



JEEP | CDR+J BRANDED SHOWROOM GRAPHICS

Mike Castrucci CDR+J
3700 Red Bank Rd
Cincinnati OH 45227

ALTERNATE FACILITY

GoBy

**FINAL MOCK-UP APPROVED BY
STEVE BUTZ ON APRIL 6, 2022**

Contact: Jessica Leonard
Phone: 248.444.1010
eMail: jleonard@imbranded.com

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Job No. 574955
May 05, 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

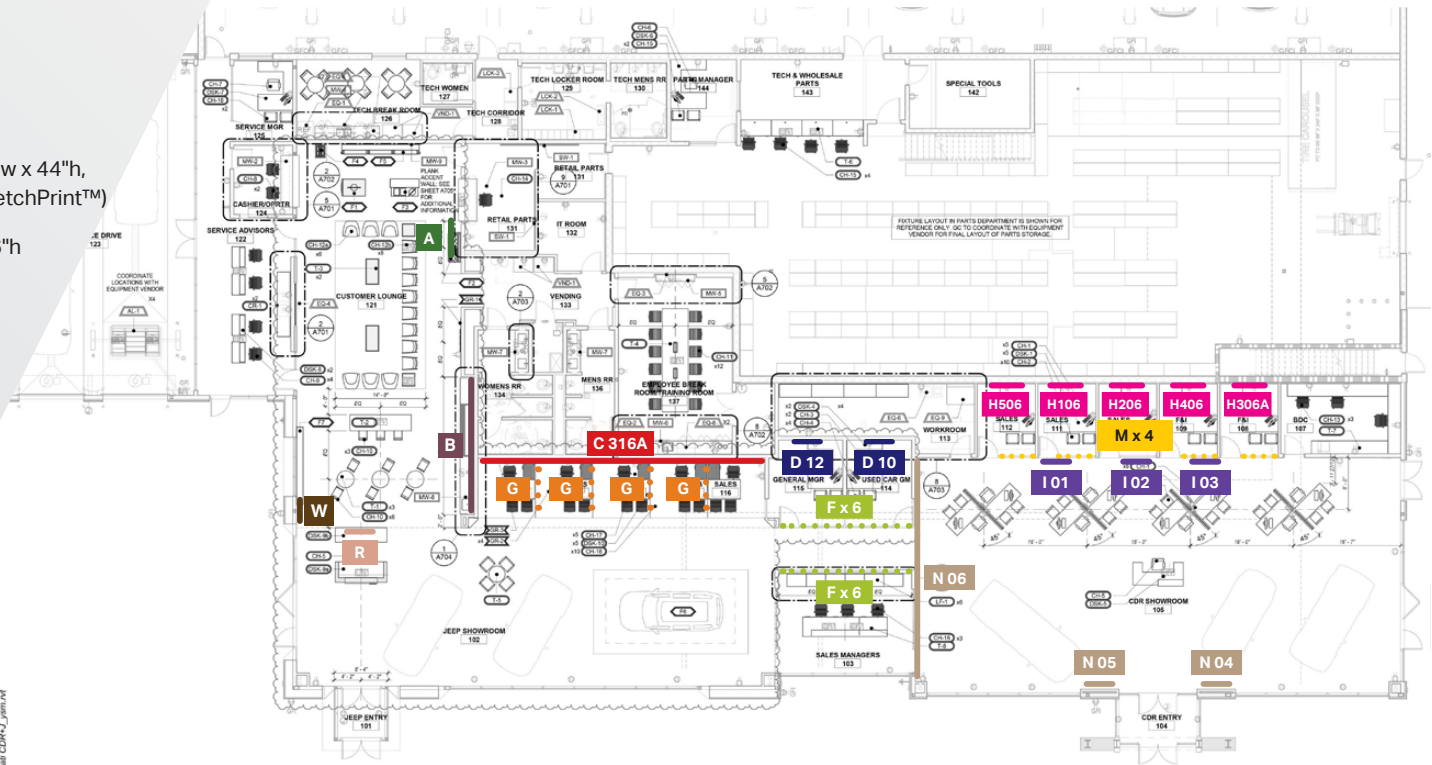
Phone: 248.606.0232

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™
- R. **Welcome Wall/Reception Graphics** – Jeep only 94"w x 44"h, or Dual brand 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
(A 161.PDF)



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Designer: MN, ALL
PM: VT
Job No: 574955





Center graphics horizontally and vertically in area indicated. Install with equal spacing between each.

Location: CDR Sales Offices Soffit

Live Area: 768"w x 196"h

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I 01 StretchPrint™ (120"w x 48"h), Silver Frame
Chrysler Environmental Soffit Graphic
I 02 StretchPrint™ (120"w x 48"h), Silver Frame
Dodge Environmental Soffit Graphic
I 03 StretchPrint™ (120"w x 48"h), Silver Frame
Ram Environmental Soffit Graphic

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Center graphics horizontally in areas indicated. Top align with center windows above door frame.

Location: CDR Entrance

Live Area: 73"w x 196"h, both spaces

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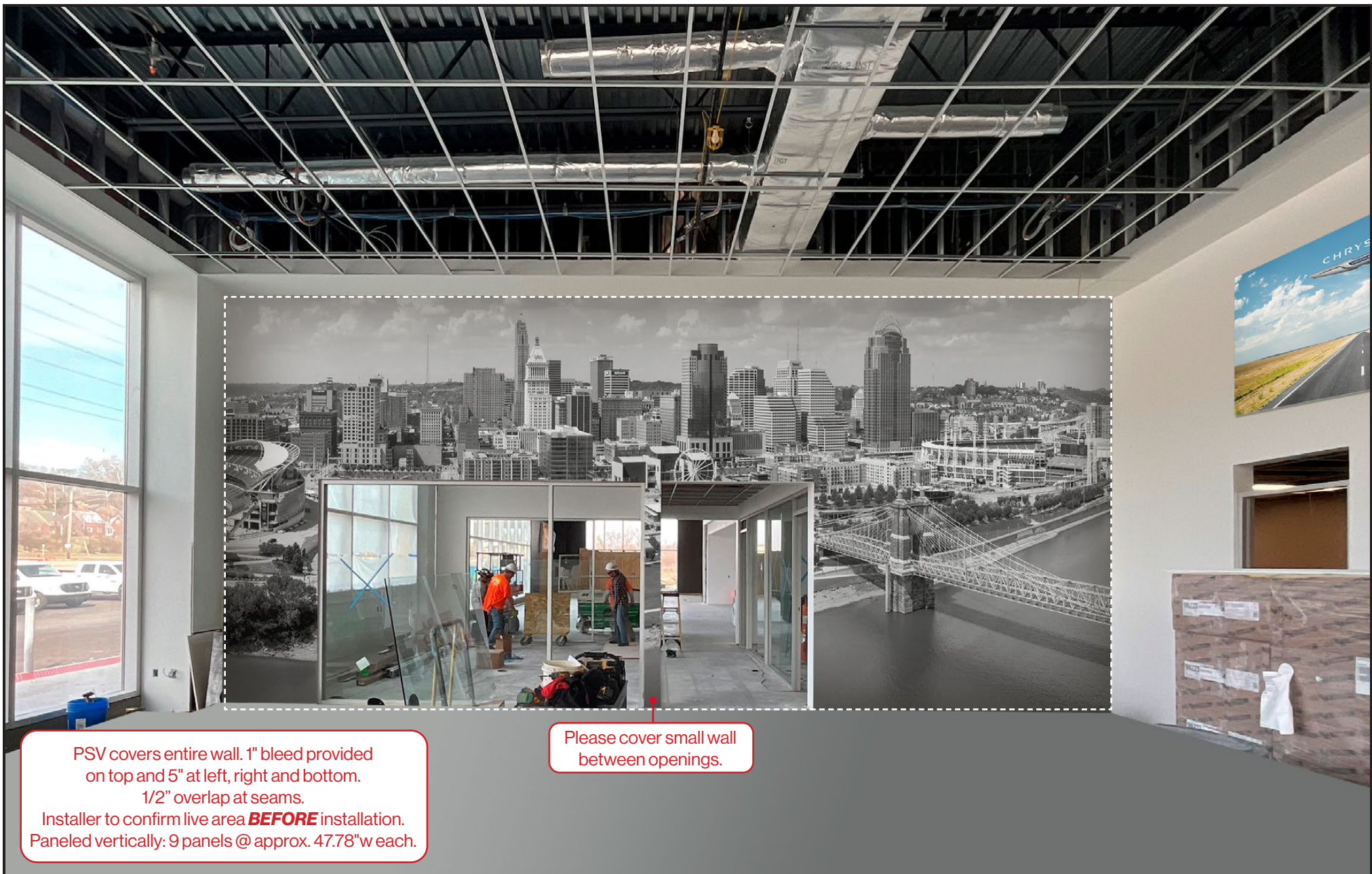
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N 04 StretchPrint™ (50"w x 72"h), Silver Frame
Chrysler Environmental

N 05 StretchPrint™ (50"w x 72"h), Silver Frame
Ram Lifestyle

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Location: CDR Showroom leading into Jeep Showroom

Live Area: 420"w x 196"h

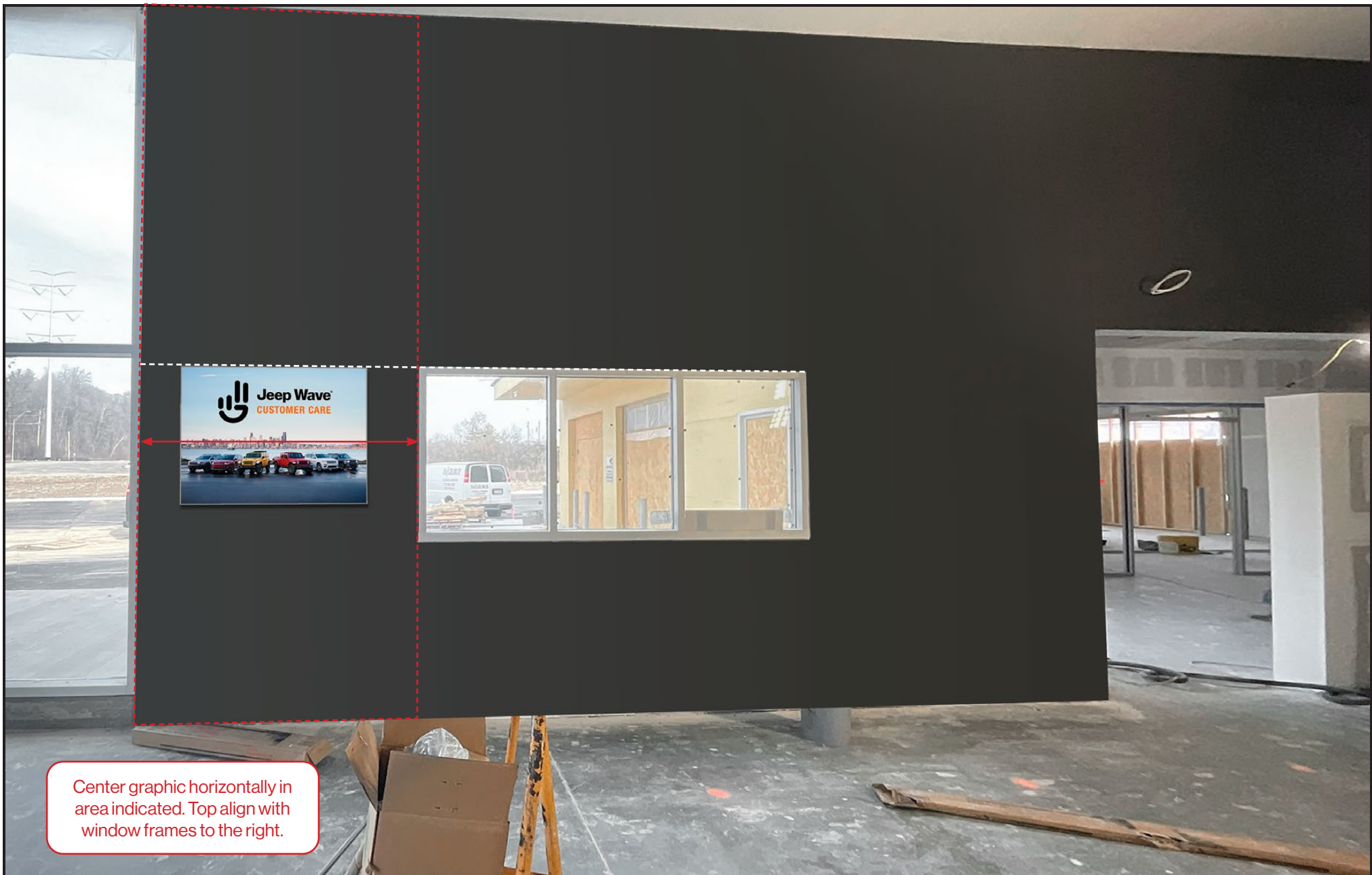
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N 06 PSV Wall Vinyl (420"w x 196"h)
Black and White Downtown Cincinnati

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Center graphic horizontally in
area indicated. Top align with
window frames to the right.

Location: Jeep Entrance

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Live Area: 72"w x 192"h

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

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

A 01 StretchPrint™/DSA Combo
(StretchPrint™, 90"w x 60"h / DSA, 62"w x 46"h) **Option 1**



■ **C. Jeep Office Graphics - Jeep Full Wall Mural, wall mural size for this location, C316A (528"w x 120"h)**

C 316A Full Wall Vinyl, 528"w x 120"h



PSV C316A 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: 11 panels @ approx. 48.91"w each.

■ **B. Jeep Café Graphic - Café Full Wall Mural, 252"w x 101"h**

B 10, Full Wall Vinyl, 252"w x 101" h



PSV B 10 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. 43.66"w each. **TRIM TO FIT CAFE MILLWORK.**

■ **D. Jeep Heritage Graphics - 60"w x 45"h Fabric StretchPrint™ (1 per Manager/Private Office)**

D 10 StretchPrint™ (60"w x 45"h)



D 12 StretchPrint™ (60"w x 45"h)



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Contact Sheet

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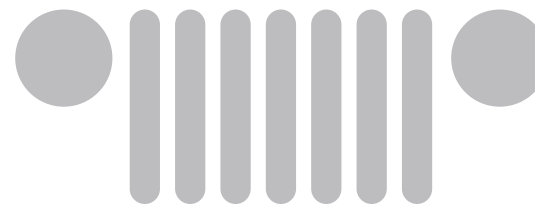
**F Small Jeep Branded Glass Distraction Graphic, 14.75"w x 5.38"h
(Full Glass Walls)**

RTA Small Jeep Branded Glass Distraction
Graphic (14.75"w x 5.38"h),
Frosted Vinyl, **QTY 12**



**G Large Jeep Branded Glass Distraction Graphic, 75.5"w x 27.5"h,
(Full Glass Side Walls)**

RTA Large Jeep Branded Glass Distraction
Graphic (75.5"w x 27.5"h),
Frosted Vinyl, **QTY 4**



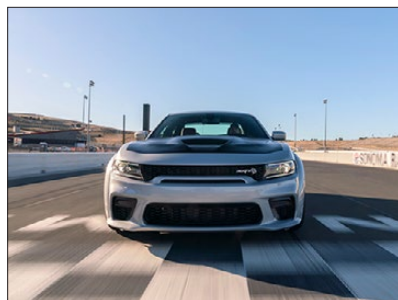
H. CDR Office Graphics (Subscription) - 48"w x 36"h

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

SUBSCRIPTION IMAGES

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I. CDR Soffit Graphics - (3) 120"h x 48"h Fabric StretchPrint™, Optional

I 01 StretchPrint™ (120"w x 48"h), Silver Frame



I 02 StretchPrint™ (120"w x 48"h), Silver Frame



I 03 StretchPrint™ (120"w x 48"h), Silver Frame



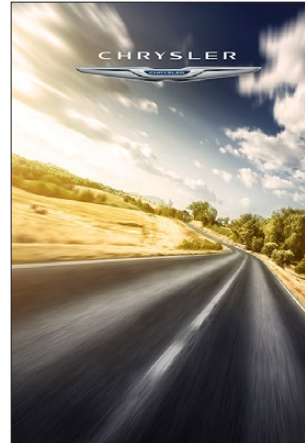
M. CDR Glass Distraction Graphic, Optional

RTA CDR Distraction Band (120"w x 2.68"h) Frosted Vinyl, **QTY 4**



N. Custom Graphics, Optional

N 04 StretchPrint™ (50"w x 72"h), Silver Frame



Chrysler Environmental

N 05 StretchPrint™ (50"w x 72"h), Silver Frame



Ram Lifestyle

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■ **N. Custom Graphics, Optional**

N 06 PSV (420"w x 196"h), Full Wall Vinyl

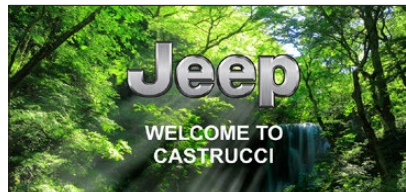


PSV N 06 covers entire wall. 1" bleed provided
on top and 5" at left, right and bottom.
1/2" overlap at seams.

Installer to confirm live area **BEFORE** installation.
Paneled vertically: 9 panels @ approx. 47.78"w each.

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

R 302 StretchPrint™ (94"w x 44"h),
Front



R 302 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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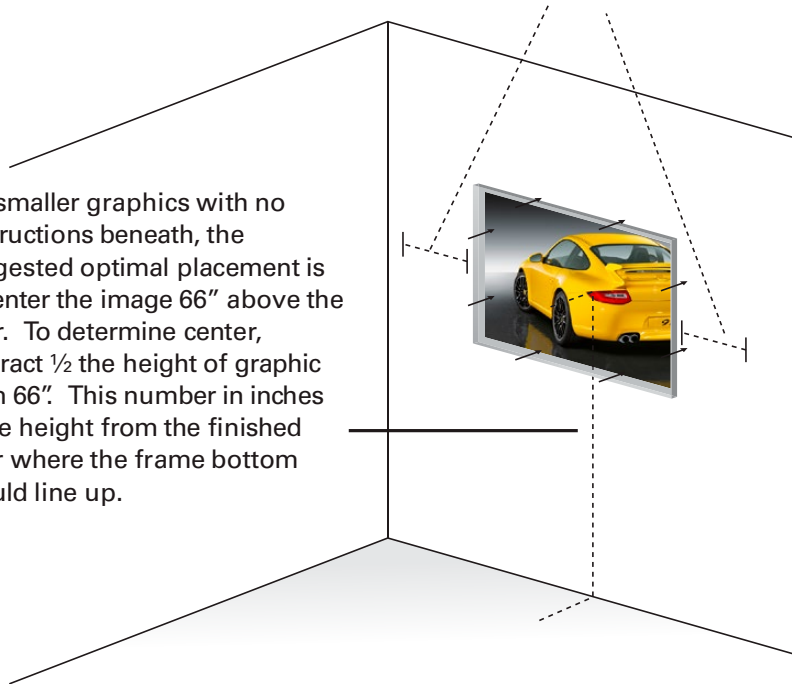


GRAPHICS INSTALLATION OVERVIEW

Elevation: No Obstructions (Type #1)

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

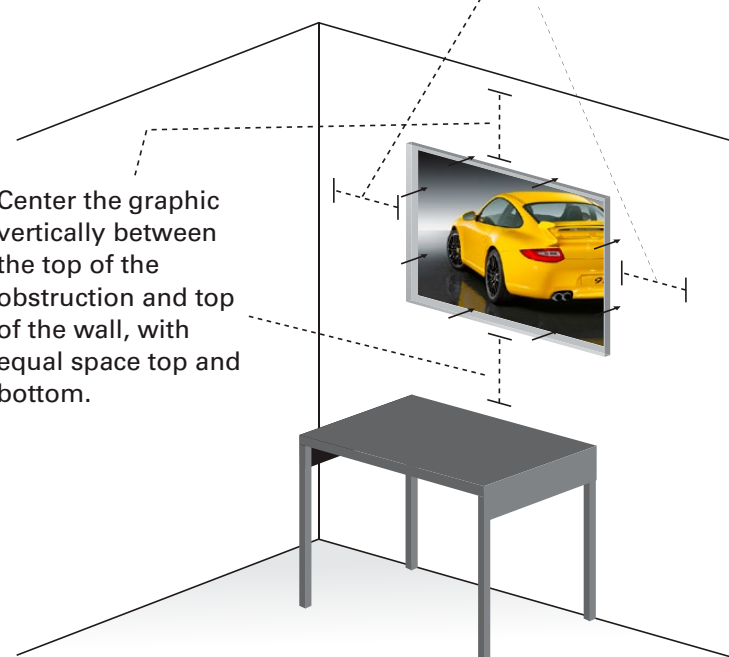
For smaller graphics with no obstructions beneath, the suggested optimal placement is to center the image 66" above the floor. To determine center, subtract $\frac{1}{2}$ the height of graphic from 66". This number in inches is the height from the finished floor where the frame bottom should line up.



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

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.

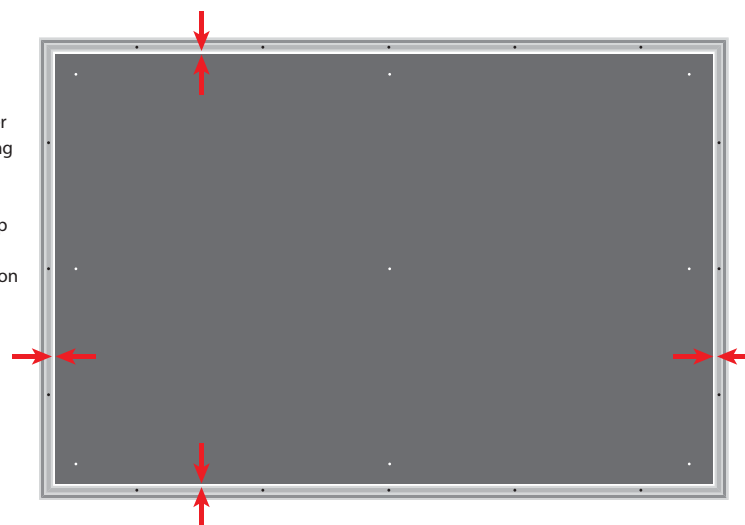
Take care that the frame is both level and plumb and the corners are square.



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.

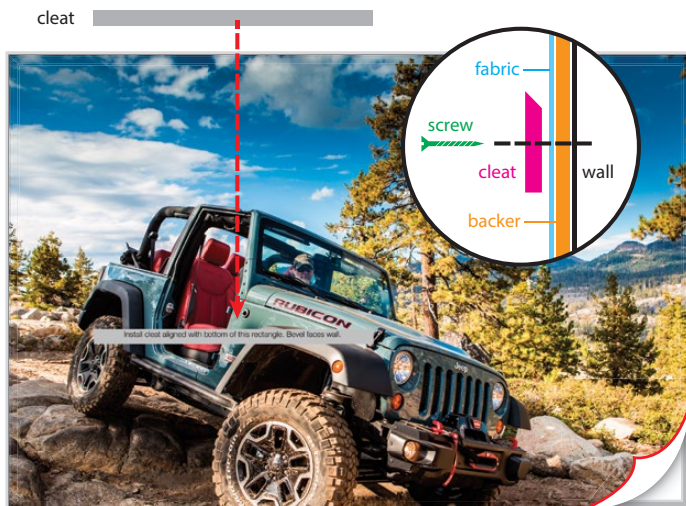


3

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.



Mounting Height: If specific site placement is not provided then follow these generic guidelines.

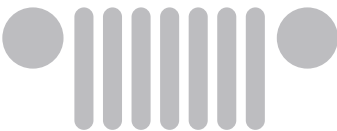
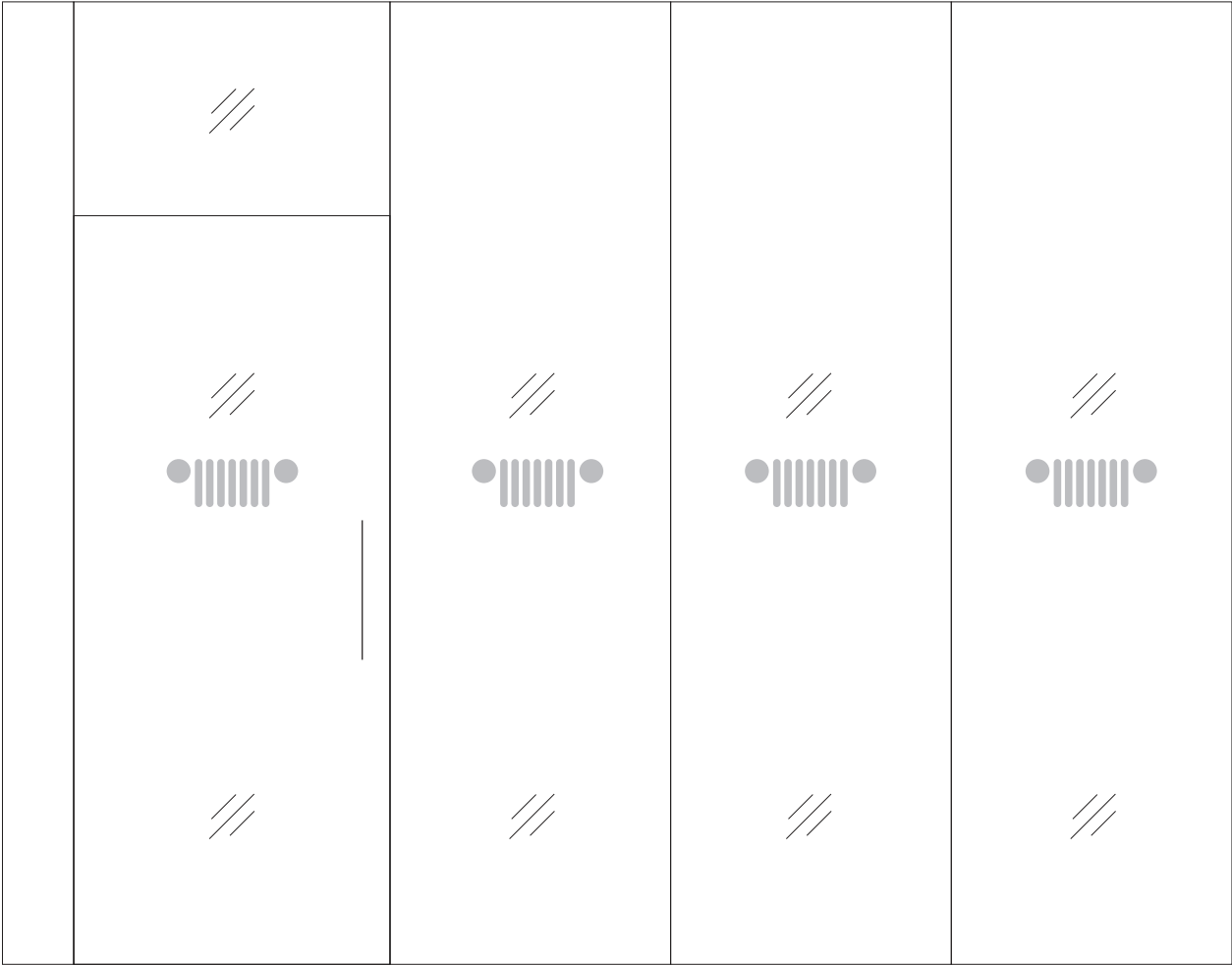
If there is nothing below the graphic, align the top of the StretchPrint™ with the top of an adjacent doorway. If it is mounted above seating, make sure there is enough clearance so that a person sitting in the chair underneath would not hit their head on the DSA portion.

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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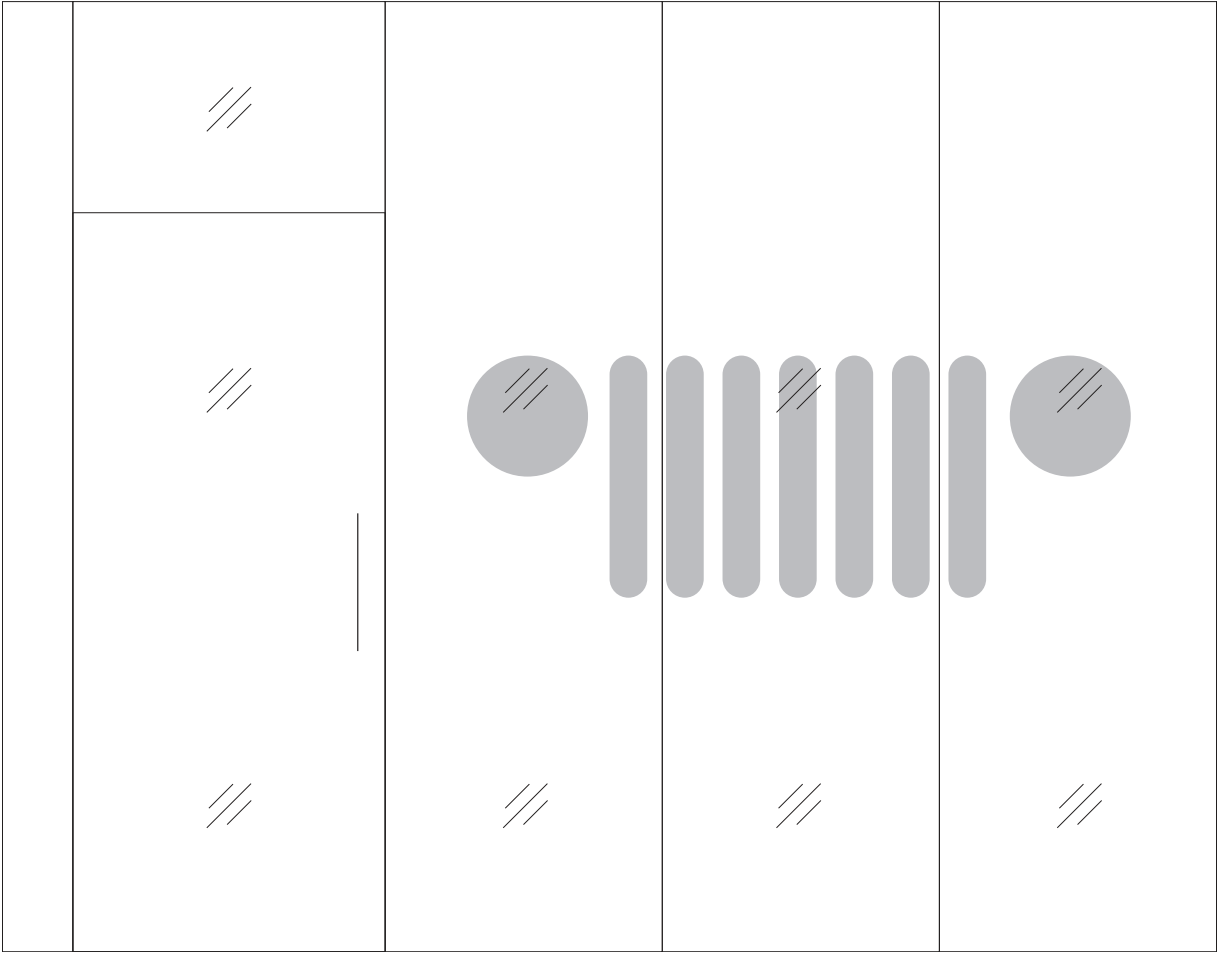
Small Frosted Vinyl Distraction Banner



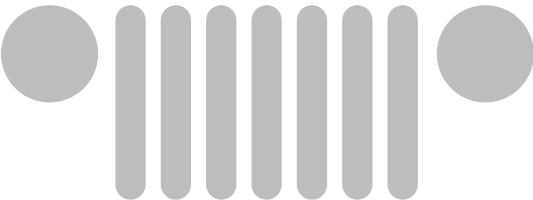
LARGE GLASS DISTRACTION BAND (G) INSTALLATION

Typical Installation Layout

(1) 27.54" tall grill logo centered per window bank. See site contact for exact placement details.



RTA Large Grill (75.5"w x 27.54"h) Frosted Vinyl



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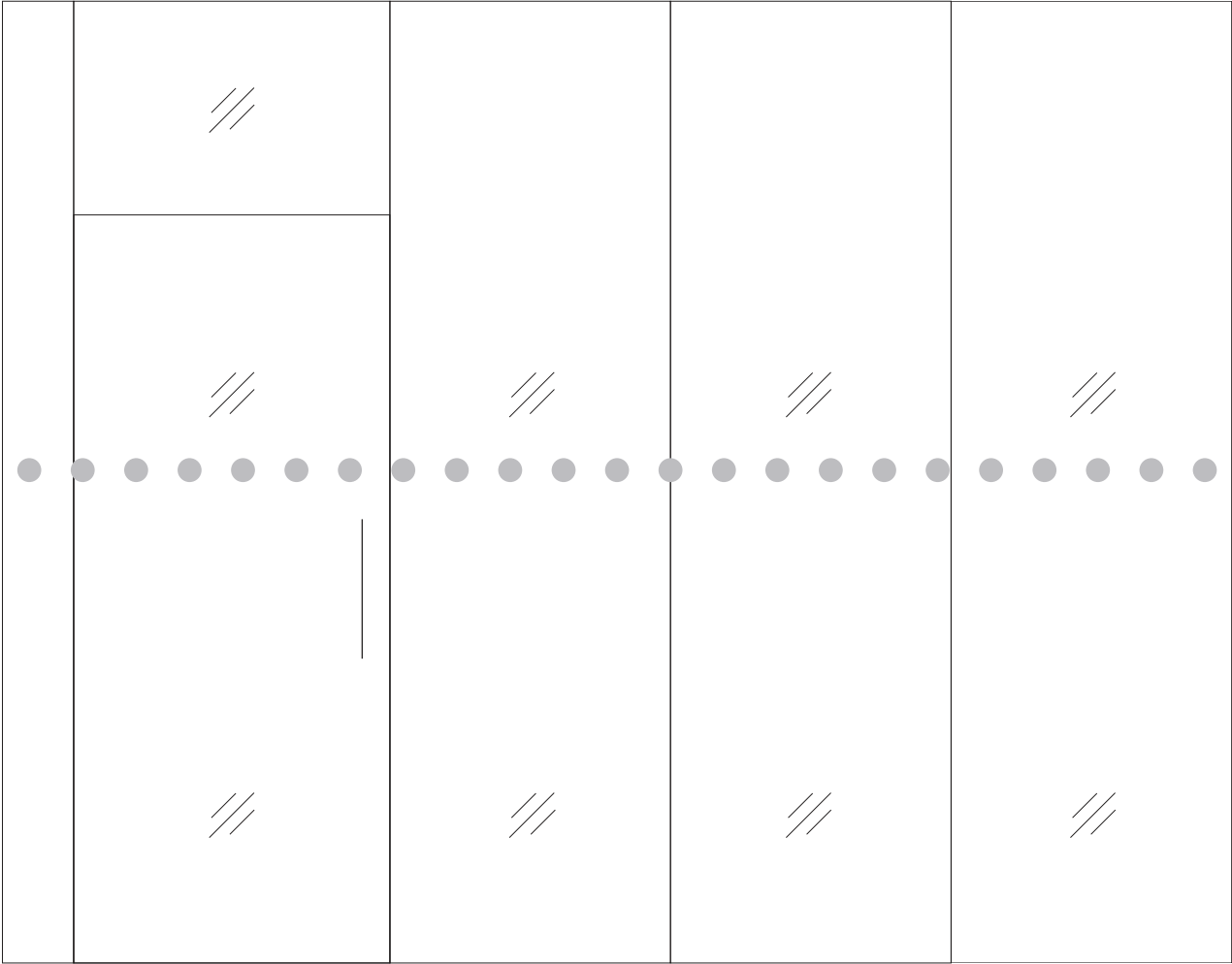
Contact Sheet



CDR GLASS DISTRACTION BAND (M) INSTALLATION

Typical Installation Layout

2.7" diameter dots (spaced 6" on center); 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 and should match height of the small Jeep distraction graphic.** See site contact for exact placement details.



RTA "Dots" (2.7"w x 2.7"h) Frosted Vinyl
Supplied in 98.7" lengths

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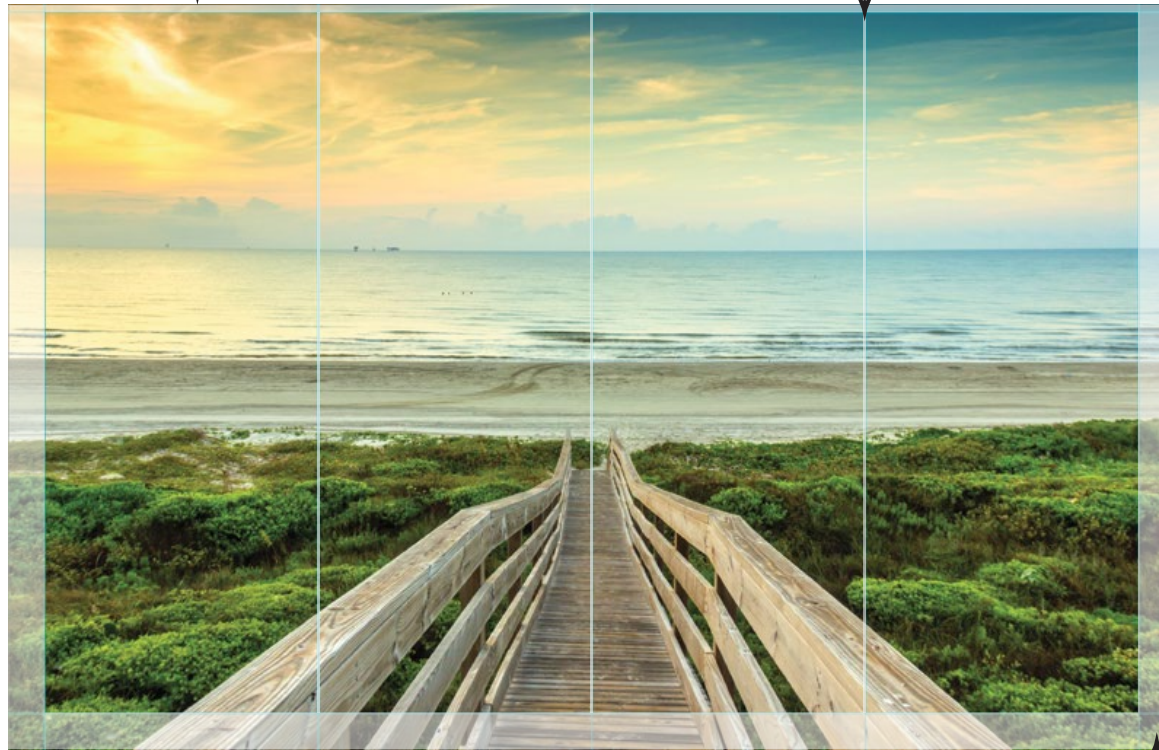
Contact: Jessica Leonard
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Job No. 574955 | PM: VT



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

5 SITE CONTACT JOB NOTES

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.