



## JEEP | CDR+J BRANDED SHOWROOM GRAPHICS

Goldstein Jeep  
968 New Loudon Road  
Latham, NY 12110

**ALTERNATE FACILITY**

**GoBy**

**APPROVED BY AL CARDOSO  
ON APRIL 26, 2022**

Contact: Scott Kenley  
Phone: 248.537.8575  
eMail: skenley@imbranded.com

**6**

Job No. 574666  
April 26, 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™

Jeep Floor Plan



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Designer: LM/abbey leffler  
PM: VT  
Job No: 574666





■ A. Jeep Signature Lounge Alternate Graphic - (1) 70"w x 50"h overall

A 01 Alternate, StretchPrint™/DSA Combo  
(StretchPrint™, 70"w x 45"h / DSA, 54"w x 40"h) **Option 1 ALTERNATE**



Alternate size for smaller wall

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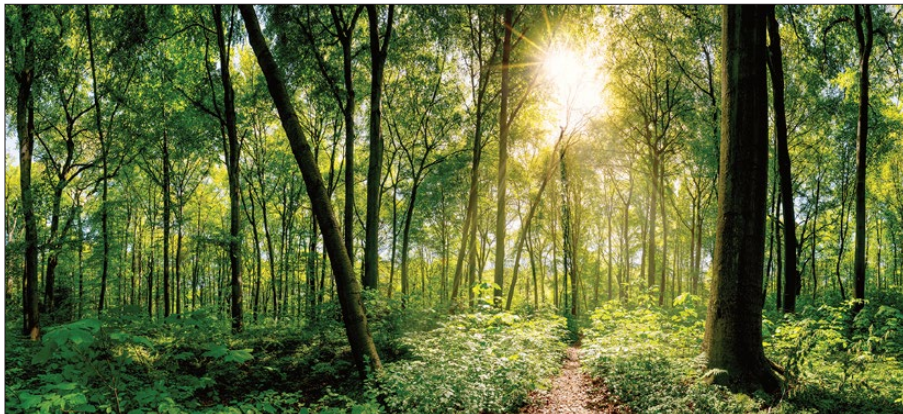
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■ **B. Jeep Café Graphic - Café Full Wall Mural**

**Café wall mural size for this location 187"w x 84"h**

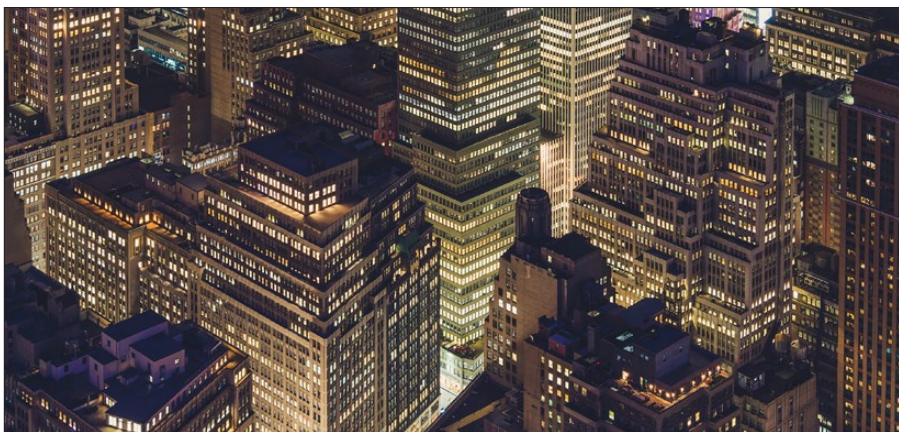
B 10, Full Wall Vinyl, 187" w x 84" h



■ **C. Jeep Office Graphics - Jeep Full Wall Mural, wall mural size for location C03**

**NEW VEHICLE DELIVERY IMAGES ONLY** Wall mural size for location C03, 228"w x 108"h

C 318B Full Wall Vinyl 228"w x 108"h



■ **C. Jeep Office Graphics - 36"w x 48"h Fabric StretchPrint™ (Deviation)**

C401D StretchPrint™  
(36"w x 48"h), Silver frame



2021 Jeep Wrangler

C 412D StretchPrint™  
(36"w x 48"h), Silver frame



2022 Grand Wagoneer

■ **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 6**



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.  
B 10 Paneled vertically: 4 panels @ approx. 49.25"w each.  
C 318B Paneled vertically: 5 panels @ approx. 47.6"w each.

**EXISTING pieces dealer already has:**

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 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

**NEW piece dealer needs to purchase to replace existing Jeep image:**

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



2022 Dodge Durango



**R. Welcome Wall/Reception Jeep Graphics, 94"w x 44"h,  
(Double-sided Fabric StretchPrint™)**

R 301 StretchPrint™ (94"w x 44"h), Front



R 301 Back

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

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



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**Contact Sheet**

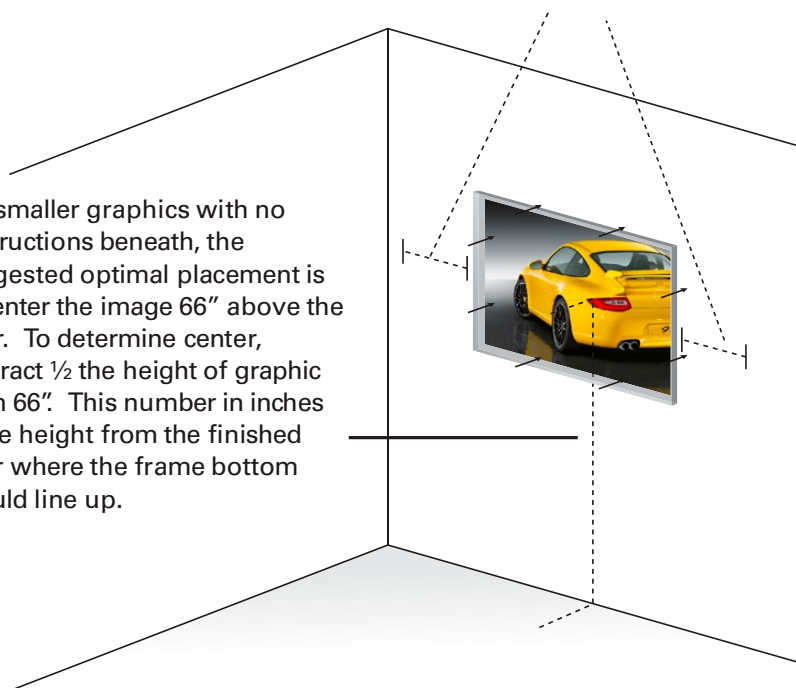


# GRAPHICS INSTALLATION OVERVIEW

## Elevation: No Obstructions (Type #1)

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

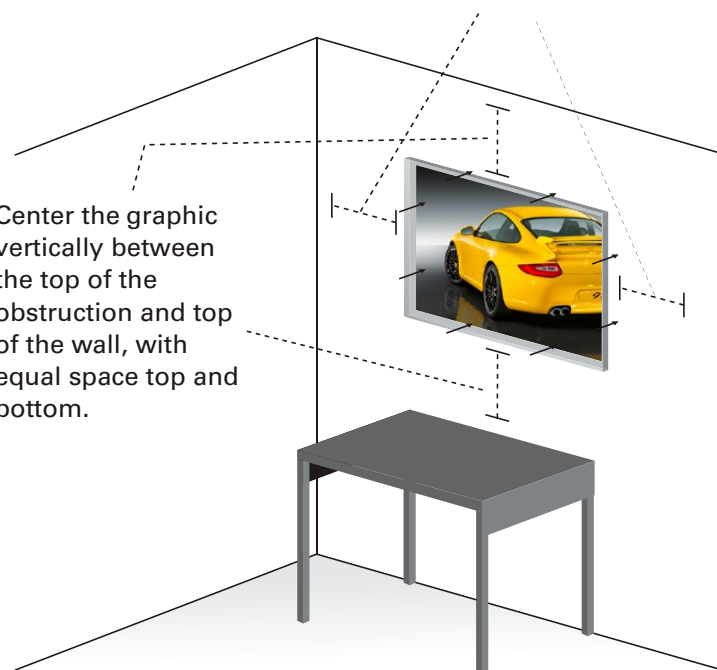
For smaller graphics with no obstructions beneath, the suggested optimal placement is to center the image 66" above the floor. To determine center, subtract  $\frac{1}{2}$  the height of graphic from 66". This number in inches is the height from the finished floor where the frame bottom should line up.



## 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**



# 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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# JEEP OFFICE GRAPHIC (C) DEVIATION INSTALLATION

IMPORTANT: These guidelines are for vertical graphics only



All Showroom facing Jeep Office Graphics (C) are to be hung with the center at 66" above the floor and horizontally positioned closest to the wall opposite of desk return (similar to as shown above). For Jeep offices not facing the Showroom, similar positioning is recommended for consistency. However adjustments can be made as needed to best suit the space.

For non-Jeep offices or any offices with horizontal graphics, please refer to **Basic CDJR Graphics Placement Guidelines**.

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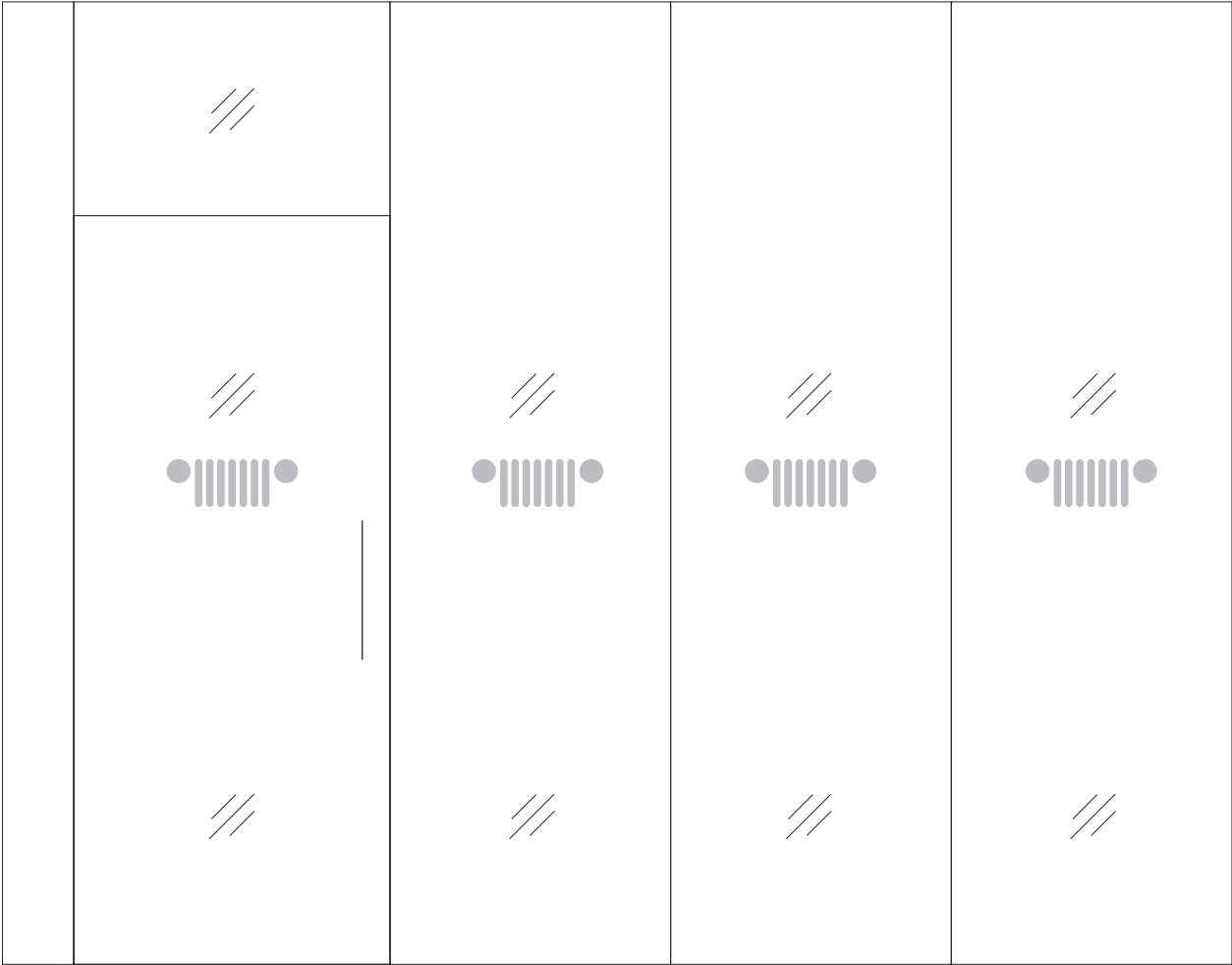
Jeep Office Graphic (C) Deviation Installation



# SMALL GLASS DISTRACTION BAND (F) INSTALLATION

## 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







# 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.**