



## JEEP | CDR+J BRANDED SHOWROOM GRAPHICS

DeLand CDR+J  
2173 S. Woodland Blvd  
Deland, FL 32720

**GoBy**

**FINAL MOCK-UP APPROVED  
BY CBRE EMPLOYEE  
BRIDGET NUTTER  
ON 5-16-22 DATE**

Contact: Matt Doniger  
Phone: 813.382.9887  
eMail: mdoniger@imbranded.com

**ALTERNATE FACILITY**

**3A**

Job No. 576202  
May 16, 2022

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**iMBranded**

## **Installation Procedures**

### **ArrivalTime**

Arrival time has been scheduled with your Project Manager 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. Site issues, placements and any questions can be resolved immediately.

Upon installation completion, review the graphic placements and obtain the client's signoff of 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 onsite 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



Client to direct placement of this graphic.

**IMBRANDED**

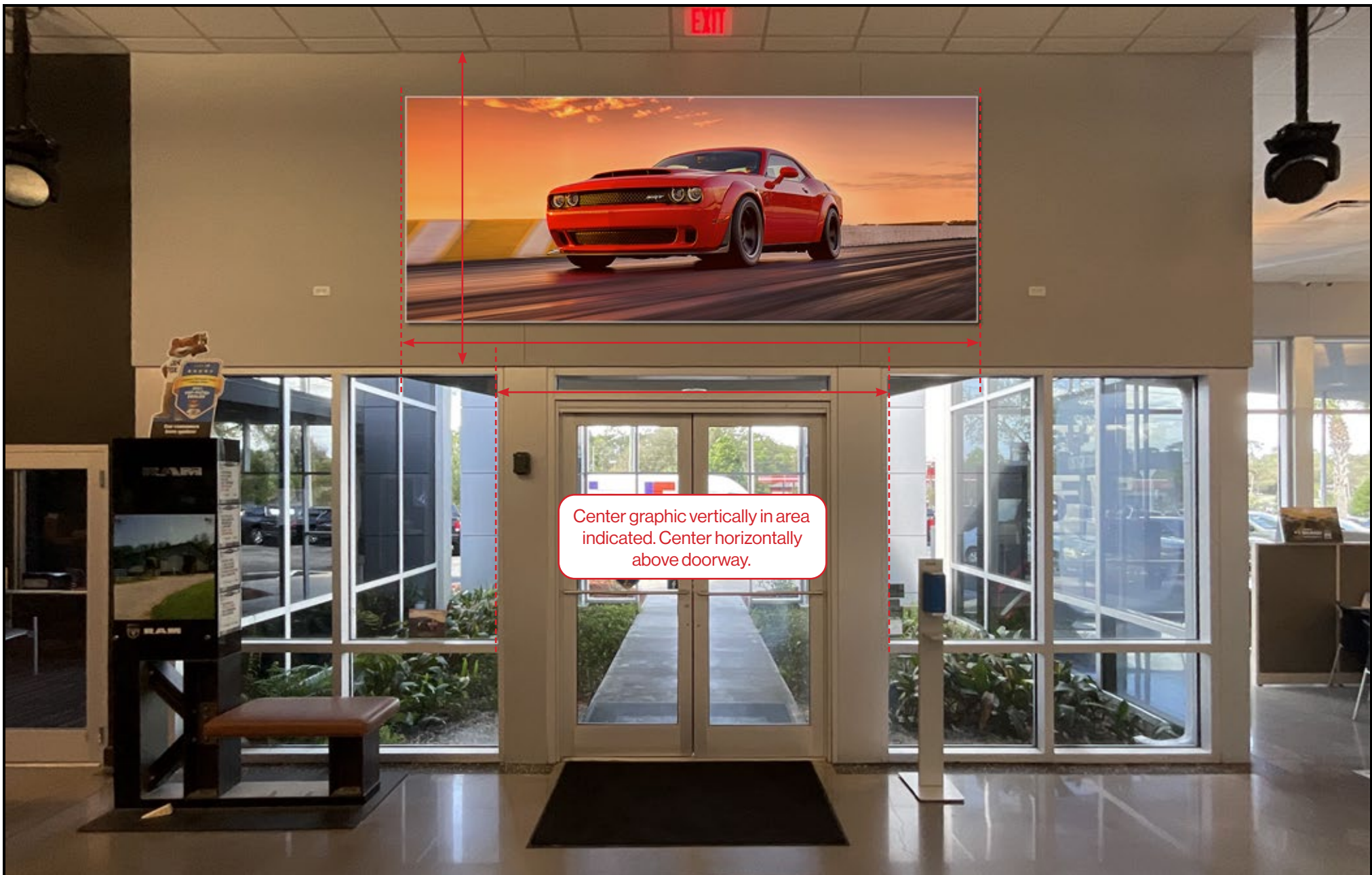
DeLand CDR+J  
2173 S. Woodland Blvd  
DeLand, FL 32720

Contact: Matt Doniger  
Phone: 813.382.9887  
eMail: mdoniger@imbranded.com

Designer: GS  
PM: VT  
Job No: 576202







Location: CDR Showroom

Live Area: 197"w x 84"h

Page 4

DeLand CDR+J  
2173 S. Woodland Blvd  
Deland, FL 32720  
Dealer Contact:  
Farbod Rad

Contact: Matt Doniger  
Phone: 813.382.9887  
eMail: mdoniger@imbranded.com  
Designer: GS  
Job No. 576202 | PM: VT

StretchPrint N-01, 152"w x 60"h, Silver Frame


2018 Dodge Demon

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Center graphic vertically in area indicated. Center horizontally above doorway.

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

Location: CDR Showroom		Live Area: 101"w x 94"h, 69"w x 72"h		Page 5
DeLand CDR+J 2173 S. Woodland Blvd Deland, FL 32720 Dealer Contact: Farbod Rad	Contact:	Matt Doniger	StretchPrint N-02, 101"w x 74"h, Silver Frame StretchPrint N-16, 48"w x 36"h, Silver Frame  2022 RAM 1500, Charger	
	Phone:	813.382.9887		
	eMail:	mdoniger@imbranded.com		
	Designer:	GS		
	Job No.	576202   PM: VT		





Location: CDR Showroom

Live Area: 192"w x 35.5"h

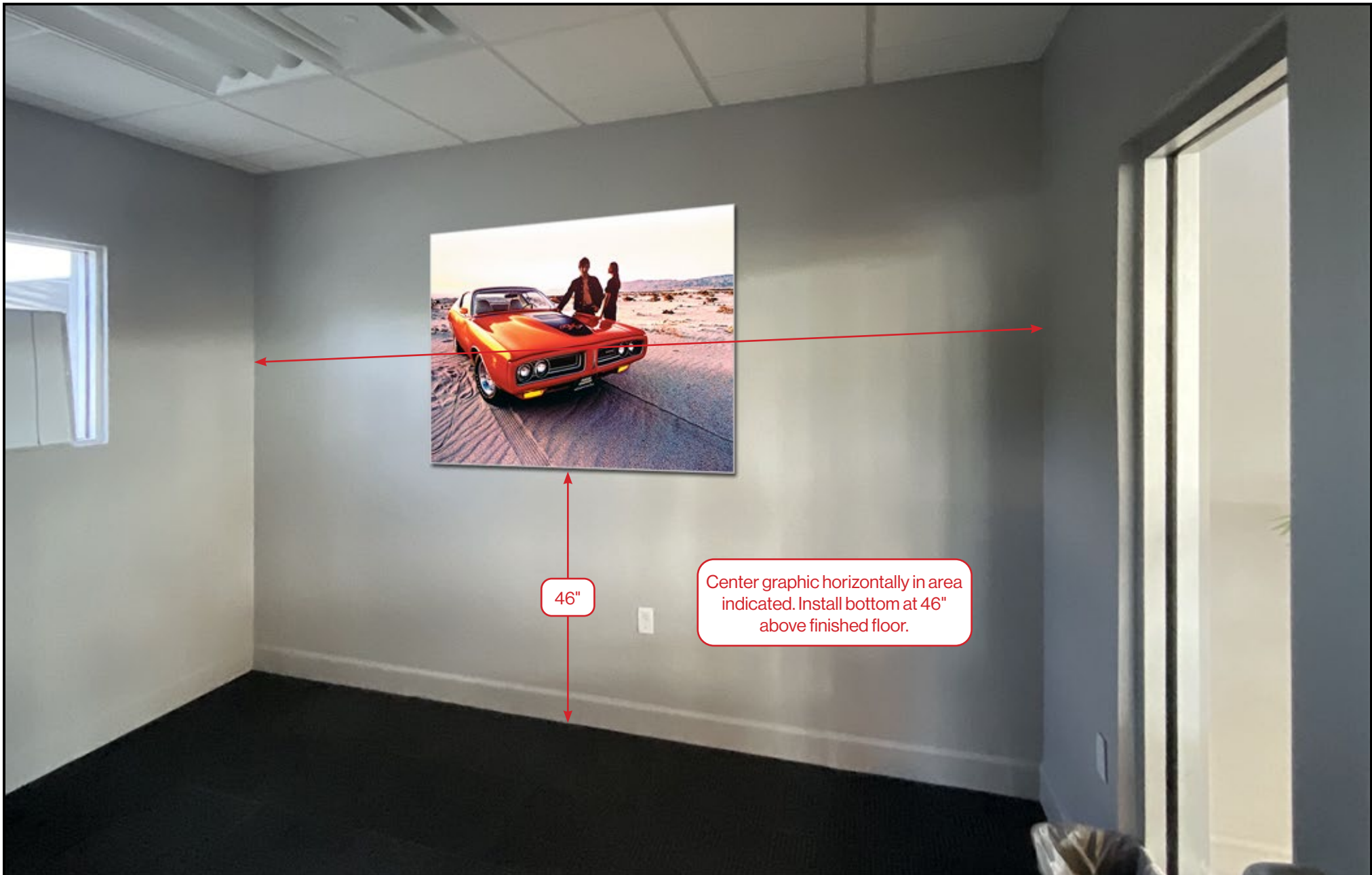
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DeLand, FL 32720  
Dealer Contact:  
Farbod Rad

Contact: Matt Doniger  
Phone: 813.382.9887  
eMail: mdoniger@imbranded.com  
Designer: GS  
Job No. 576202 | PM: VT

StretchPrint N-03, 182"w x 28"h, Silver Frame  
*2022 Charger*

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Location: CDR Sales

Live Area: 150"w x 107"h

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DeLand, FL 32720  
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Farbod Rad

Contact: Matt Doniger  
Phone: 813.382.9887  
eMail: mdoniger@imbranded.com  
Designer: GS  
Job No. 576202 | PM: VT

StretchPrint N-17, 60"w x 45"h, Silver Frame

*Classic Charger*

**iM**BRANDED





Center graphic vertically in area indicated. Center horizontally above window.

Small Jeep Distraction Band

54" to top of graphic.  
Confirm with on-site contact.

Location: Jeep Showroom

Live Area: 197"w x 105"h

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DeLand CDR+J  
2173 S. Woodland Blvd  
Deland, FL 32720  
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Farbod Rad

Contact: Matt Doniger  
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Designer: GS  
Job No. 576202 | PM: VT

StretchPrint N-05, 174"w x 81"h, Silver Frame

2021 Gladiator

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Center graphic horizontally and vertically in area indicated.



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

3 panels at 52" +/- wide x 75"h.

Location: Jeep Showroom

Live Area: 188"w x 107"h, 145"w x 69"h

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Designer: GS  
Job No. 576202 | PM: VT


StretchPrint N-07, 150"w x 81"h, Silver Frame  
2021 *Gladiator*

PSV B-07, 145"w x 69"h

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Center graphic horizontally and vertically in area indicated.

Location: Jeep Showroom		Live Area: 106"w x 96"h	Page 10
DeLand CDR+J 2173 S. Woodland Blvd Deland, FL 32720 Dealer Contact: Farbod Rad	Contact: Matt Doniger Phone: 813.382.9887 eMail: mdoniger@imbranded.com Designer: GS Job No. 576202   PM: VT	StretchPrint N-09, 48"w x 60"h, Silver Frame <i>Mopar Parts</i>	





Center graphic horizontally in area indicated. Install bottom of StretchPrint at 36" above finished floor.  
See detailed instructions on page 21.

36"

Location: Jeep Showroom

Live Area: 150"w x 191"h

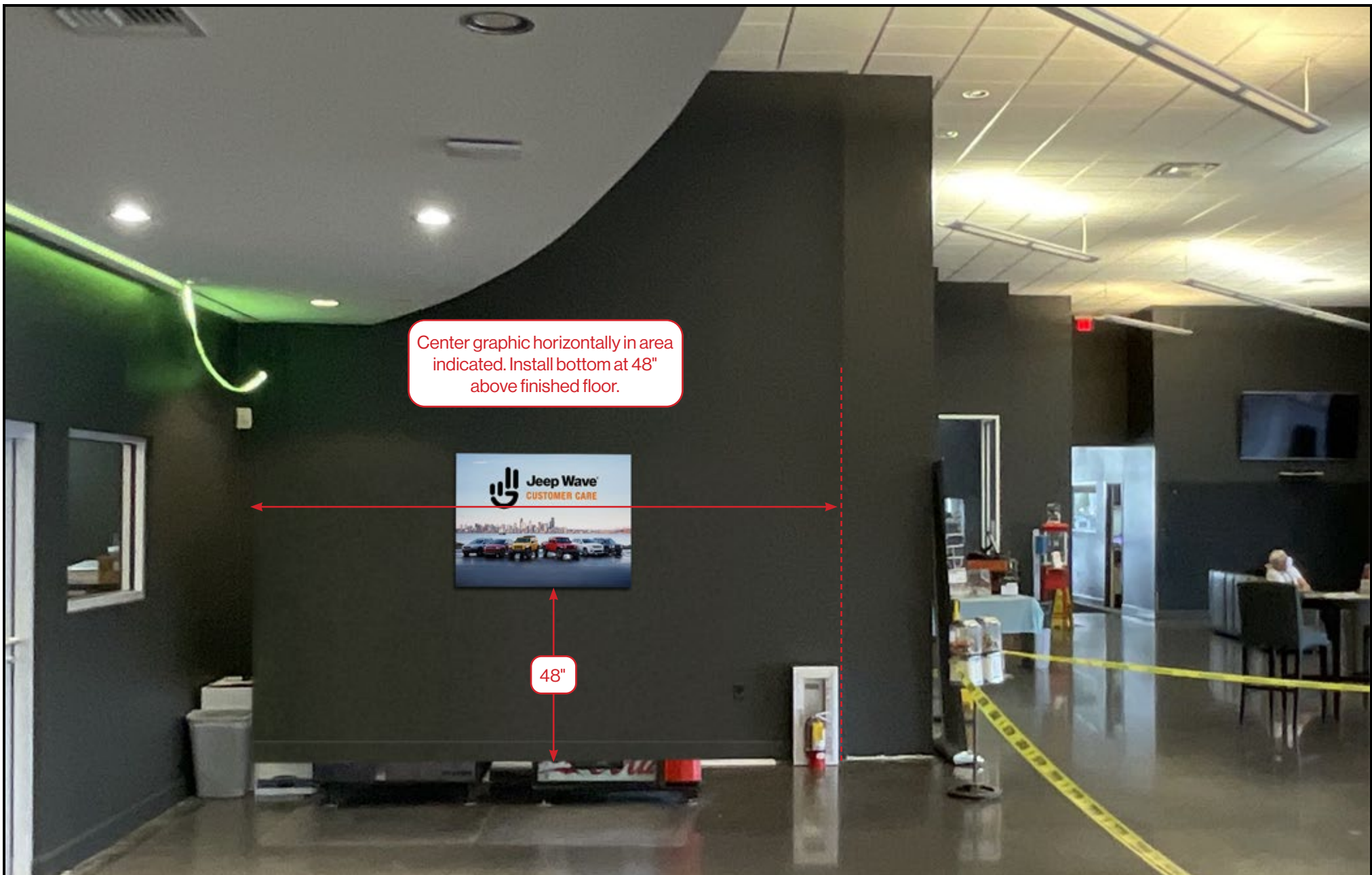
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Designer: GS  
Job No. 576202 | PM: VT

Jeep Signature Lounge Graphic  
90"w x 70"h Overall

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Center graphic horizontally in area indicated. Install bottom at 48" above finished floor.



48"

Location: Jeep Showroom		Live Area: 166"w x 120"h	Page 12
DeLand CDR+J 2173 S. Woodland Blvd Deland, FL 32720 Dealer Contact: Farbod Rad	Contact: Matt Doniger Phone: 813.382.9887 eMail: mdoniger@imbranded.com Designer: GS Job No. 576202   PM: VT	StretchPrint W, 48"w x 36"h, Silver Frame	<b>iM</b> BRANDED





Center graphic vertically in area indicated. Center horizontally above window.



Location: Service Writers

Live Area: 174"w x 34"h

Page 13

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Designer: GS  
Job No. 576202 | PM: VT

StretchPrint N-11, 90"w x 26"h, Silver Frame

*Iconic Dodge Challenger SRT Demon*

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Location: Service Writers

Live Area: 88"w x 58"h

Page 14

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Designer: GS  
Job No. 576202 | PM: VT

StretchPrint D-09, 60"w x 45"h, Silver Frame

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Location: Retail Parts/Boutique

Live Area: 1277"w x 58"h

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Designer: GS  
Job No. 576202 | PM: VT

StretchPrint N-15, 111"w x 42"h, Silver Frame

*Iconic Viper*

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Center graphic horizontally in area indicated. Center vertically between ceiling and top of desk.

Location: Jeep F & I

Live Area: 150"w x 107"h

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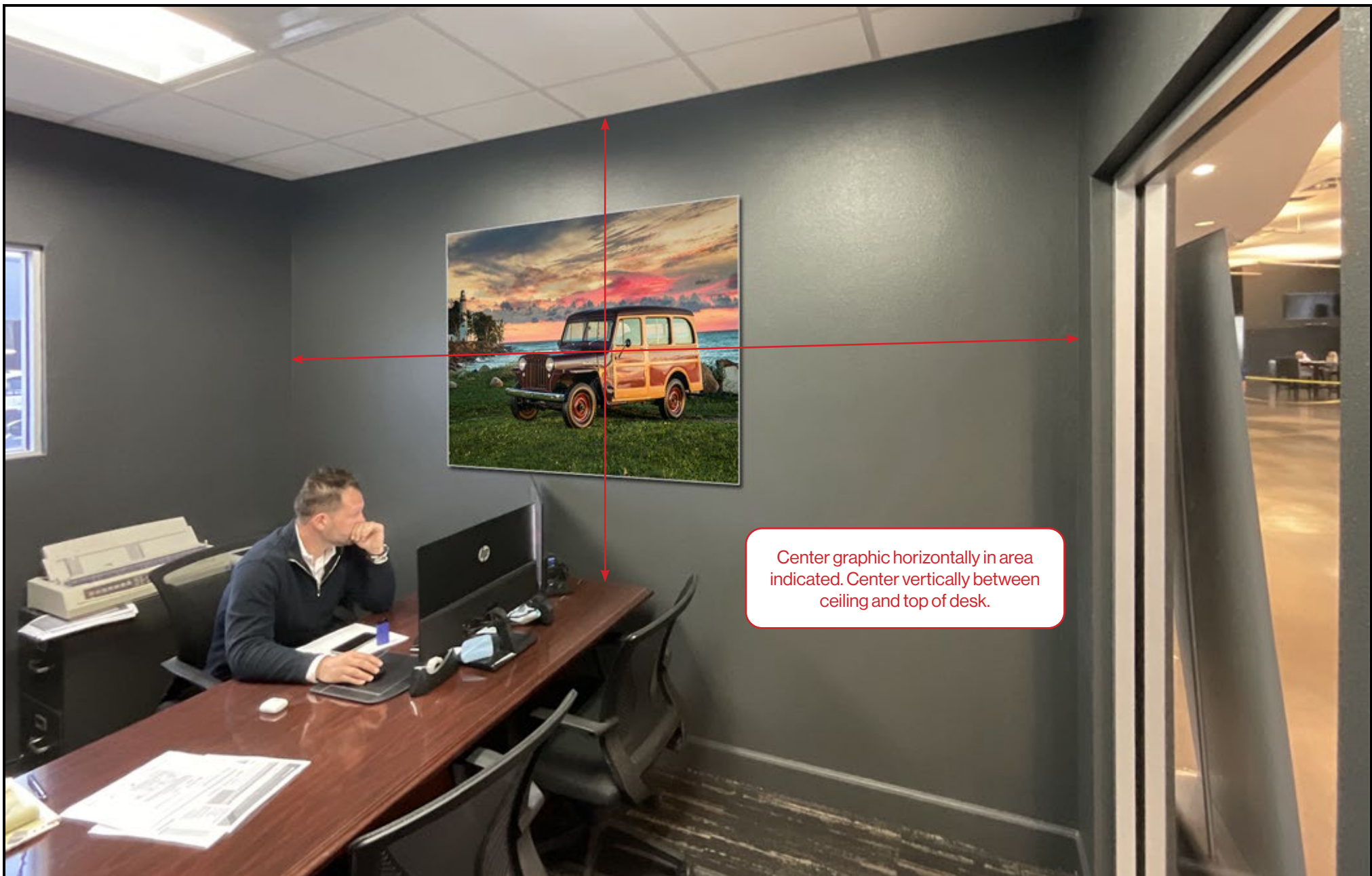
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Designer: GS  
Job No. 576202 | PM: VT

StretchPrint D-01, 60"w x 45"h, Silver Frame

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Location: Jeep F & I

Live Area: 150"w x 107"h

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Designer: GS  
Job No. 576202 | PM: VT

StretchPrint D-02, 60"w x 45"h, Silver Frame

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StretchPrint N-01, 152"w x 60"h, Silver Frame, 2018 Dodge Demon



StretchPrint N-02, 101"w x 74"h, Silver Frame



StretchPrint N-03, 182"w x 28"h, Silver Frame, 2022 Charger



StretchPrint N-05, 174"w x 81"h, Silver Frame, 2021 Gladiator



StretchPrint N-07, 150"w x 81"h, Silver Frame, 2022 Gladiator



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Designer: GS  
Job No. 576202 | PM: VT

Contact Sheet





StretchPrint N-11, 90"w x 26"h, Silver Frame



*Mopar Parts*

StretchPrint N-11, 90"w x 26"h, Silver Frame



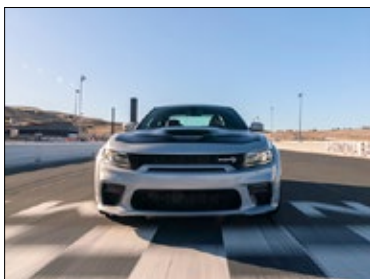
*Iconic Demon Challenger*

StretchPrint N-15, 111"w x 42"h, Silver Frame



*Iconic Viper*

StretchPrint N-16, 48"w x 36"h, Silver Frame



*2022 Dodge Charger SRT*

StretchPrint N-17, 60"w x 45"h, Silver Frame



*Classic Charger*

■ **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)



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

B 07, Full Wall Vinyl, 145" w x 69" h



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Designer: GS  
Job No. 576202 | PM: VT

**Contact Sheet**

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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.

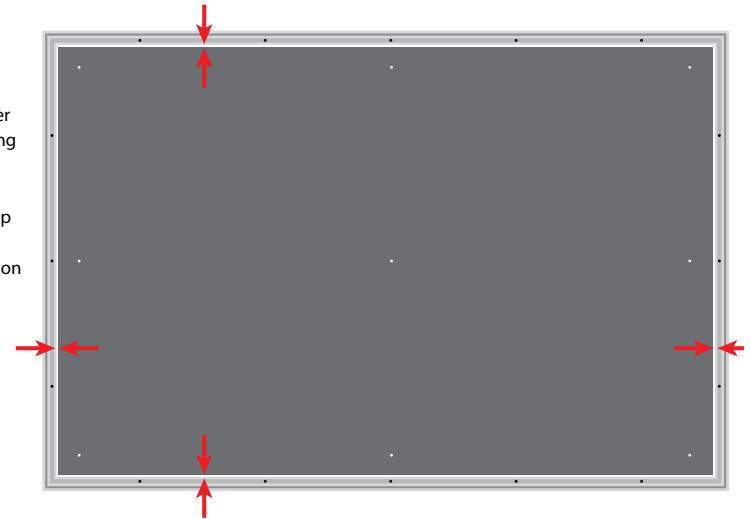
Take care that the frame is both level and plumb and the corners are square.



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.

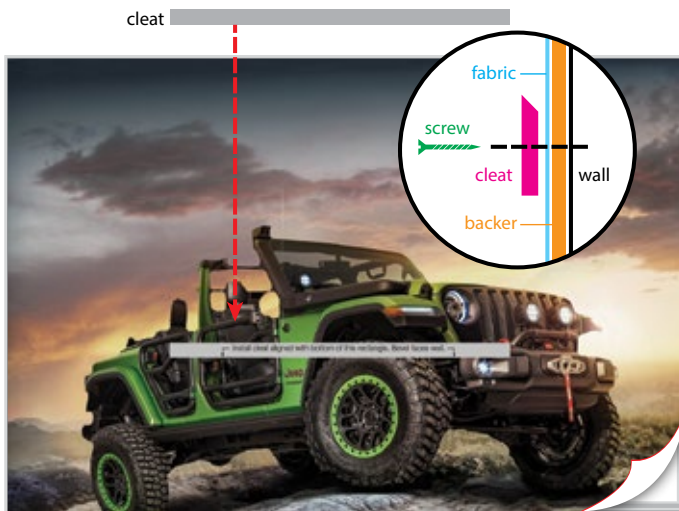


3

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.



**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 13**



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

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



**D. Jeep Heritage Graphics - 60"w x 45"h Fabric StretchPrint™**

D 01 StretchPrint™ (60"w x 45"h)



D 02 StretchPrint™ (60"w x 45"h)



D 09 StretchPrint™ (60"w x 45"h)



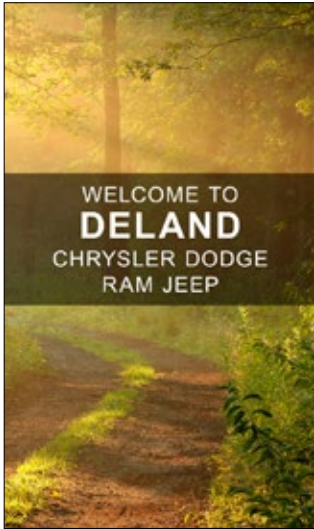
D 05 StretchPrint™ (60"w x 45"h)



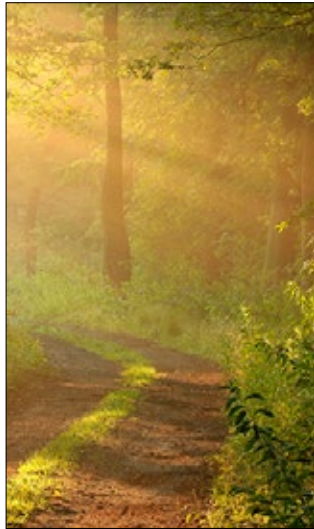


■ **R. Welcome Wall/Reception CDR+J Graphics Alternate, 26"w x 44"h, (Double-sided Fabric StretchPrint™)**

R 701 StretchPrint™  
(26"w x 44"h), Front



R 701 Back



Verify text is CDRJ and not CDJR

**Please type exactly how you would like  
your dealership name to be shown**



**WELCOME TO DELAND CHRYSLER DODGE RAM JEEP**

DeLand CDR+J  
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Designer: GS  
Job No. 576202 | PM: VT

**Contact Sheet**

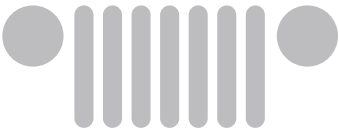
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Typical Installation Layout

(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 Band







# 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.**