

FILE

BRANDBOOK CHECKLIST

BRANDBOOK

CLIENT: HOBBY LOBBY
 LOCATION: 2200 NJ 66
 Neptune, NJ 07753
 STORE #: N/A
 DATE: 08/10/22
 VARIANCE: YES

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CONTACTS

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DOCUMENT INFO

BLAIR PROJECT #: 101184
 SALES ORDER # 73386
 DOC #: AD-HBY-101184-220810-0

REVISIONS

REV	DATE	DESCRIPTION
0	08/10/22	INITIAL RELEASE



DESIGNER CHECK

(initials)

RSF
RSF
RSF
RSF
RSF

PjM CHECK

(initials)

1. INFORMATION ACCURACY

- a) Client Name
- b) Site Address / Location
- c) Project and Sales Order Number
- d) Date and Rendering Revisions w/ Revision Note(s)
- e) Required Item Notes or N/A





2. BRANDING ELEMENTS

- a) Brand Standard document number and revision or N/A
- b) Branding Elements and / or services meet current revision of Brand Standard identified
- c) Branding Elements and descriptions contained in Rendering match Branding Elements and descriptions in Proposal / Quote

DATE CHECKED

08/10/22

DATE CHECKED

COLOR SPECIFICATIONS	
	#2119 ORANGE ACRYLIC ARLON #2119 ORANGE VINYL
	WHITE
	BLACK
	#2114 BLUE ACRYLIC 3M 3630-157 SULTAN BLUE VINYL

HOBBY LOBBY

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HOBBY LOBBY

Hobby Lobby
2200 NJ 66
Neptune, NJ 07753

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PROGRAM COLOR SPECIFICATION

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PROPOSED SIGNAGE

- SCOPE OF WORK**
1. REPLACEMENT FACES FOR D/F PYLON - DIMENSIONS PENDING SURVEY
 2. LANDLORD TO PAINT THE PYLON



EXISTING SIGNAGE

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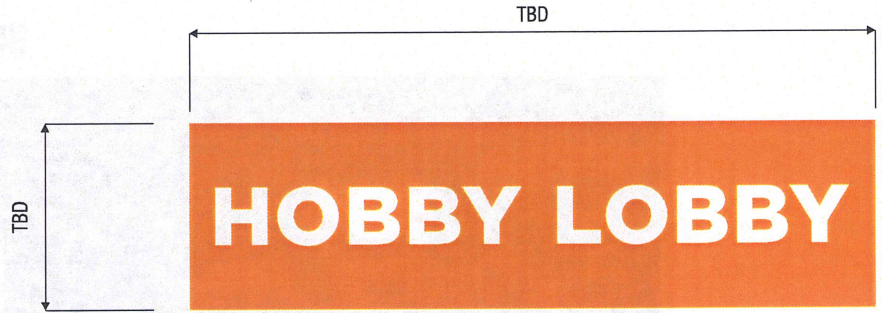
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S1 - EXISTING / PROPOSED


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TWO (2) FACE REPLACEMENTS FOR EXISTING D/F PYLON SIGN
 DIMENSIONS PENDING SURVEY

 ARLON 2119 Orange Vinyl

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S1 - DETAILS

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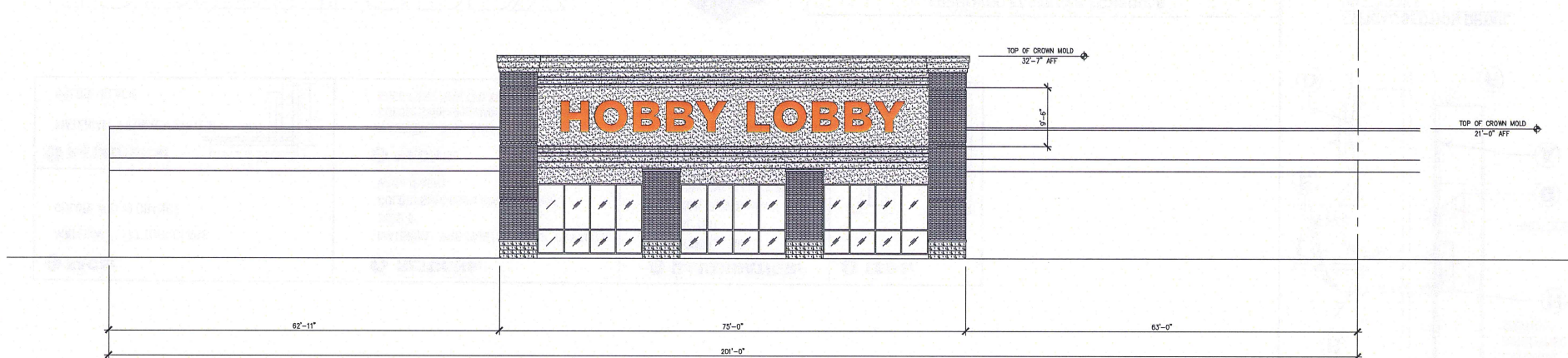


EXISTING SIGNAGE

SCOPE OF WORK

- 1. INSTALL NEW 5'-0" CHANNEL LETTERS AS SHOWN

NOTE: CODE ALLOWS 48 SQ FT - VARIANCE PROCESS 2-3 MONTHS



PROPOSED SIGNAGE

SCALE: 1/16" = 1'

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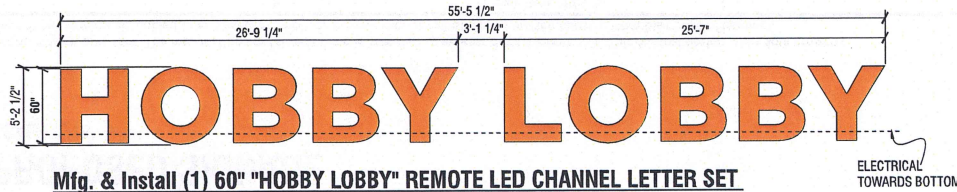
S2
EXISTING / PROPOSED

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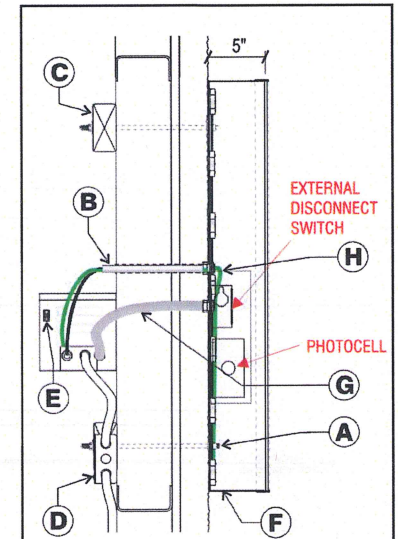




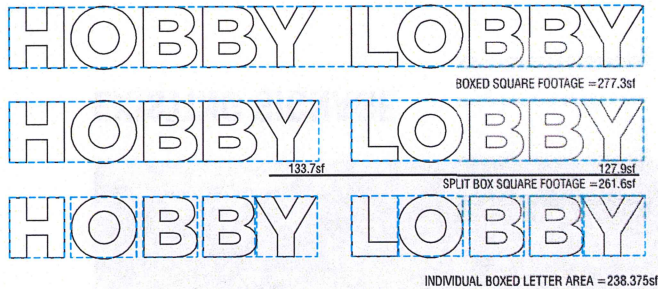
Mfg. & Install (1) 60" "HOBBY LOBBY" REMOTE LED CHANNEL LETTER SET
 scale: 1/8"=1'-0" **NOTE: GOTHAM BLACK FONT - DO NOT TYPE or MODIFY**

ELECTRICAL
TOWARDS BOTTOM

<p>1 FACE: MATERIAL: .177 TUFF-GLASS COLOR: #2119 ORANGE</p>	<p>2 RETURNS: MATERIAL: PRE-PAINTED BLACK .050 ALUM. SIZE: 5" COLOR: Semi-Gloss Black (Outside) White (Inside)</p>	<p>3 ILLUMINATION: MATERIAL: GE SIZE: TBD COLOR: Red/Orange (TBD) ROW of LED'S PER LTR</p>	<p>7 LEDS: EXTERNAL DISCONNECT SWITCH IN HANDBOX</p>
<p>4 RETAINERS: MATERIAL: RETAINER SYSTEM COLOR: BLACK</p>	<p>5 BACKS: MATERIAL: 3mm ACM COLOR: Semi-Gloss White (Both Sides) BACKS ARE RIVETED TO RETURNS</p>	<p>6 ELECTRICAL: TRANSFORMERS: (4) 12-60U TOTAL amps: 2.6 AMPS</p>	



TYPICAL SECTION DETAIL
NOT TO SCALE



APPROVED FASTENER SCHEDULE		
	3/8" - 1/2" LAG SCREW UNIVERSAL	FOR USE WITH WOOD OR EIFS WALL SYSTEMS. 1 1/2" MIN PENETRATION (EXCLUDING TIP)
	1/4" - 3/8" THREADED ROD UNIVERSAL	FOR USE WITH METAL, WOOD, CONCRETE BLOCK OR EIFS WALL SYSTEMS
	3/8" RED HEAD L.D.T. (LARGE DIAMETER TAPCON)	FOR USE WITH CONCRETE BLOCK, BRICK OR CONCRETE. EMBED A MIN. OF 2 1/2".
	3/8" DIA. HILTI HCL SLEEVE ANCHOR	FOR USE WITH CONCRETE, MASONRY AND BRICK. EMBED A MIN. OF 3 3/8".
	3/8" DIA. LAG WITH 3/8" SHIELD & WASHER	FOR USE WITH CONCRETE, MASONRY AND BRICK - EMBED A MIN. OF 2"
	#10 (3") HEX SCREW W/ FENDER WASHER INTO PLASTIC WALL ANCHOR	USE WITH CONCRETE, MASONRY & BRICK. FOR USE WITH SMALL/LIGHTWEIGHT LETTERS & CABINETS

I N S T A L L

- A. 3/8" Rivet Nut Inserts in Back of Letter for Non-Corrosive Securement Using Appropriate Mounting Hardware
- B. 1/2" Liquid Tight Conduit
- D. 20 amp 120v Circuits Required
- E. Disconnect Switch Required
- F. 1/4" Weep Holes as Required
- G. 6'-0" x 1/2" Liquid Tight for External Switch
- H. Grounded / Bonded Wire Connection from Letter to Transformer Can (Required)

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SCOPE OF WORK

1. TEMPORARY GROUND SIGN



S/F TEMPORARY SITE SIGN

scale: 1/2"=1'-0"

PANEL: 1/2" MDO PLYWOOD - PAINTED WHITE
DIGITALLY PRINTED VINYL APPLIED to PLYWOOD - DIGITAL PRINT
HAS UV OVERLAY

SUPPORTS: (2) 4" x 4" x 8'-0" PRESSURE TREATED WOOD POST
PAINTED WHITE - 3'-0" DIRECT BURIAL

REMOVABLE PANEL: D/F .040 PRE-PAINTED WHITE ALUM. PANEL
w/ 3M 3630-157 SULTAN BLUE VINYL w/ WEEDED WHITE COPY



INSTALLATION EXAMPLE

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S3 - DETAILS

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4'-0" x 8'-0" Banner



3'-0" x 12'-0" Banner

S/F TEMPORARY BANNERS

scale: 1/2" = 1'-0"

4'-0" x 8'-0" Banner

3'-0" X 12'-0" Banner

NOTE TO INSTALLERS:

Four (4) trips

- 1st trip: Install the 4' x 8' post & panel Hobby Lobby site sign.
- 2nd trip: Install COMING SOON banner on the building & put Hobby Lobby COMING SOON window cling on window.
- 3rd trip: Install on the day of Grand Opening (before 9:00 am) to change Coming Soon banner and window cling to GRAND OPENING & flip site sign panel from Coming Soon to NOW OPEN.
- 4th trip: Remove banner, window cling & site sign. Patch any holes left by install of banner. Repair landscaping.

SCOPE OF WORK

1. HOBBY LOBBY WILL BE SUPPLYING THE TEMPORARY BANNERS AND WINDOW CLINGS.
2. BLAIR IMAGE ELEMENTS RESPONSIBLE FOR INSTALLING THE BANNERS.



INSTALLATION EXAMPLE



INSTALLATION EXAMPLE

TEMPORARY WINDOW CLINGS

30" x 4'-0" - Temporary Window Clings

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JOBSITE CODE OF CONDUCT and BASIC EXPECTATIONS

SUBCONTRACTOR recognizes and agrees, that while it is an Independent Contractor from BLAIR and OWNER, SUBCONTRACTOR is an extension of, and representing, the OWNER as perceived by the general public, SUBCONTRACTOR, and any and all Approved Subcontractors, shall abide by the following Code of Conduct while performing WORK for BLAIR to meet the collective professionalism required by SUBCONTRACTOR, BLAIR and OWNER.

- No profanity.
- No offensive clothing.
- No smoking unless in designated area away from the work area.
- No loud music.
- No Horseplay.
- Be respectful and courteous of the location and work site, customers, patrons and the general public,
- Notify location/site manager upon arrival to and departure from site/location.
- Review work and safety plan with location/site Manager .
- Mark off work areas with cones and caution tape.
- Use proper PPE (Personal Protective Equipment).
- Maintain a clean, organized and orderly work site.
- Dispose of trash properly; recycle as able.
- Do not bring pets or animals to work site.

Active site locations are not to be left unbranded at completion of daily work schedules. Temporary Banner(s) are to be installed at designated location(s).

INSTALLATION INSTRUCTIONS

Contact your Blair Image Elements' Project Manager for full product installation instructions.

Installation instructions will also be provided on the product crate upon delivery. They will typically be in a plastic sleeve attached directly to the product crate.

All necessary hardware to be provided by installer.

COMMUNICATION and WORK IN PROCESS and COMPLETION PHOTOGRAPHS

SUBCONTRACTOR and any and all Approved Subcontractors, will at a minimum, provide routine communication to BLAIR Project Manager with respect to WORK at the site/location, including but not limited to:

- confirmation text within 15 minutes of arrival at site/location
- mid-day text providing WORK status
- text within 15 minutes of leaving site providing completed WORK status and related photographs of completed WORK and work in process
- completion photographs of lit branding elements requires either night time photographs or photographs showing illuminated LEDs or bulbs.

This communication is required by OWNER who routinely expects daily updates to WORK progress at any given site/location.

SUBCONTRACTOR and any and all Approved Subcontractors, will not begin WORK at site/location, or leave WORK site/location without first communicating with BLAIR Project Manager.

In the event there are questions, concerns, or additional direction is needed, SUBCONTRACTOR and any and all Approved Subcontractors, while on site/location will contact BLAIR Project Manager over the site/location for assistance

Upon completion of WORK, SUBCONTRACTOR and any and all Approved Subcontractors, will obtain written acceptance of completed WORK from site/location Manager and provide a copy of such to BLAIR.

SAFETY CRITERIA

All installers working for Blair must complete the Blair Safety Certification Program.

All Blair subcontractors working on a petroleum site must have a valid API Certification, follow the established guidelines set forth by API as well as follow any local, state, or federal laws.

- Perform a Pre-Task Job Safety Analysis.
- Understand how and where to obtain First-Aid and medical treatment. including CPR.
- Use the proper level of PPE per the assigned task.
- Only use tools that are unsafe working orderbefore using them.
- Always use tools for their intended purpose and never over their safe working limit.
- Employees operating vehicles must conform to all DOT requirements as well as API regulations.
- Use proper fall arrest equipment.
- Understand the requirements for working at height on a job site.
- Properly barricade the work area from the public in accordance with Section 8 of the API guidelines.
- Only competent and trained people using approved equipment in a manner in accordance with Section 10 of the API guidelines should perform lifting duties.

Examples of Equipment Include: Personal Protective Equipment, Barricade, Crane, Hoist, Bucket Truck, Scissor Lift, Ladder, Vinyl Applicators (Squeegee or Application Liquid), Welder/Torch, and Hand Tools/Power Tools

SERVICE CONTACT

Service Contact: (814) 283-2177
 Service Hours: 8:00 am to 4:30 pm EST, Monday - Friday
 website: www.blairimage.com/support
 email: service@blairimage.com

After hours / holiday emergencies, call (800) 563-9598

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**CODE OF CONDUCT
 /COMMUNICATION/
 SAFETY CRITERIA Page 11**

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