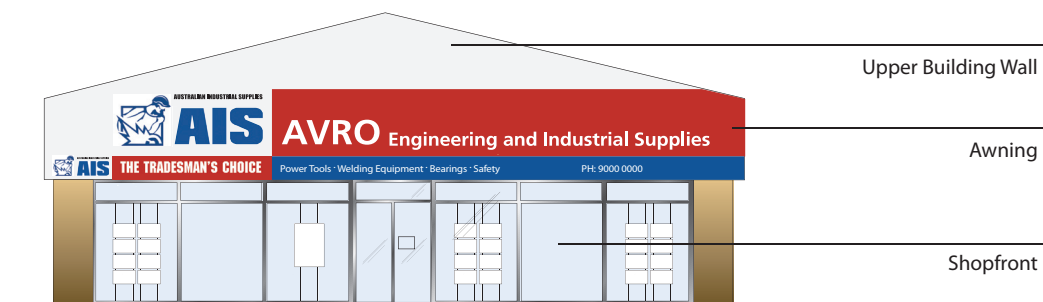


Our Store Exterior Presentation Standards



Typical Storefront (Fascia only)



Typical Storefront (Awning and Upper building wall)



AIS Branding System (overlaid on a digital photo)

Colour Matrix

Change of signage may require a Town planning permit as well as owners consent. Remedial work may be required to repair damaged surfaces, or new fascia panels over uneven substrates. New signage should be produced accurately to the AIS Master Brand artwork.

Colour System	Blue	Red	White	Supplier
Print Items Pantone (PMS) Colour System	PMS2935	PMS 1805		Pantone Matching System
Vinyl Ultramarck 5700	Ultramarine (399)	Deep Red (001)	White (009)	3M Products
Dulux Paint	Pep Talk P35H8	Hot Lips P05H9	White on White 78065	Dulux Trade Centre



THE TRADESMAN'S CHOICE

Guidelines Document

COMPLIANCE KIT

Group Objectives

Our Group Objective is to combine the existing strength of our members' business with the advantages of a Master Branding Strategy. The developed A.I.S Branding System and supporting store presentation standards allows each member's existing trading identity to co-exist with the A.I.S Master Brand.

The developed store presentation standards positions each member within the industrial supply sector whilst also allowing member's to communicate their differences and developed trading strengths.

Our Goal

The Group Goal is to achieve a consistent presentation of all members' stores that comply to the A.I.S Store Presentation Standards Guidelines. This document outlines both our branding elements and store presentation guidelines that form the basics of the A.I.S compliance requirements.

A.I.S Design Assistance

The A.I.S marketing team will assist each member in achieving their best possible outcomes whilst assuring a consistent look across the group. Members will need to provide digital photographic files of their store shop fronts and available signage opportunities. Members should also list their specialist product categories that could be incorporated into the store front design.

The A.I.S marketing team will respond with Store Presentation Kits containing a colour design of their store front and graphic files for production of signs.

The Compliance Kit

This document explains the Branding elements that each store is required to display as shown on the typical storefront layouts and should be referred to in conjunction with the actual store layouts provided.

A.I.S Store Presentation Core Requirements

Every members store front presentation will require to comply and include the core elements of the A.I.S branding program.

1. AIS Master Brand panel
2. Member Co-Branding panel
3. Category Listing
4. Sales Phone Numbers
5. Street Number
6. Trading Times poster

The A.I.S Master Brand

All individual elements of the master brand are to be included in external storefront presentation



A.I.S Brand: File: 01
Artwork supplied by
A.I.S Marketing department

Member Co Branding Panel

Member Co Branding: File: 02
Member trading names to be in the
Selected type style Frutiger Bold Upper case
and descriptive in Frutiger Bold upper & Lower case

AVRO Engineering and Industrial Supplies

Category Description Panel

Category Description: File: 03
Specialist product categories
to be listed in the selected type style
Frutiger Roman Upper & Lower case

Note: Phone number is to be in
Frutiger Bold Upper and Lower Case

Power Tools · Welding Equipment · Bearings · Safety

Typical Storefront Presentation (Fascia & Awning)

