.5"h, Top - 98"h x XXX"h

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PSV N 01-04, (421"w x 106.5"h)  
\*Stock art fee applies  
Stretchprint™ N 19, (80"w x 45"h)  
Jeep Environmental

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Center graphic horizontally in  
area indicated. Top align with  
windows to the left.

Location: New Vehicle Delivery

Live Area: 77.2"w x 84"h

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Stretchprint™ N 06, (60"w x 72"h)  
\*Stock art fee applies

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36" h cabinets

18" h (cabinets)

112" w (cabinets)

96" w (cabinets)

PSV covers entire wall. 1" bleed provided  
on top and 5" at left, right and bottom.  
1/2" overlap at seams.  
Installer to confirm live area **BEFORE** installation.  
Paneled vertically: 6 panels @ approx. 46"w each.

Location: Cafe/ Customer Lounge

Live Area: 266"w x 101"h

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PSV N 07, (266"w x 101"h)  
*Texas Longhorn Cattle*

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Center graphic horizontally in  
area indicated. Top align with  
adjacent door frame.

Location: Cafe/Customer Lounge

Live Area: 75.6"w x 101"h

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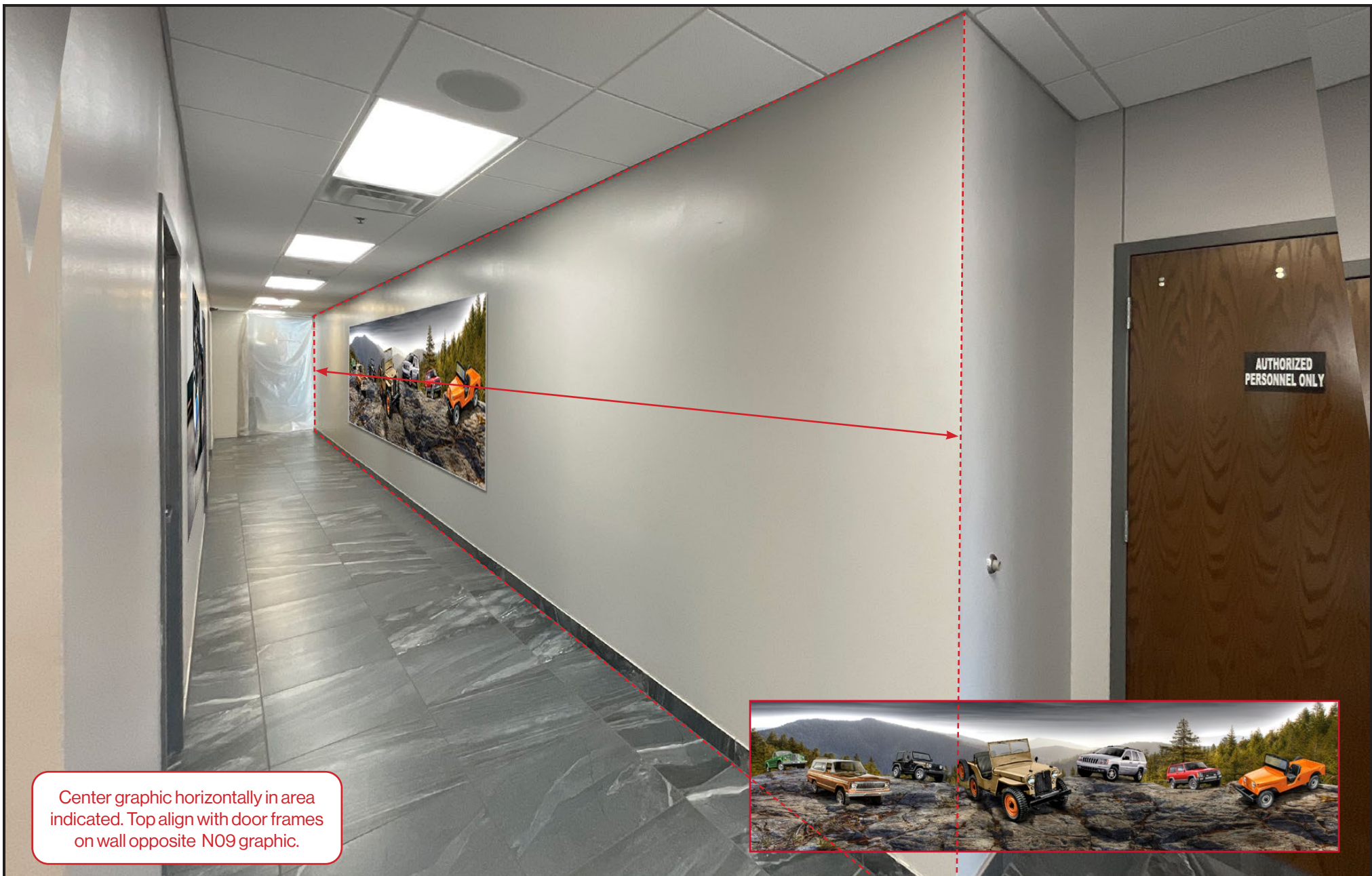
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Stretchprint™ N 08, (48"w x 36"h)

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Center graphic horizontally in area indicated. Top align with door frames on wall opposite N09 graphic.

Location: Corridor

Live Area: 574"w x 107"h

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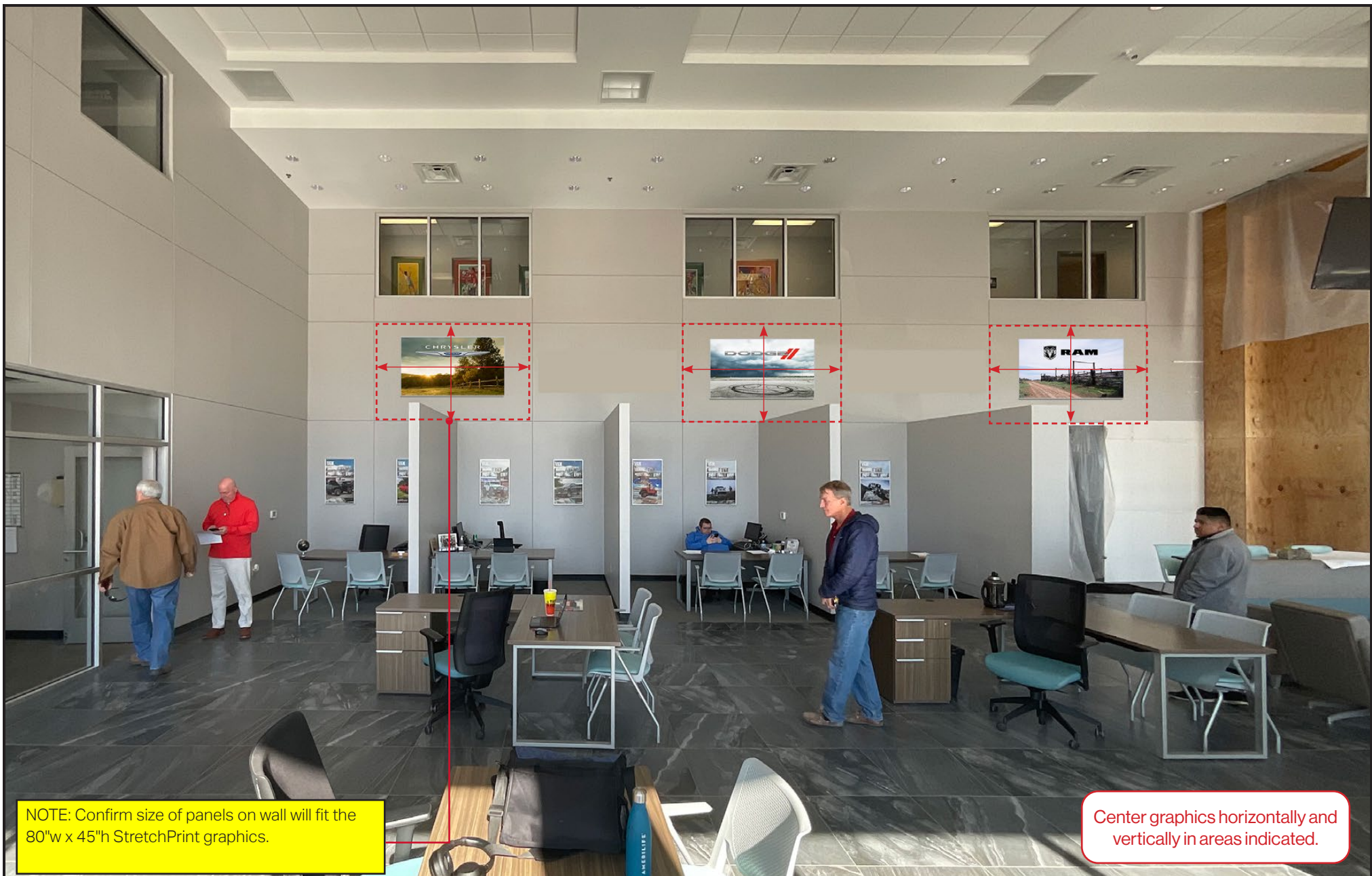
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Stretchprint™ N 09, (250"w x 64"h)  
*Jeep Heritage*

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NOTE: Confirm size of panels on wall will fit the 80"w x 45"h StretchPrint graphics.

Center graphics horizontally and vertically in areas indicated.

Location: Sales Manager Office

Live Area: 98"w x XXXX"h

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Stretchprint™ N 15, (80"w x 45"h)  
*Chrysler Environmental*  
Stretchprint™ N 16, (80"w x 45"h)  
*Dodge Environmental*  
Stretchprint™ N 17, (80"w x 45"h)  
*Ram Environmental*

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■ **A. Jeep Signature Lounge Graphic - (1) 90"w x 70"h overall**

A 02 StretchPrint™/DSA Combo  
(StretchPrint™, 90"w x 60"h / DSA, 73"w x 42"h) **Option 2**



■ **F Small Jeep Branded Glass Distraction Graphic, 14.75"w x 5.38"h  
(Full Glass Walls)**

RTA Small Jeep Branded Glass Distraction  
Graphic (14.75"w x 5.38"h),  
Frosted Vinyl, **QTY 1**



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**Contact Sheet**

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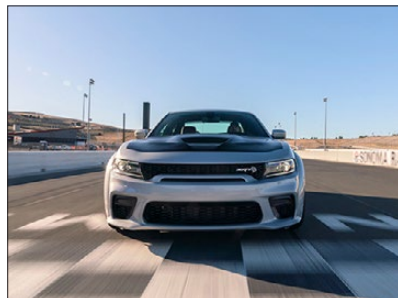


H 106 StretchPrint™ (48"w x 36"h),  
Silver Frame



2022 Chrysler Pacifica

H 206 StretchPrint™ (48"w x 36"h),  
Silver Frame



2022 Dodge Charger SRT

H 306A StretchPrint™ (48"w x 36"h),  
Silver Frame



2022 Dodge Durango

H 406 StretchPrint™ (48"w x 36"h),  
Silver Frame



2022 RAM 1500

H 506 StretchPrint™ (48"w x 36"h),  
Silver Frame



2022 Mopar Durango

NOTE: Existing art will need to be removed for  
H 506 to be installed.

SUBSCRIPTION IMAGES

■ **N. Custom Graphics, Jeep Full Wall Mural, wall mural N01-N04 produced as one piece.**

*Art will span across all four offices*

N01-N04, Full Wall Vinyl, 421"w x 106.5"h



NOTE: Installer will need to use 3M primer to fill 0.25" deep slats in wall for smooth installation. Glass panels sit on top of half walls, install graphic behind glass and trim around half walls.

■ **N. Custom Graphics, Optional - Taking the place of C NVD Jeep Full Wall Mural**

**NEW VEHICLE DELIVERY IMAGE**

N 06 StretchPrint™, 60"w x 72"h



■ **N. Custom Graphics, Optional**

N 05 StretchPrint™  
(26"w x 44"h), Front

N 05 Back



■ **N. Custom Graphic, Cafe Wall Mural**

N 07 PSV (266"w x 101"h)





■ **N. Custom Graphic, Jeep Wave® Customer Care Fabric StretchPrint™ Graphic, (1) 48"w x 36"h**

N 08 StretchPrint™ (48"w x 36"h), Silver Frame



■ **N. Custom Graphics, Optional**

N 09 StretchPrint™ (250"w x 64"h)



*Jeep Heritage*

■ **N. Custom Graphics, Optional**

N 15 StretchPrint™ (80"w x 45"h)



*Chrysler Environmental*

N 16 StretchPrint™ (80"w x 45"h)



*Dodge Environmental*

N 17 StretchPrint™ (80"w x 45"h)



*Ram Environmental*

N 19 StretchPrint™ (80"w x 45"h)



*Jeep Environmental*

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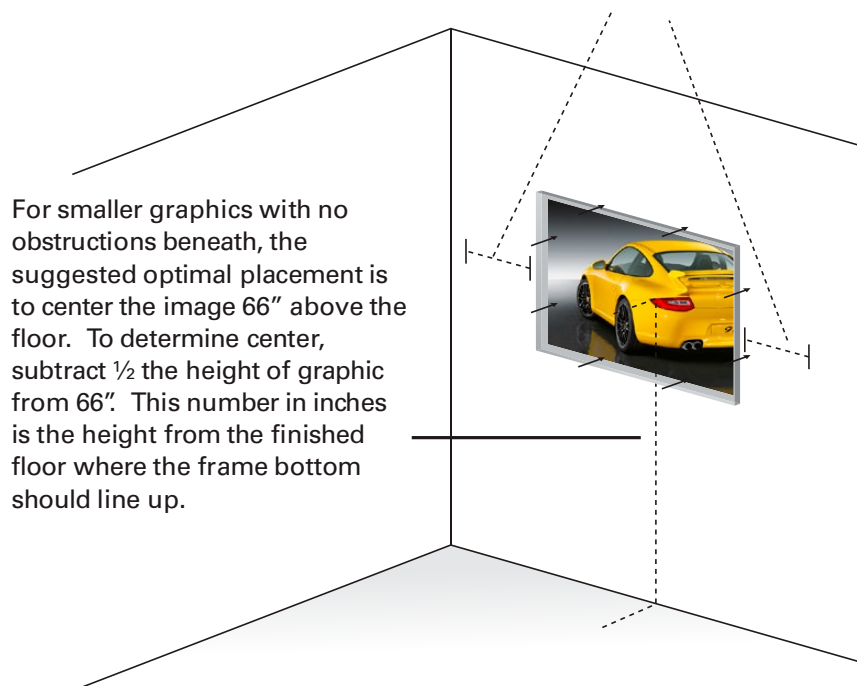
**Contact Sheet**

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# GRAPHICS INSTALLATION OVERVIEW

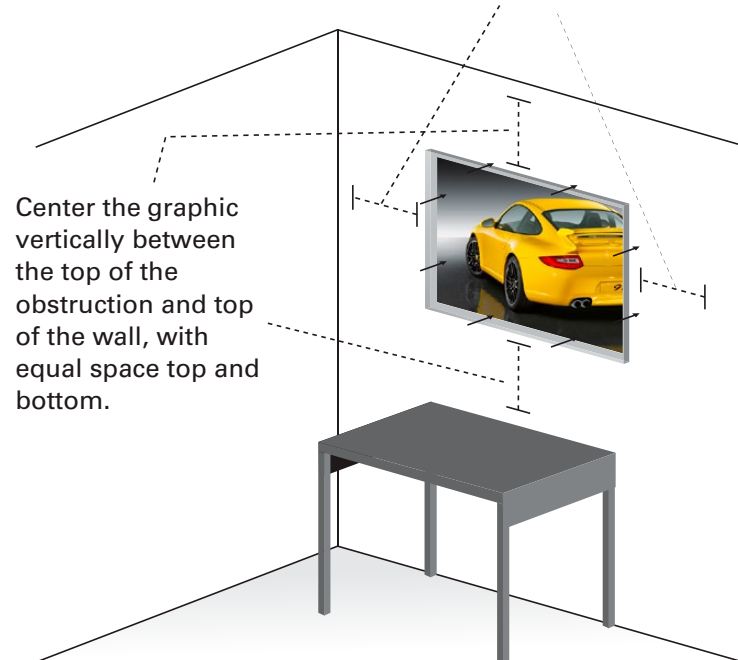
## Elevation: No Obstructions (Type #1)

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



## Elevation: With Obstructions (Type #2)

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



**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**

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General Install

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## StretchPrint™ / DSA COMBO INSTALLATION GUIDE

1

Begin by hanging the StretchPrint™ frame portion of the display. Follow the instructions within the StretchPrint™ Installation Guide supplied separately.

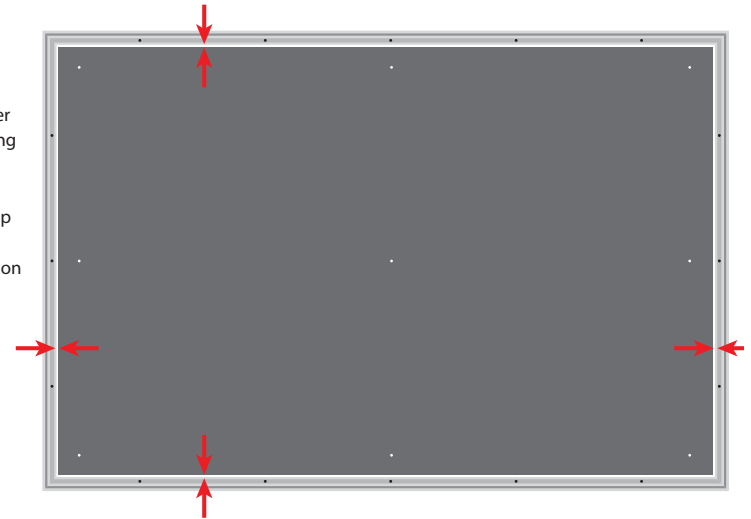
Take care that the frame is both level and plumb and the corners are square.



2

Next install the backer board to the wall using the screws supplied.

Maintain an equal gap between the backer board and the frame on all sides.

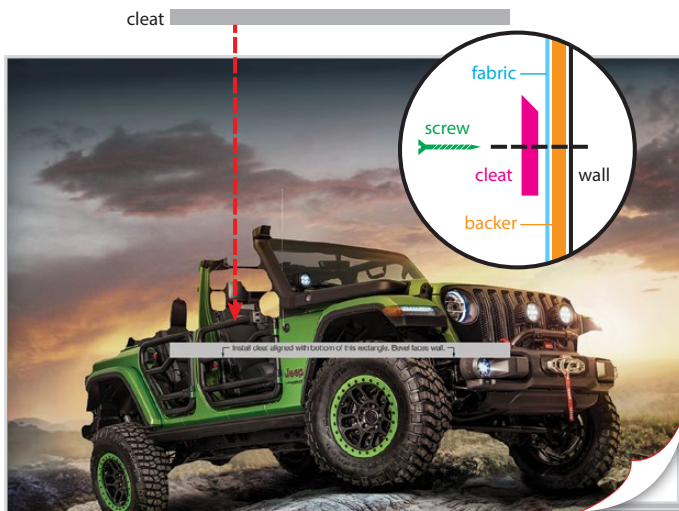


3

Install the fabric into the frame channel beginning at the corners and ending towards the center of each side.

Align the supplied cleat, beveled edge up, with the designated area printed on the fabric.

While applying pressure drive supplied screws through the cleat and fabric into the backer.



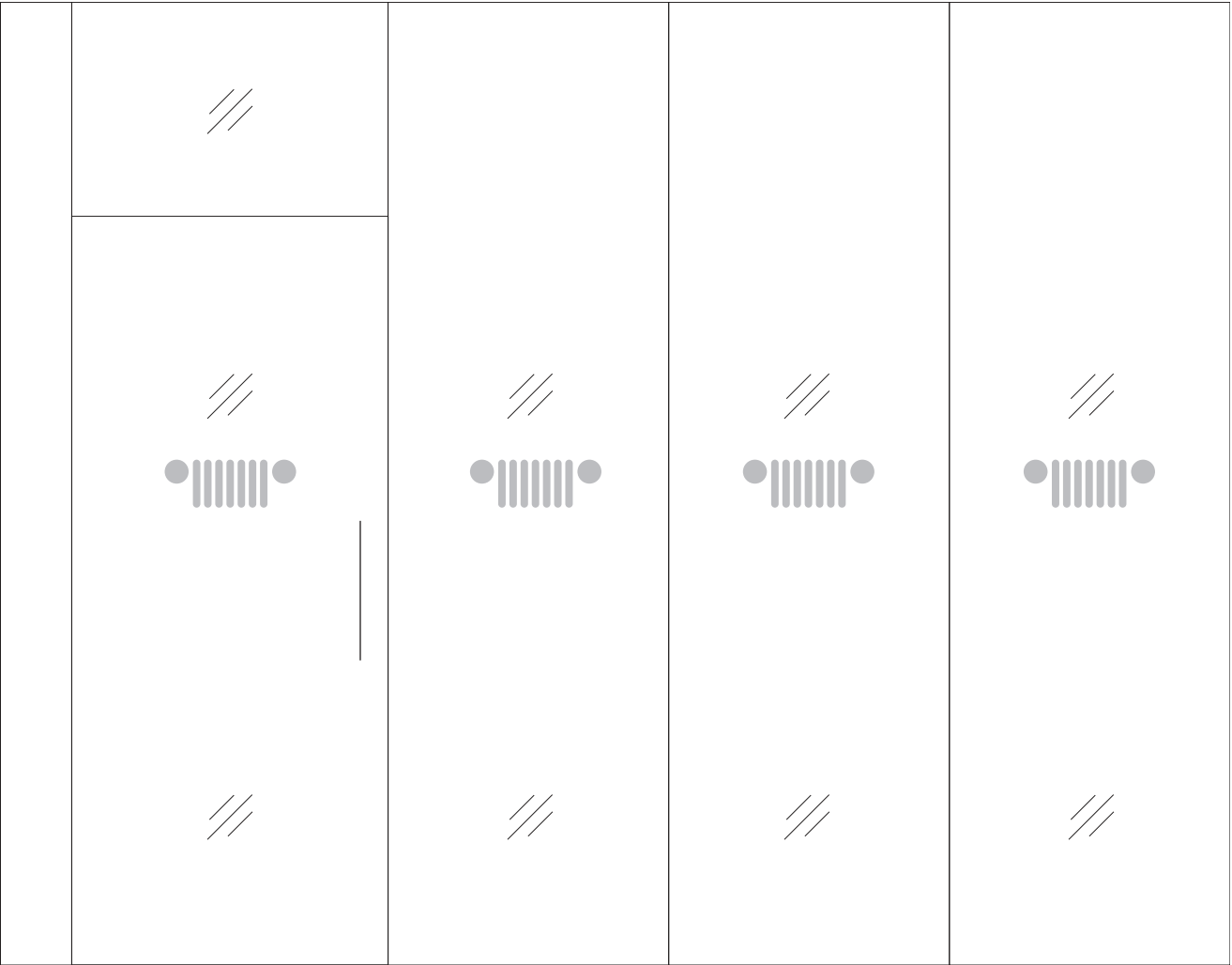
4

Mount the DSA portion of the display onto the cleat and align left-to-right with the image on the fabric.

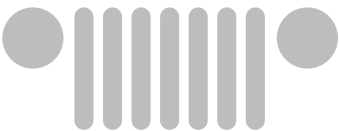


Typical Installation Layout

(1) 5.38" tall grill logo centered horizontally per window/door; height placement is TBD based on overall window height which will either be @ center for tall windows (as shown below) or upper third if window height is closer to standard door height. Average placement is 54" from floor to top of graphic. See site contact for exact placement details.



RTA Small Grill (14.75"w x 5.38"h) Frosted Vinyl



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Small Frosted Vinyl Distraction Banner





## Vinyl Wall Mural Layout

1" of bleed is provided at top of mural

1/2" of overlap is provided at panel seams



NOTE: 1/2" is iMB's general overlap provided at seams. Occasionally an installer asks specifically for a 1" overlap. Installers should inspect alignment and confirm the correct overlap before installation.

5" of bleed is provided on left, right and bottom sides of mural

**Walls should be prepped in the following manner PRIOR to installation. If they are not do not apply the graphic and contact the PM immediately.**

- Check the wall for imperfections. Imperfections in the wall surface will be magnified two or three times after the graphic is installed.
- The entire area of the wall that is to have graphics applied needs to be painted. The walls must be painted all the way to the perimeter edges.
- The wall must be finish painted with no less gloss than a semi-gloss finish (we recommend semi or gloss finish). Vinyl graphics will not adhere to dry wall, drywall mud, primer or paints that have a finish of flat or eggshell.
- For freshly painted walls, the paint must dry/cure for a minimum of five days. Ten days is recommended for humid and cold locations. Allow oil base paints to cure for twice as long as the recommended time on the paint can label.
- For existing walls, the area where the graphics are to be installed is free of dust and dirt.
- Wall graphics will not be applied/adhere to existing substrates, such as wallpaper.
- If there are existing items such as shelving, signage, pictures, cabinets, etc. that will interfere with graphic placement, the wall must be patched and prepped per the instructions above.

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# INSTALLATION COMPLETION FORM

## 1 SITE INFORMATION

Customer Name: \_\_\_\_\_ Job#: \_\_\_\_\_  
Address: \_\_\_\_\_  
Site Phone Number: \_\_\_\_\_  
Primary Site Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Alternate Site Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Alternate Site Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Site Arrival Date: \_\_\_\_\_ Time: \_\_\_\_\_

## 2 PRE-INSTALLATION PROCEDURE

- ☐ Introduction to Site Contact
- ☐ Verification of all products and equipment exist on-site
- ☐ Retrieval of Graphic GoBy and/or Millwork Plan from the materials
- ☐ Verify graphic/millwork areas are cleared for installation
- ☐ Walk site with Site Contact and review all areas for graphics/millwork

*Pre-installation walk-through completed with:*

Name: \_\_\_\_\_ Title: \_\_\_\_\_

## 3 POST-INSTALLATION PROCEDURE

- ☐ All graphics/millwork have been installed to match Graphic GoBy/Millwork Plan
- ☐ Graphics/Millwork installed in different areas per Site Contact Direction  
(List changes in "Installer Job Notes" section)
- ☐ All graphics/millwork checked for quality
- ☐ All debris, trash, shipping materials, etc. are disposed of properly and work areas are clean after install

**Use chart below for Millwork sign off for each room/location**

Room Name/Number	Accepted	Declined	Notes

Please use chart(s) on next page for additional locations not already listed.

## 4 INSTALLER JOB NOTES

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## 5 SITE CONTACT JOB NOTES

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## 6 INSTALLATION SIGN-OFF

- ☐ Walk entire site with Site Contact after Installation Checklist is complete

**I agree that the installation is either complete or is complete with the exception of the items listed in the notes above, which will be addressed in a timely manner.**

**Lead Installer:** \_\_\_\_\_  
Signature Printed Name Date

**Site Contact:** \_\_\_\_\_  
Signature Printed Name Date

**Please leave a copy of this completed, signed document with the Site Contact when possible.**