Avis and Budget Dual Branding Facility Guidelines

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Rental lobby
Overview

The dual branded Interior Rental Lobby often varies in size and configuration, depending on the space available and the specific needs of each location. The dual branded lobby space is unique in that the two brands share the same space yet each needs to be perceived as unique and distinctive. The dual branded Interior Rental Lobby Elements have been designed to support the operation and create consistent brand presentations adaptable to a variety of site conditions. The correct application of the sign elements, finishes, furniture and fixtures is critical so that customers are left with a positive, consistent and lasting impression of the Avis and the Budget brands. The rental lobby consists of 6 major areas of focus (ref. diagram):

1) Back wall
2) Counter/podium
3) Agent side
4) Customer queue area
5) Side lobby
6) Retail edge

A key unique feature of the shared dual branded back wall is the ability to flex between brands. By using a combination of static signs and active flat screens, the back wall can be visually weighted between the two brands to accommodate the customer volume that varies on different days of the week.
The presentation of our rental counter back wall is the primary exposure the public has of the Avis and Budget brands.

The Back Wall System can be scaled to fit large, medium and small rental counter applications, as well as smaller suburban store environments. For dual branded applications at airport locations the corporate standard back wall color is silver. The charcoal back wall color is only used for the smaller Suburban stores.
The Avis/Budget Back Wall System is a modular system of signs and supporting components, a kit-of-parts system that can be grouped in a variety of configurations to meet operational requirements and be applied to a variety of architectural configurations with varying size constraints. The various sign components and informational elements identify our rental counters and communicate key information to customers in a consistent and professional manner. Many of our new back walls for larger ConRAC facilities will be a combination of both digital and static primary brand signs while other applications will be only static backlit elements to resemble the same rear illuminated presentation that is presented in our more premium level digital wall system. The back wall elements are designed around the dimensions associated with 40" and 46" display monitors (diagonal dimension).

Please contact Corporate Design & Construction for assistance in the layout and design of the back wall elements.
The Avis/Budget Primary ID signs are flanked on each side by display modules. The display modules are used to show important customer information, legal information and merchandising messaging. The display modules can be either digital screens or rear illuminated static elements. Together with the Primary ID Signs these components form a complete back-wall sign presentation. When applying the back wall signs and display modules to long counter areas, multiple sign presentations should be separated by groupings of the display modules. The selection of the Primary ID signs and display modules is directly related to the overall site conditions, available ceiling height and overall available wall length.

The positioning of the Avis and Budget brands is dependent on the operational flow and customer pathways to the lot. The preference is to have the dual brand presentation along one common horizontal wall run. In some situations the Avis/Budget combined counter may need to wrap around a right angle or a 'U' shape because of limits to the horizontal wall space available.

Specific messaging is required to be displayed to our customers. These messages may vary by the jurisdiction in which you are located. The Rental Information Sign display module provides a home for these messages. This Gray back wall element is brand neutral and typically sits in the middle of the back wall presentation. In smaller facilities that have side walls, the Rental Information Display Module should be mounted on the side wall away from the primary brand signs. Advertising messaging on both static and digital display modules is provided and managed by Corporate Marketing.

Additional back wall elements that are part of the kit-of-parts modular back wall system are used to complete the back wall brand presentation and provide for many of the specific operational needs of the location.
Components (cont)

Note that all storage units for dual branded applications are a smooth silver finish. Ancillary Product Storage units are available in different module sizes to work with the widths of the primary ID signs and Display Modules above them. The Ancillary Product Storage Box offers secure storage for the ancillary products (such as Where2 GPS navigation units). The products are loaded into the front of the storage box and removable through a locked, swing down front door. General storage units can be added and supply additional storage space.

Contract rack elements are available for use in unsecured lot situations and are available in modular sizes to work under sign and Display Modules in the various sizes.

End Caps are used at each end of a back wall to visually finish off the presentation. The length and depth of the end caps will depend on the use of support elements below and whether digital displays (deeper modules) or just static displays (shallower modules) are used in the overall back wall presentation.

Removable spacers are used between digital display elements to provide access to electronics and power. Spacers can be used for both digital and for static options.

Fillers are available in various sizes and are used to visually dress out the overall back wall presentation to create a completed uniform appearance.
The Movable Stanchion Sign is designed to assist our customers by supplying pertinent information concerning vehicles and/or directions to circulate customers thru the facility, and to assist our Preferred Service members to by-pass the counter.

The Queue Merchandiser sign is used to merchandise products and promotions and fits between stanchions as shown. It is a digitally printed element. It should be positioned at the outermost area of the queue line perimeter so it is visible to all who might pass by.

The Traditional and Custom Stanchions can be used in a queue line configuration and combined with signage to provide customers with service information. See page 12 for additional message options.

Branded elements for both Avis and Budget should be kept visually separated, positioned in front of each brand’s back wall presentations.
The Movable Stanchion Sign is designed to assist our customers by supplying pertinent information concerning vehicles and/or directions to circulate customers thru the facility, and to assist our Fastbreak members to by-pass the counter.

The Queue Merchandiser sign is used to merchandise products and promotions and fits between stanchions as shown. It is a digitally printed element. It should be positioned at the outermost area of the queue line perimeter so it is visible to all who might pass by.

The Traditional and Custom Stanchions can be used in a queue line configuration and combined with signage messaging to assist customers in finding the correct service location. See page 12 for additional message options.

Branded elements for both Avis and Budget should be kept visually separated, positioned in front of each brand’s back wall presentations.
Under certain conditions, due to operational needs, limited space and/or local restrictions, additional signage is needed which can only be placed on the counter or suspended over the counter.

A Rental Counter sign can have either an Avis or Avis Preferred message, or a Budget or Fastbreak message. The standard sign messaging may vary by operational needs and/or local jurisdiction.

Suspended Counter Signs can be positioned over a counter to signal attention to either the Avis, Avis Preferred, Budget or Fastbreak service.
Queue Line signs should be set up so that they relate to the orientation of the brands as established by the back wall presentation. Maintain separation of the brands by establishing an invisible center line of demarcation between the two brands based on the center line of the back wall presentation and running to the retail edge of the rental lobby. Never position branded queue line signs or stanchions over this line of separation.

In some situations, there may need to be shared queue line sign messaging that serves both Budget and Avis customers. In these cases use the neutral gray background queue signs with white type as shown.

If a queue line tape is used to divide the two brands always default to the Avis branded tape for the division line.

Please note that messaging for Avis is always flush left and that messaging for Budget copy is set centered.

Additional message options
There are four typical types of counter shell conditions:

1. Open style podium
2. Continuous wall with podium style deal modules
3. Integrated counter
4. Airport provided counter shell design

The open style podium is the preferred style of counter presentation. This more open, inviting, interactive architecture allows customers and agents to interact in a much more friendly manner.

In some situations a continuous wall version of the podium style look may be used. This style can be appropriate for retrofit situations where it may not be appropriate to change out the existing rear counter inserts due to physical limitations or cost issues.

The deal surface modules attached to the front of the freestanding podiums or the continuous wall feature edge lighting that can be switched between red or blue to correspond to the flexing of the brands on the back wall.

On the continuous wall version, there is an additional merchandising rail system that can hold displays above the counter as shown for the promotion of featured offerings.
The Integrated Counter unit may be appropriate for situations where there is a limited number of agents required or available space may be limited. Typically this unit is used in Suburban store locations. The Integrated Counter unit has two agent positions and has two printers located between the two agent positions. It can be left on wheels, or it can be taken off the wheels and positioned in a more permanent manner. The customer deal surface elements have side lighting that can display either red or blue lighting depending on what brand needs to be accommodated.

The standard Integrated Counter features a flip down ADA shelf that folds up/down, flush into the front surface. An optional ADA shelf can be ordered for municipalities or situations that do not allow the flip down shelf as an ADA acceptable solution.
In some situations the airport may require that a proprietary airport designed counter shell be used by all rental car companies. In these cases, just the standard modular counter inserts or the serpentine inserts should be used behind the counter shell.
There are two styles of counter inserts available: The Serpentine Counter Insert and the Standard Counter Insert.

The Serpentine Counter Inserts are comprised of two lengths of modules: 4'-6" and 3'-0" lengths and can be laid out in a variety of configurations. They are intended for use in large airports or major market applications.

The Standard Counter Inserts come in five configurations:
- V-1A  Agent insert 22" x 24" x 37 1/2"
- V-1B  Single printer module insert 24" x 24" x 37"
- V-2B  Dual printer module insert 24" x 22" x 37"
- V-1C  Controller module insert 24" x 24" x 37"
- V-1D  Single door storage cabinet 24" x 24" x 37 1/2"

These can be organized in a variety of configurations, i.e. shared printer/s between agent stations that provide higher agent density or alternating agent/printer relationships.

Trash receptacles are provided for both the Serpentine and the Standard Counter Insert styles.
For Dual branded facilities note that the color of the back wall is to be Silver. The Silver finish provides a neutral back drop for both the Avis and the Budget brands. For areas in a Garage Rental Plaza that are associated with the Avis brand, such as the Preferred building or branded signs, the proprietary Avis Red should be generously used to establish defined areas associated with the Avis services.

In large facilities consider strategic applications of the red placed along the perimeter of the rental lobby space to signal our location from pedestrian view lines beyond our facility boundaries. Most other walls within the rental lobby should be the light neutral white finish. Silver wall covering may also be used as an alternative neutral wall finish to accent a wall or define an area such as a lounge space or hallway passage or to break up a large mass of continuous wall area.

Three red finishes are available; Red vinyl wall covering is preferred for larger and major market spaces. There is also an alternative scuff resistant paint available for use in smaller facilities or where vinyl wall covering may not be allowed by the airport management. A third red paint is a standard red wall paint which is intended for accent areas.
Budget Materials

For Dual branded facilities note that the color of the back wall in a shared Rental lobby is to be Silver. The Silver finish provides a neutral back drop for both the Avis and the Budget brands. For areas in a Garage Rental Plaza that are associated with the Budget brand, the proprietary Budget Blue, Orange and White should be generously used to establish defined areas associated with the Budget services.

In large facilities, consider strategic applications of the Blue, Orange and White placed along the perimeter of the rental lobby space to signal our location from pedestrian view lines beyond our facility boundaries. Most other walls within the rental lobby should be the light neutral white finish. Silver wall covering may also be used as an alternative neutral white wall finish to accent a wall or define an area such as a lounge space or hallway passage or to break up a large mass of continuous wall area.

Two Blue and two Orange finishes are available; Blue and Orange standard wall paint and Blue and Orange scuff resistant paint.

There is a White vinyl wall covering available for use in areas where the Budget branded area may be standing separate from the Avis branded area such as a lounge area or Budget associates space other than the back wall.
Dual Brand Materials

B1 - Wall Base
Johnsonite, #40 Black
2 ½” no toe. 1/8” thk rubber

CT1 - Carpet Tile
Shaw Contract Group
Style Name: Absorbed
Style Number: 5T003
Color Name: Eclipse
Color Number: 01505
Multi Level Pattern Loop
Installation Pattern: Brick

C1 - Ceiling Tile
Armstrong, Tile Size: 2’ x 2’
Style: Dune, Tile
Color: White
Prelude 15/16” Exposed Tee Grid, Color: White

L1 - Light
Manuf. H.E. Williams, 2’ x 2’
Recessed Direct/Indirect
Series Dish, 2 Lamp
Ceiling Type: TBD
Lamp Wattage Type: 40TT
Shielding: WPR White Perforated Round
Ballast: EB2, 120V
Fixture Style: TBD

T1 - Floor Tile
Magma MG62
Unpolished
Color: Lava,
18” x 36”
Finish: Flat
Installation Pattern: Grid
Manuf: Daltile
Phone: 303-744-1743
Fax: 303-744-2284
Email: national.accounts@daltile.com
Internet: www.daltile.com
Grout
Manuf. Laticrete
Color: #42 Platinum

T2 - Floor Tile
Ash MG60
Unpolished
18” x 36”
Finish: Flat
Installation Pattern: Grid
Manuf: Daltile
Phone: 303-744-1743
Fax: 303-744-2284
Email: national.accounts@daltile.com
Internet: www.daltile.com
Grout
Manuf. Laticrete
Color: #42 Platinum

AF1 - Anti fatigue carpet tiles
Manuf: Matsinc
Product Name: Beerber Eze
Color: Charcoal
Contact www.matsinc.com
Phone 800-628-7462

M1 - Door Hardware
Manuf: Stanley Hardware
100 Series Grade 1,
Heavy Duty,
Sierra Style lever set
Hardware metal finish to be Satin Nickel.
Passage Set style or other TBD by situation requirements

MT1 - Walk-off mat
Manuf: Mat Works
Style: Dreadnought
Color: DR-26 Slate
Needle-punched, 300 Denier, Polypropylene.
Cut to custom size as required. Always order duplicate same size replacement mats when ordering. Mat to flush into recessed area bordered by 18” x 36” floor tile product.
www.thematworks.com

The dual branded applications are supported by the use of common materials applied in a consistent manner across all of our facilities. Materials have been selected that enhance the brands as well as create an environment that is durable and easy to maintain.

In dual branded applications, the use of a neutral palette allows each one of our brands to maintain its integrity, yet live in the same environment. Silver, White and Charcoal and a range of grays are the common neutral finishes that are predominantly used throughout the program.

Medium Gray large format 18 x 36 ceramic tile should be used in high traffic areas of the lobby facilities as well as plaza areas. Tile is set in a straight grid pattern to create a clean contemporary monolithic appearance. A second lighter gray tile color is available for use in defining secondary areas such as customer walk paths, thresholds, defining seating areas, or in front of counter walkway areas. The lighter gray is also used in the Avis brand program to create the herringbone plaza pattern used in the garage plaza locations.

Carpeting should be used in lower wear traffic areas such as back offices, lounges or side areas around the counter spaces and should be strategically laid out to visually break up a large flooring area and add focus to customer pathways and service areas.
Dual Brand Furniture

For dual branded applications there are three color options for lounge furniture seating. If there is adequate room to create a seating lounge for each brand then the color system for each brand should be used (refer to page 21). If there is just one common shared lounge area then use the color system for dual branded applications shown here. The furniture system can be configured in a variety of ways to work within a given architectural area.

Lounge seating:
Manuf. Global
Style: Ballara
Table top/s: BRC Brushed Cobalt laminate (Silver).
Provide ganging bracket.
Configuration: as required

Back cushion: Maharam, Pitch 466186, 002 Cottonseed.
Table top/s: BRC Brushed Cobalt laminate (Silver). Provide ganging bracket.

Agent Seating for both brands:

Hon 7700 Series Task Stool
Model Number: 7705
Fabric: Appoint Fabric Line
Color: Carbon (Grade IV)
Chair finish: Carbon
Order Code: ON

Configuration examples
Furniture is available for lobbies and agent seating as appropriate to the individual site requirements. Consistency in style and application to all facilities helps to build the brand awareness in the mind of our customers. The lounge furniture system can be configured in a variety of ways to work within a given architectural area.

Lounge seating:

Manuf. Global
Style: Ballara
Configuration: as required
For Avis:
Back cushion: Maharam, Pitch 466186, 019 Coal (black), Same performance as red.

For Budget:
Back cushion: Maharam, Pitch 466186, 017 Coastal (blue), Same performance as gray.

Table top/s: BRC Brushed Cobalt laminate (Silver). Provide ganging bracket.

Agent Seating:

Hon 7700 Series Task Stool
Model Number: 7705
Fabric: Appoint Fabric Line
Color: Carbon (Grade IV)
Chair finish: Carbon
Order Code: ON
Reader Boards

Avis

The Avis Preferred and Budget Fastbreak reader boards display the customer’s name and stall numbers or car group and are typically positioned along the customer path of travel from the rental lobby to the car lot. In garage or outdoor lot plaza situations, the Reader boards are typically positioned on or near the associated plaza buildings. The display boards can be either mounted to the floor, attached to a wall or suspend overhead as shown. The digital displays and housings used for interior environments are different than displays installed in exterior applications that have to be climate controlled. If appropriate, additional wayfinding information may be added to the reader boards.

Please contact Corporate Design & Construction to assist in the design and implementation of these elements.

Budget

One display configuration

Four display configuration

Display module  Brand module

Brand module  Display module

One display configuration
Garage lot
The Garage often varies in size and configuration, depending on the space available and the specific needs of each location. The Garage elements have been designed to support the operation and create a consistent brand presentation. Typically any support buildings are positioned along the customer’s path of travel from the Rental Lobby to the ready stalls.
Often for larger ConRAC facilities a Premium Service Plaza is created in the garage area to provide our customers with a separate destination point with premium services and amenities. The Premium Service Plaza may feature service buildings, premium service reader boards, lounge seating, wayfinding signage, special flooring, windscreens, enhanced lighting, ceiling elements and other customer amenities in a semi weather enclosed environment.

For Dual Branded facilities, if space allows, create a physical separation of brands by creating two distinctly branded areas, one Avis and one Budget, by using each brand’s distinct materials palette and branded architectural elements. Separate branded lounges are preferred, which further creates a visual separation of the brands.

When possible create separate customer pathways and portals out of the Premium Service Plaza to access the related branded stall areas in the garage, locating premium services of each brand as close to the associated portal as possible.

Because each of these types of situations are unique and requires special planning, Corporate Design & Construction must be contacted to assist in the design and implementation of these more complex facilities.
Lot Organization and Planning

Lot organization is critical in optimizing operational functionality of the lot. Brands and product adjacencies need to be carefully planned and designed to best use the flexing capabilities of the new system. The diagram here shows typical adjacencies between brands and product areas. While lot footprints can vary greatly this adjacencies diagram still outlines the general intent of brands and the areas of flexing to be kept in mind during planning.

Typically Avis Preferred branded products get positioned closest to the customer’s path of travel with Select & Go Exchange and Upgrade car stalls positioned as close to the Avis customer exit portal as possible.

Likewise the Budget Fastbreak car stalls are positioned as close as possible to the Budget exit portal with the Budget cars beyond.

The majority of flexing between brands will occur between Avis and Budget brands with some flexing occurring between Avis and Avis Preferred.

Because each of these types of situations are unique and require special planning, Corporate Design & Construction must be contacted to assist in the design and implementation of these more complex facilities.
A unique system of overhead rail mounted signs and support elements has been developed to clearly communicate the key service areas, exit pathways, car return location, wayfinding routes, and routes to and from airport transportation and terminals. Whenever possible, the new Rail sign system should be used in parking garage facilities. The use of the horizontal ‘Rails’ in the system creates visual continuity and provides a functional attachment point for all garage signage. The rail provides power feeds to all illuminated sign elements. These elements create a distinct look in the garage facility and help differentiate our rental areas from our competition.

Because of the often complex nature of parking garage facilities, the Corporate Design & Construction Department is available to assist you with your planning and design needs.
There are two types of primary parking garage return signs which can be used in a garage environment: An overhead rail mounted primary sign or a monument sign.

The overhead Car Return rail sign is comprised of 4 separate modular cabinets mounted to a horizontal rail. The Avis and Budget brand cabinets are 15" h x 36" w, the Car Return message is in a separate 15" h x 36" w sign cabinet positioned next to the brand signs. The arrow is in a fourth sign cabinet that is 15" x 15". There is ½" of separation between the cabinets. These four cabinets when placed together comprise the Overhead Rail Car Return sign.

On the monument ground mounted sign, the Car Return and white arrow message is displayed across the top of the sign against a dark gray background. The Avis and Budget brand sign cabinets are mounted below. The vertical support posts architecturally mimic the rail system tube detailing. When selecting a specific sized sign, please note the ability of the garage structure to handle penetrations for anchoring the signage. Most garages will allow a special shallow penetrating mounting anchor to be used in post tension concrete structures.

These Primary Signs are all internally illuminated when used in a garage lot environment.

Contact the Corporate Design & Construction Department for assistance when anchoring these signs to garage structures.
Two formats of Monument signs are available to best meet varying site conditions found in a garage environment: a Vertical Monument sign and a Horizontal Monument sign. When scheduling Monument style signs, care should be taken to select the proper format sign relative to viewing distances and site conditions. Signs can be ordered as single sided structures or two sided.

For planning purposes the overall sizes and sign face square footage calculations are provided in the summary chart below. When selecting a specific sized format, please note the ability of the garage structure to handle penetrations for anchoring the signage. Most garages will allow a special shallow penetrating mounting anchor to be used in post tension concrete structures. Most signs, including the monument, are used in tandem with pavement painting to create an environment that helps our customers easily locate their vehicle and navigate their way to, from and within our facilities.

Contact the Corporate Design & Construction Department for assistance when anchoring these signs to garage structures.
Dual Rail Stall Sign Flexing

Row flexed to Avis (note unlit Budget sign is to the right of illuminated Avis brand sign)

Row flexed to Budget (note stall signs change from red to orange)

The Overhead Rail Stall Sign System is the product of choice for our garage facilities and may be used whenever site conditions and budgets allow. This system has numerous advantages for our customers, but does require special planning and research of site conditions to schedule and implement properly.

Through the use of a unique blackout acrylic sign panel material, the Avis and Budget brands can be ‘flexed’ to increase or decrease stall areas assigned to each brand, providing flexibility on peak days to visually weight the lot towards either brand as necessary.

The Avis, Avis Preferred, Select and Go, Budget and Budget Fastbreak overhead stall identification signs are configured in various ways to accommodate flexing of our brands into more functional stall configurations. The stalls may be reassigned between brands or between service levels. All branded stall signs and service level signs are available as internally illuminated elements, which is the preferred format of use. Non-illuminated versions may also be used at outer areas of a garage where flexing may not be necessary. All signs are single-sided; however, signs may be mounted back-to-back facing opposite directions depending on the garage conditions.

This system requires special planning. Corporate Design and Construction must be contacted to assist in the design and implementation of this system.
Rail Stall Signs

There are 8 total combinations of branded stall signs. These combinations can vary throughout the lot and are designed to provide flexing between the two brands as well as between the premium service brands.

- Avis (single cabinet) - one brand sign for every 6 stalls
- Avis Preferred (2 sign cabinets adjacent to each other) - one brand presentation for every 2 stalls
- Avis/Avis Preferred Flex sign (two cabinets) - one presentation every 5 stalls
- Select & Go - Exchange/Upgrade (two sign cabinets) with Exchange or Upgrade positioned at right of Select & Go brand - one brand sign for every stall.
- Avis/Budget – 2 sign cabinets that can flex between both brands- one presentation every 5 stalls
- Budget (single cabinet) - one brand sign for every 6 stalls
- Budget Fastbreak (2 sign cabinets adjacent to each other) - one brand presentation for every 3 stalls
- Budget/Fastbreak Flex sign (two cabinets) - one presentation every 5 stalls

These stall density recommendations can vary depending on project budgets and the physical competitive environments. The Avis/Avis Preferred, Budget/Avis and Budget/Fastbreak Flex signs are special sign types that allow flexing between stalls using special blackout rear illuminated material in a sign cabinet that can be turned on and off to create an alternative branded display. Typically flexing occurs between Avis and Avis Preferred, between Budget and Budget Fastbreak and between Avis and Budget stall areas.

Typically all premium service level brands are to be located as close to the customer point of entry to the lot as possible with Select & Go and Preferred Service brands taking the most optimal positions followed by Budget Fastbreak and then general Avis and Budget stalls.

Corporate Design & Construction must be contacted to assist in the design and implementation of this system.
Avis Rail Stall Sign Frequency

Avis row - Use one brand sign for every 6 stall positions (shown without flexing option)

Avis Preferred row - Use one brand sign (two cabinets) for every 2 stall positions. Configuration can also flex to Avis only.

Avis Select & Go row - One brand sign for every stall position. Flexing is not typically used in the Select & Go area.

Additional configurations are shown here for Avis, Avis Preferred and for Select & Go rail signs.

This system requires special planning. Corporate Design & Construction must be contacted to assist in the design and implementation of this system.
The Budget overhead stall identification signs are single internally illuminated cabinets displaying the Budget brand. Budget branded areas should generally use one branded cabinet sign per every 6 stall positions.

For Budget Fastbreak two separate cabinets are used as shown here. Position one branded display for every 3 stall positions. While probably not as common of an application, flexing can be done between Budget and Budget Fastbreak if operational needs require, reassigning between brands to create less Budget stalls and more Budget Fastbreak stalls as needed to address daily rental requirements.

These are available internally illuminated, which is the preferred format of use, or non-illuminated. All signs are single-sided; however, signs may be mounted back-to-back depending on the garage conditions.

This system requires special planning. Corporate Design & Construction must be contacted to assist in the design and implementation of this system.

Budget Rail Stall Sign Frequency

Budget row - Use one brand sign for every 6 stall positions (shown without flexing option).

Budget / Fastbreak row - Use one brand sign (two cabinets) for every three stalls.
Individual 15” x 15” stall sign cabinets are centered over each stall position and mounted to the rail system. In dual branded facilities the field color can be changed from red to orange to align with either the Budget brand program colors or the Avis brand colors. There are also non-illuminated versions of the stall signs for use in areas of the lot that do not require flexing or illumination.

The 15”h x 36”w rail attached branded cabinet signs can also be used in the car return area to reinforce the brand at this important touch point, reassuring customers that they are in the correct return area. The Avis and Budget overhead rail mounted brand signs should be interspersed within the overall return area sign presentation. When the return area also doubles as a flexing ready stall area, these branded signs would typically be positioned in both the return approach orientation as well as the orientation required to communicate branded row information. In the Return area the signs for branded flex orientation and for stall numbering can be turned off and on as necessary. Controls are located at a centralized position within the lot.
Careful attention should be given to the messaging and placement of Wayfinding and Reminder signs to insure that our customers can easily locate their rental vehicle or, when returning, safely navigate the Return Plaza, remember to collect all their belongings and quickly proceed to their destination. Wayfinding and Reminder signs are to be illuminated whenever possible in garage situations. All Wayfinding and Reminder signs are to have white text against an opaque gray field. Brand graphics are never to appear on these signs. Wayfinding and Reminder signs use the same rail system as the stall information and branded stall area signage and come in two sizes: 60" long and 36" long. Both are 15" high. Message copy will vary as required by the operational needs of the site.

In the Rental Plaza area all graphics should focus on getting customers first to their row and then to the stall where their rental vehicle is located. Exit signs should be positioned over key drive lanes and at critical intersections to clearly communicate the pathway to the exit.

In the Return Plaza area, Wayfinding signs are first used to communicate the return lane pathways and operational procedures to customers in their vehicles. Next, wayfinding signs are used to display pedestrian messages, providing guidance to customers regarding their departure path. Reminder signs are positioned at key points in the return area to remind customers to collect their belongings or communicate other procedural information that might be required.

Non-illuminated versions of the Wayfinding and Reminder signs are available for use in well lit garage situations or when cost may dictate. Where the overhead rail system may not be used, freestanding pole, fence, or wall mounted Wayfinding and Reminders signs may be used. Refer to the Open Lot section of this guide for an overview of these freestanding signs.
Changeable Traffic signal signs may be added to the overhead rail sign in the car return area to help manage traffic. Traffic signal signs are available in three basic styles:

1) Single green LED lighted signal. When illuminated, it signals customers to use the specific lane aligned below. When nothing is visible it indicates that the lane is closed. The LED signal light can also feature a directional arrow which can be used to signal customers to drive forward or to the left or right.

2) Two green LED signal positions. This sign is typically used to direct traffic between two alternative directions, or to signal open and closed lanes at exit booths.

3) Three LED signal positions, directing customers to drive to alternating locations. Typically either forward, left or right.

All traffic signal signs can be controlled by switches from a centralized location.

Directional copy messages may read either “Car Return,” “Please Pull Forward” (60” w) or “Stop Here” and appear in white text on a dark gray field. Signs can be either internally illuminated or non-illuminated. All signs attach to a horizontal rail element. The “Please Pull Forward” message is used between the “Car Return” message and the “Stop Here” message to remind customers to pull all the way forward.
Column Wrap Signs

Column wrap signs are available to provide an additional level of pedestrian wayfinding information to assist customers in locating their row and stall number locations. Other informational messaging can be added to these types of signs. Column wrap signs can be 1, 2, 3, or 4 sided applications. All copy is white text on a dark gray background. Signs can be either internally illuminated or non-illuminated as required.
Portable Car Return Signs

This dual branded portable vertical sign is useful in settings where the car return lane or area may change locations. The sign is wind resistant, easily movable by one person and features a changeable arrow position. Optimal positioning of the sign will help customers locate the proper open return lane(s).

This sign may also be used as an exit directional sign. The sign has one side with the Return message and the opposite side features the Exit message.
The Customer experience at the Exit Plaza sets the tone at a key branding touch point in the customer’s Avis/Budget experience. This is the last area before leaving the facility and should be a pleasant and memorable experience for the customer. The look and finishes at the Exit Plaza have been amped up to convey a strong retail appearance. New lighting fixtures provide increased levels of ambient light. Perforated metal ceiling elements create a more finished look. White column cladding is used to finish off structural columns in the immediate area of the Exit Plaza. The overall presentation signals to customers that they are in a different environment than the rest of the general garage space.

Signage mounted to the overhead rail system combined with open and closed signal lights are used over each drive lane to communicate procedural processes to the customer. Additional merchandising signage may be positioned as shown on the drive island. Safety bollards are positioned as shown. The proprietary bollard design reflects the architectural details of the rail system. The exit booth is simple and open in appearance.

All of the enhancements to the Exit Plaza, when combined together, create a clean and professional brand impression. For more details about the Exit Booth, please refer to the building section of the Guidelines.
“Exit” and “Do Not Enter” security system signs help direct customers into and out of our rental facilities. These signs also provide an additional level of safety to better inform our customers of their immediate surroundings. Traffic Control Equipment signs are located at entrances and exits of our facilities and display white lettering on a gray field. Signs are available in either illuminated or non-illuminated formats.

Directional and informational signs may also be added at the exit to provide additional helpful information to customers as operational needs require.

Additional message examples
Painted stall identification graphics help reinforce the location of the vehicles at our facilities. They are typically applied to each stall unit at a single common location and may be used in conjunction with other stall identification systems. All stall numbering should be alpha numeric to support our internal electronic management systems unless not allowed by airport management.

Standard safety and other directional graphics are available for use at our facilities. These include: exit, car return, stop, tire damage, employee only, do not enter, wrong way, walkway and directional arrows, etc. Avis/Budget standard striping and graphics are to be used on all lots, painted on the surface in white using the Helvetica Neue Condensed Bold type style, unless otherwise mandated by airport or other local regulatory authority. Dimensions and placement guidelines are shown here. Only use custom stencils from an Avis/Budget approved sign company.

The Select & Go ground painting program consists of standard stall line painting surrounded by a large 30" wide white bordering band. The Select & Go brand is painted on top of the white band in red and gray. The Exchange and Upgrade graphics are gray against the white border and positioned as shown. Red triangular directional arrows are positioned along the pedestrian walkway path starting at the Preferred customers entry into the lot and along the path, terminating at the Select & Go area.
Outdoor Lot
Overview

The Outdoor Lot often varies in size and configuration, depending on the space available and the specific needs of each location. The Outdoor Lot elements have been designed to support the operation and create a consistent brand presentation. Signs communicate our Avis and Budget brands not only to our own customers but to our competitor’s customers as well. A unique range of sign types have been developed to clearly identify our facilities and help direct our customers to, within and out of our Outdoor Lot facilities. Because of the complex nature of Outdoor Lot facilities, the Corporate Design & Construction Department is available to assist you with your planning and design needs.
The Vertical Pylon Sign is the most desirable primary sign type for the Outdoor Lot. Monument Signs are used when a Vertical Pylon Sign is not practical due to site constraints and/or local restrictions. Vertical Pylon and Monument Signs have fully illuminated sign faces displaying both the Avis and Budget brands. The Car Return copy and directional arrow appear white on an opaque gray field and are positioned above the Avis and Budget brand signatures.

Three sizes of the Vertical Pylon signs are available to best meet varying site conditions found in Outdoor Lots. When scheduling a vertical Pylon sign, care should be taken to select the proper size sign relative to viewing distances. For planning purposes, the overall sizes and sign face square footage calculations are provided in the summary chart below.

Two sizes of the Monument signs are available to best meet varying site conditions found in Outdoor Lots. When scheduling a Monument style sign, care should be taken to select the proper size sign relative to viewing distances. For planning purposes, the overall sizes and sign face square footage calculations are provided in the summary chart below each sign illustration.
In some cases wall signs may serve as primary signs on our facilities. There are Horizontal and Extreme Horizontal format cabinet signs. There are 3 sizes of Avis and 3 sizes of Budget Vertical Wall Sign cabinets and 4 sizes of Avis and Budget Horizontal Wall Sign cabinets. For planning purposes the overall sizes and sign face square footage calculations are provided in the summary chart below.

For dual branded facilities cabinets may be positioned either side by side or stacked as shown.

### Wall Signs

#### Horizontal Wall Sign

<table>
<thead>
<tr>
<th>Size</th>
<th>sqft</th>
</tr>
</thead>
<tbody>
<tr>
<td>4'-2&quot;h x 6'-9&quot;w</td>
<td>28.2</td>
</tr>
<tr>
<td>5'-2&quot;h x 8'-4&quot;w</td>
<td>43</td>
</tr>
<tr>
<td>6'-2&quot;h x 10'-0&quot;w</td>
<td>61.7</td>
</tr>
</tbody>
</table>

#### Extreme Horizontal Wall Sign

<table>
<thead>
<tr>
<th>Size</th>
<th>sqft</th>
</tr>
</thead>
<tbody>
<tr>
<td>2'-0&quot;h x 6'-2&quot;w</td>
<td>12.4</td>
</tr>
<tr>
<td>3'-0&quot;h x 9'-2&quot;w</td>
<td>27.5</td>
</tr>
<tr>
<td>4'-0&quot;h x 12'-0&quot;w</td>
<td>48</td>
</tr>
<tr>
<td>5'-0&quot;h x 15'-0&quot;w</td>
<td>75</td>
</tr>
</tbody>
</table>
All stall signs are identified with either the Avis, Avis Preferred, Avis Select & Go, Budget, Budget Fastbreak or neutral non-branded graphics when applied to the Dual Branded stall situations. Each sign is designed to accommodate an alpha numeric stall number and some accompanying informational or directional message for the customer. Two different types of stall sign systems are available for the Outdoor Lot - the Pole, Wall or Fence Mount Sign System and the Cable Stall Sign System.

The Cable Stall Sign Identification system is the product of choice for our Outdoor Lot Facilities, and may be used whenever site conditions and budgets allow. This system has numerous advantages for our customers and our staff, including the ability to flex between brands, better customer visibility, more flexible shuttle circulation, and opportunities to provide specific wayfinding messaging and ease of lot maintenance. The system uses a combination of tensioning and stationary cable monuments that pull, at high tension, cables positioned above the parking stalls. Special stall identification cable signs are mounted to the cables directly over each stall position. These stall identification signs can be single or double-sided and branded with the Avis, Avis Preferred, Avis Select & Go, Budget, Budget Fastbreak brand identities or when used on Dual Branded Cable Monuments a stall-neutral version that can work with all brands. The Dual Branded Cable Monument signs allow a portion of the lot to be flexed between brands. Flexing optimizes the operations in a lot to best meet the varying rental volume of each brand at different times of the week.

The information layout for each Monument is always left justified regardless of its position on the left, middle or right. The message text on monuments in the middle of a cable run, does not feature the enlarged alpha designator that appears at the start or ends of a run. Copy examples are shown on this page.

Use the Dual Branded Cable Monument signs in combination with the Avis and Budget brand Cable Monuments shown on the next two pages.
All stall signs for the Avis brand are identified with either the Avis, Avis Preferred, or Select & Go branded graphics. Each sign is designed to accommodate a stall number and some accompanying informational or directional message for the customer.

These stall identification signs can be single or double-sided and branded with the Avis, Avis Preferred, or Avis Select & Go brand identity. Cable ends terminate most typically at another cable monument support, but may terminate at other stationary elements such as light poles or walls. When using this system to identify stall positions, special attention needs to be given to the change of grade so that cables and signs remain above a minimum 80” required by ADA (Americans with Disabilities Act). The desired minimum height standard to the lowest point of the sign system is 84”. The Avis, Avis Preferred, and Avis Select & Go monuments contain customer wayfinding information. The information layout for each Monument is always left justified regardless of its position on the left, middle or right. Message text on monuments in the middle of a cable run do not feature the enlarged Alpha designator that appears at the start or ends of a run. Copy examples are shown on this page.

This system requires special planning, and Corporate Design & Construction must be contacted to assist in the design and implementation of this system.
All stall signs are identified with either the Budget or Budget Fastbreak branded graphics. Each sign is designed to accommodate a stall number and some accompanying informational or directional message for the customer.

These stall identification signs can be single or double-sided and branded with the Budget or Budget Fastbreak brand identity. Cable ends terminate most typically at another cable monument support, but may terminate at other stationary elements such as light poles or walls. When using this system to identify stall positions, special attention needs to be given to the change of grade so that cables and signs remain above a minimum 80” required by ADA (Americans with Disabilities Act). The desired minimum height standard to the lowest point of the sign system is 84”. The Budget and Fastbreak monuments contain customer wayfinding information. The information layout for each Monument is always left justified regardless of its position on the left, middle or right. Message text on monuments in the middle of a cable run do not feature the enlarged Alpha designator that appears at the start or ends of a run. Copy examples are shown on this page.

This system requires special planning, and Corporate Design & Construction must be contacted to assist in the design and implementation of this system.
Flipper stall signs allow us to flex the amount of stalls dedicated to a specific brand, which keeps each brand distinct and unique in the minds of our customers. Flipper signs can flex between the two Avis and Budget brands or even between product brands within Avis or Budget such as between Avis and Avis Preferred or Budget and Budget Fastbreak. Flippers are available in a single (M1 series) or double sign face (M2 series), and can be either single sided or double sided.

Poles for all Avis/Budget flippers are white. Poles for all Avis to Avis Preferred are red and poles for all Budget to Budget Fastbreak are white. Poles may be ordered for direct bury situations or to be placed in a portable concrete base. The portable sign base is a natural finished concrete material requiring no paint maintenance and provides good stability and resistance to wind. A special handcart is available that should be used when moving the signs. The direct bury-style pole is designed to fit into a special sleeve that allows easy replacement should the sign become damaged.

Fence or wall mounted signs are single sided and can be mounted directly to a wall surface or to a fence with special brackets. Each stall sign has a position for additional directional and informational copy such as: Exit, Reserved, Please Note Mileage, Gas, Leave Keys in Car, etc. Copy options can be specified when ordering.
Avis Stall Signs

Pole, Wall or Fence Mount Stall signs can be mounted in a variety of ways at an Outdoor Lot facility. The Avis stall signs feature a red field with white Avis signature and white stall information. The Avis Preferred signs feature a silver bottom band with red and gray Avis Preferred signature located below the red field. Alpha numeric stall numbering and information copy is displayed in white on a red field. The stall signs for the Select & Go program feature the brand displayed on a white band at the top of the stall sign in red and gray and informational copy below in white on a red field. These stall signs are available in single or double configurations, single or double sided. Pole mounted stall signs can be either mounted to a portable base or directly mounted into the ground. All pole mounted signs feature a rectangular 2” x 6” support tube. The color schemes and brand graphics provide an additional level of differentiation and are unique to each brand, and care should be taken to order the correct pole for each situation. An additional Car Return sign pole extension is available for use in lots that might require the additional wayfinding message to signal customers in shared lot environments. The portable sign base is a natural finished concrete material requiring no paint maintenance and provides good stability and resistance to wind. A special handcart is available that should be used when moving the signs. The direct bury-style pole is designed to fit into a special sleeve that allows easy replacement should the sign become damaged. Fence or wall mounted signs are single sided and can be mounted directly to a wall surface or to a fence with special brackets. Each stall sign has a position for additional directional and informational copy such as: Exit, Reserved, Please Note Mileage, Gas, Leave Keys in Car, etc. Copy options can be specified when ordering. Care should be taken to order stall signs that relate to either a secured style lot or an unsecured style lot. Please note that a portable mounting base, direct bury-pole, brand specific support pole, optional Car Return pole extension sign, or fence bracket should be specified when ordering. When using this system to identify stall positions, special attention should be given to site requirements and the needed sign configurations. When ordering a Stall sign, please provide Stall numbers and messages. When ordering double sided signs, please specify text for both sides, including direction of arrows, etc. The special hand cart used for moving portable signs should be ordered for locations that require flexibility.
**Budget Stall Signs**

Pole, Wall or Fence Mount Stall signs can be mounted in a variety of ways at an Outdoor Lot facility. The Budget stall signs feature a blue field with the full color Budget signature reversed out and white stall information on an orange field. The Budget Fastbreak signs feature a blue header with a full color Budget Fastbreak signature reversed out. Alpha numeric stall numbering and information copy is displayed in blue on a white field. These stall signs are available in single or double configurations, single or double sided.

Pole mounted stall signs can be either mounted to a portable base or directly mounted into the ground. All pole mounted signs feature a rectangular 2” x 3” support tube. The color schemes and brand graphics provide an additional level of differentiation and are unique to each brand and care should be taken to order the correct pole for each situation.

The portable sign base is a natural finished concrete material requiring no paint maintenance and provides good stability and resistance to wind. A special handcart is available that should be used when moving the signs. The direct bury-style pole is designed to fit into a special sleeve that allows easy replacement should the sign become damaged. Fence or wall mounted signs are single sided and can be mounted directly to a wall surface or to a fence with special brackets. Each stall sign has a position for additional directional and informational copy such as: Exit, Reserved, Please Note Mileage, Gas, Leave Keys in Car, etc. Copy options can be specified when ordering. Care should be taken to order stall signs that relate to either a secured style lot or an unsecured style lot. Please note that a portable mounting base, direct bury-pole, brand specific support pole, optional Car Return pole extension sign, or fence bracket should be specified when ordering. When using this system to identify stall positions, special attention should be given to site requirements and the needed sign configurations. When ordering a Stall sign, please provide Stall numbers and messages. When ordering double sided signs, please specify text for both sides, including direction of arrows, etc. The special hand cart used for moving portable signs should be ordered for locations that require flexibility.
Customer Wayfinding and reminder signs can be freestanding, or mounted to poles or mounted to walls, existing poles or fences. Careful attention should be given to the messaging and placement of Wayfinding and Reminder signs to insure that our customers can easily locate their rental vehicle or, when returning, safely navigate the Return area, remember to collect all their belongings and quickly proceed to their destination. All Wayfinding and Reminder signs are to have white reflective text against an opaque gray field. Brand graphics are never to appear on these signs. Message copy will vary as required by the operational needs of the site.

These signs may also be used in a garage environment if the preferred rail system cannot be utilized.
The system of Vehicular Wayfinding Signs is critical to our customers in the safe and efficient navigation of our Outdoor Lot facilities. The different signs used for Vehicular Wayfinding include Exit Signs, Car Return Signs and Security System Signs.

Exit signs strategically placed at key decision points within our facilities help direct traffic to the closest point of exit. Careful attention should be given to the positioning of these signs to assure that our customers can easily locate the exit path from any given point within the lot. The Outdoor Lot Exit Sign elements should be integrated into the Vehicular Wayfinding system. Exit signs can be pole attached, wall mounted, fence mounted, or attached to a freestanding stall type support pole as shown in the illustrations. Pole attached directional signs can be single sided, double sided, or four sided. Copy is reflective white vinyl to provide good night time visibility.

These signs may also be used in a garage environment if the preferred rail system cannot be utilized.
This portable vertical dual branded sign is useful in settings where the car return area may change locations. The sign is wind resistant, easily movable by one person and features a movable arrow position. Optimal positioning of the sign will help direct customers to the correct return lane position.

This sign may also be used as an exit directional sign. The sign has one side with the Return message and the opposite side features the Exit message. The arrow can be adjusted to point left, right, or straight ahead in 45 degree increments.
The experience at the Exit Plaza sets the tone for the customer’s impression of our service. This is the last area before leaving the rental facility and should be a pleasant and memorable experience for the customer. The look and finishes at the Exit Plaza have been amped up to convey a more retail appearance. The canopy structure has a clean contemporary look. New lighting fixtures provide increased levels of ambient light. Perforated metal ceiling elements create a more finished look. Area lights provide ambient light to the entire area around the Exit Plaza.

Signage mounted to the overhead rail system combined with open and closed signal lights are used over each drive lane to communicate procedural processes to the customer. The display hardware for the merchandising signage is integrated into the area light fixtures positioned on the drive island. Safety bollards are positioned as shown. The proprietary bollard design reflects the architectural details of the rail system. The exit booth itself is simple and open in appearance.

All of the enhancements to the Exit Plaza, when combined together, create a clean and professional brand impression. For more details about the Exit Booth please refer to the building section of the Guidelines.
The Security System signs help direct customers into and out of our rental facilities. These signs also provide an additional level of safety with messaging to better inform our customers of their immediate surroundings. Traffic Control Equipment signs are located at entrances and exits of our facilities and display white lettering on a gray field. Signs are available in either illuminated or non-illuminated formats.

Customer directional information signs are used at exits to provide customers with an additional level of key wayfinding information such as the proper turn and distance to the next major interstate or major traffic route.
Traffic Management

- Flexible Post: 3S-48GP
- Portable ring-top delineators: 3S-5050
- Channelizer: 3S-7000
- Plastic traffic cones: 3S-700
- Plastic bollard covers

http://www.3s-delineations.com
http://www.us-postman.com
Buildings
A system of Dual branded Avis/Budget buildings, booths and shelters has been designed to support our operations and provide better points of service for our customers. The architecture, appearance and operational features all support the brand and address the varying operational, site and climate conditions we have at our variety of locations. If just a single brand building is required, such as an Avis Preferred Building or a Budget Fastbreak building, refer to the specific Avis or Budget facility Guidelines for information about the structure.

Because of the complex nature and site specific requirements, the Corporate Design & Construction Department is available to assist you with your planning and design needs.
Outdoor Lot buildings can vary in size from a small 2 agent position booth to a larger 7 agent facility booth. Typically Outdoor Lot buildings are branded with the Avis Preferred and Budget Fastbreak premium service brands. Floor plan layouts and mechanical systems will vary based on the site constraints and operational needs. Facilities can be completely climate controlled with an enclosed customer service lobby. An enclosed lobby is typically required for garage facilities in colder climates. Buildings may have back room functions such as office space, toilets, or other operational or storage functions planned into the facility. For buildings located in unsecured lot environments, a separate Key Pick-Up window can be provided to service Avis and Budget customers.

The style of Dual branded buildings is contemporary and features a neutral white building structure. The Avis /Budget branded signs and reader boards can be applied to the exterior of the base building structure. Typically the layout and positioning of these branded elements is designed to work with the lot configuration so that the customer’s flow is convenient when interfacing with the building and then to specific areas in the lot. Ideally separate entrances should be provided for each brand, keeping the customer experience as separated as possible. The interiors of the buildings typically have a shared back wall that can be flexed like the shared wall in the rental lobby. The back wall in the premium service building can be either digital or static.

The area around the building is as important as the building itself and should incorporate the Avis Preferred reader board, signage, lighting and amenities to create an overall customer experience at the approach and the exit points from building to the lot. In some cases a separate canopy may be added to provide weather protection and lighting to the area. Tile floor materials are used to stage the building and to accent foot traffic directional patterns. Refer to the Premium Service Plaza section for more views and information.
Lobbyless Buildings

Indoor Lobbyless buildings can be used in situations where climates might be more temperate and an enclosed customer lobby may not be needed. The Lobbyless buildings vary in size from a 2 agent position booth to larger 7 agent facility booths. Typically Lobbyless buildings are premium service branded with either Avis Preferred and/or Budget Fastbreak. Floor plan layouts and mechanical systems will vary based on the site constraints and operational needs. Enclosed portions can be completely climate controlled. Buildings may have back room functions such as office space, toilets, or other operational and storage functions planned into the facility. For buildings located in unsecured lot environments, a separate Key Pick-Up window can be provided to service Avis/Budget customers.

The style of the building is contemporary and features a neutral white building structure. The Avis and Budget branded signs and reader boards can be applied to the exterior of the base building structure. Typically the layout and positioning of these branded elements is designed to work with the lot configuration so that the customer’s flow is convenient when interfacing with the building and then to specific areas in the lot. Ideally separate entrances should be provided for each brand, keeping the customer experience as separated as possible. The interiors of the buildings typically have a shared back wall that can be flexed like the shared wall in the rental lobby. The back wall in a premium service building can be either digital or static.

The area around the building is as important as the building itself and should incorporate the Avis and Budget reader boards, signage, lighting and amenities into the Plaza area to create an overall customer experience at the approach and the exit points from building to the lot. In some cases in outdoor lot facilities a separate canopy may be added to provide weather protection and lighting to the area. Tile floor materials are used to stage the building and to accent foot traffic directional patterns.

Because of the complex nature and site specific requirements, the Corporate Design & Construction Department should be contacted to assist you with your planning and design needs.
Building signage can be attached to the building structure, ground mounted, wall attached or ceiling attached to either an overhead canopy structure or to the underside of a garage deck. Careful planning of the position of the booth and signage relative to planned customer approach pathways is critical. Care should be taken to locate the building structure and signage, accounting for entrance paths into the garage lot or bus approach and drop off points in outdoor lot situations.

Larger building facilities can have signage added to the building and still maintain adequate visual separation of the brands. Smaller building structures should avoid building attached signage and use either freestanding signs or ceiling mounted sign elements. This approach provides better separation of the brands and begins to develop branded areas outside the immediate building structure and can also provide strong wayfinding clues for customers, guiding them to the correct branded areas of the lot.

Signage should be positioned so that it can be easily viewed at the earliest opportunity by the customer. A freestanding ground mounted sign visible from an approaching walkway path can be more appropriate than a sign located on the building itself.

Because of the complex nature and site specific requirements, the Corporate Design & Construction Department should be contacted to assist you with your planning and design needs.
Exit booths are designed to create an upscale retail customer experience and are often the last touch point before the customer leaves the rental facility. Leaving the customer with a good experience is critical to positioning our brand in a positive manner. The exit booth features an open glass appearance into the booth, establishing an open and welcoming character. The booth has a white neutral finish which allows the two brands to be the focus of the presentation. Most of the clutter of a typical exit booth is hidden behind dress panels designed into the walls of the booth providing storage areas for GPS, printers, CPUs, power and data feeds, personal storage, HVAC, and cash handling equipment. Both the Avis and the Budget brand signs are displayed on the interior wall visible to the customer upon approach. The interior booth signage can be digital or static or a combination of both.

Additional promotional merchandising messaging can also be displayed on the angled wall.
Exterior Rental Building Finishes

A palette of building finishes is defined here for application to larger facilities. Because of the complex nature and site specific requirements, the Corporate Design & Construction Department is available to assist you with your planning and design needs.

Aluminum composites:
- Reynobond Duragloss 3000 Program White
- Reynobond Colorweld 500 Anodic Silver
- Red ACM Panels: Renobond Scarlet red

Exterior Paint Finishes:
- SW 7072 Online
- SW 7064 Passive
- SW 7075 Web Gray

Program Finishes:
- Avis
  - Avis Paint Colors are:
    - Avis Red: Akzo Nobel, SIGN 20595
    - Avis Black: Akzo Nobel, SIGN 80314

- Budget
  - Budget Paint Colors are:
    - Budget Blue: Akzo Nobel, SIGN 60941
    - Budget Dark Orange: Akzo Nobel Sign 31129
    - Budget Orange: Akzo Nobel SIGN 31128

Mullions to be natural Aluminum
Suburban Stores
This is a store front lease space where the tenant has control over interior tenant finish and exterior signs visible to the public.

An example of this store type might be a store front lease in a shopping development or strip mall along a busy city or suburban street.

1. Back Wall sign  
2. Wall paint  
3. Wall base  
4. Rental counter  
5. Carpet  
6. Tile  
7. Walk off mat  
8. Furniture  
9. Poster frames  
10. Hours of operation  
11. Regulatory signage

Pg. 77  
Pg. 73  
Pg. 74  
Pg. 71  
Pg. 74  
Pg. 74  
Pg. 76  
Pg. 80  
Pg. 89  
Pg. 78
This is a store front lease space where the tenant has control over interior tenant finish and exterior signs visible to the public.

An example of this store type might be a store front lease in a shopping development or strip mall along a busy city or suburban street.

1. Back Wall sign  pg. 77
2. Wall paint  pg. 73
3. Wall base  pg. 74
4. Rental counter  pg. 71
5. Carpet  pg. 74
6. Tile  pg. 74
7. Walk off mat  pg. 74
8. Furniture  pg. 76
9. Poster frames  pg. 80
10. Hours of operation  pg. 89
11. Regulatory signage  pg. 78
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5. Carpet  
6. Tile  
7. Walk off mat  
8. Furniture  
9. Poster frames  
10. Hours of operation  
11. Regulatory signage
This store is a lease space within an existing business, hotel or office building where a landlord or developer allows the tenant to carve out space and finish the space with an Avis/Budget brand appearance.

An example of this store type might be a counter setup in a busy retail business.

- Back Wall sign pg. 77
- Wall paint pg. 73
- Wall base pg. 74
- Rental counter pg. 71
- Carpet pg. 74
- Poster frames pg. 80
- Regulatory signage pg. 78
This store is typically a small lease space within an existing business, like a hotel or office building, where a landlord or developer is restrictive when making allowances for Avis/Budget brand signs and more permanent tenant finishes.

An example of this store type might be a desk setup in a busy hotel lobby. Three options are shown.

1. Brand Wall Plaque
2. Desktop sign
3. Ceiling Suspended sign
Ordering information:

Fish construction
Adam Fish
Phone: 281-261-3375 ext. 222
Fax: 281-261-6644
Email: adam.fish@fishconstruction.com
Web: www.fishconstruction.com

Contact Fish Construction to discuss specific orders.

83" wide x 30" deep overall

Includes:

1 One agent monitor position
2 One printer module with positions for two printers
3 Strong Products Group Limited, Connectrac, M-series wireway system (connectrac.com). Graphite powder coat finish.
Interior finish standards
The Avis/Budget brand identities are supported by the use of common materials applied in a consistent manner across all of our facilities. Materials have been selected that enhance our brand positioning, as well as create an environment that is durable and easy to maintain.

For Dual branded Suburban Avis/Budget facilities, note that the color of the back wall is Dark Gray. Red and orange may be used as accent colors typically on side walls towards the front of the lease space to help draw attention to the facility by signaling our familiar red and orange brand colors to passersby. White walls typically flank the agent counter and the proportion of brand colors to white on the side walls should be two thirds white to one third red or orange. The branded paint colors or silver wall covering may also be used in larger facilities as an alternative material to visually break up larger wall areas.
The primary customer floor surface is to be the 18” x 36” large scale format tile set in a straight grid pattern. The carpet should be used to define the agent desk/podium positions and the stress relief mat should be used directly under the agent positions and laid flush with the adjacent carpet. A walk off mat should be provided and flushed into a recessed area of the tile floor at the entrance to the facility.

Materials (cont)

B1 - Wall Base
Johnsonite, #40 Black
2 ½” no toe. 1/8” thick rubber

CT1 - Carpet Tile
Shaw Contract Group
Style Name: Absorbed
Style Number: 51003
Color Name: Eclipse
Color Number: 01505
Multi Level Pattern Loop
Installation Pattern: Brick

C1 - Ceiling Tile
Armstrong, Tile Size: 2’ x 2’
Style: Dune, Tile
Color: White
Prelude 15/16” Exposed Tee Grid, Color: White

L1 - Light
Manuf. H.E. Williams, 2’ x 2’
Recessed Direct/Indirect
Series Dish, 2 Lamp
Ceiling Type: TBD
Lamp Wattage Type: 40T8
Shielding: WPR White
Perforated Round
Ballast: EB2, 120V
Fixture Style: TBD

T1 - Floor Tile
Magma MG62
Unpolished
Color: Lava, 18” x 36”
Finish: Flat
Installation Pattern: Grid
Manuf: Daltile
Phone: 303-744-1743
Fax: 303-744-2284
Email: national.accounts@daltile.com
Internet: www.daltile.com
Grout
Manuf: Laticrete
Color: #42 Platinum

T2 - Floor Tile
Ash MG60
Unpolished
18” x 36”
Finish: Flat
Installation Pattern: Grid
Manuf: Daltile
Phone: 303-744-1743
Fax: 303-744-2284
Email: national.accounts@daltile.com
Internet: www.daltile.com
Grout
Manuf: Laticrete
Color: #42 Platinum

AF1 - Anti fatigue carpet tiles
Manuf: Matsinc
Product Name: Beerber Eze
Color: Charcoal
Contact www.matsinc.com
Phone 800-628-7462

M1 - Door Hardware
Manuf: Stanley Hardware
100 Series Grade 1
Heavy Duty,
Sierra Style lever set
Hardwood metal finish to be Satin Nickel,
Passage Set style or other TBD by situation requirements

MT1 - Walk-off mat
Manuf: Mat Works
Style: Dreadnought
Color: DR-26 Slate
Needle-punched, 300 Denier, Polypropylene.
Cut to custom size as required. Always order duplicate same size replacement mats when ordering. Mat to flush into recessed area bordered by 18” x 36” floor tile product.
www.thematworks.com
**Exterior finish standards**

- **EP1 - Light Gray**
  Sherwin Williams
  SW 7064 Passive

- **EP2 - Medium Gray**
  Sherwin Williams
  SW 7072 Online

- **EP3 - Dark Gray**
  Sherwin Williams
  SW 7075 Web Gray
Furniture

**Lounge Seating**
Manuf: Global  
Style: Ballara

1. **Bottom Cushion** fabric to be: Maharam, Pitch 466186, 018 Fog (Medium Gray), Content: 100% Vinyl, Finish: Antimicrobial Stain and Ink Resistant, Backing: Polyester, Width: 54". Performance: 100K+ double rubs.

2. Back cushion to be: Maharam, Pitch 466186, 002 Cottonseed (off white), Same performance as Gray.

3. Table top: BRC Brushed Cobalt laminate (Silver). Provide ganging bracket.

**Low end seating**
Manuf: Allseating  
Tuck Stacker  
Black seat & back  
Chrome frame

**Task Stool**
Hon 7700 series task stool  
Black fabric & black frame  
Armless

---

**Layout A**
Lounge chair: 9751NA

**Layout B**
Lounge chair: 9751NA  
End Table: 9755

**Layout C**
Loveseat: 9752NA  
End Table: 9755

**Layout D**
Loveseat: 9752NA  
Lounge chair: 9751NA  
End Table: 9755

**Tuck Stacker**

**Agent Seat**
Hon 7700
**Interior back wall signage**

1'9" h x 3'0 3/16" w

4 1/4"

Optional graphic layouts

Ordering information:

Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSSUPPORT@iconid.com
Internet: www.iconid.com

77 Avis Budget Facility Guidelines September 2013
Interior regulatory signage

4”

6’-8” A.F.F. typical

Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

Interior regulatory signage

4”

6’-8” A.F.F. typical

Screen can scroll to display additional regulatory info

Fuel screen example

6’-0” A.F.F. typical

1’-9” h x 3’-0 3/16” w

11 1/4” x 1’-6 3/4” | 20” LCD screen
# Interior miscellaneous signage

- **2'-0"w x 10'h | Ceiling Suspended Sign**

- **2'-0"w x 10'h | Wall Sign**

- **10"w x 14"h | Will return door sign**

- **10"w x 6"h | Desktop Sign**

## Ordering information:

Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGN SUPPORT@iconid.com
Internet: www.iconid.com
Poster frames

4" side view 1'-9" h x 3'-0 3/16" w

6'-8" A.F.F. typical

18" minimum space between posters

4" side view 3'-6" h x 3'-0 3/16" w

Ordering information:

Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSSUPPORT@iconid.com
Internet: www.iconid.com

Poster content is designed by ABG Marketing Group.

Posters supplied by:
C2 Imaging (poster inserts and refueling replacement inserts)
Phone: 720-941-5900
Fax: 720-941-5950
Email: meg.petersen@c2imaging.com
Web: www.c2imaging.com
### Storefront sign options

**Wall sign**

An illuminated sign box is the preferred sign type for store front identification. See pg. 83 for available sizes.

**Sign cabinet reface**

New sign faces are for use in developments where an existing lighted sign box is provided with the store front. Measurements of the existing sign box and the face retainers must be taken before ordering a new sign face. See pg. 82 for logo sizing guidelines.

**Channel letters**

Illuminated letters are available for use in developments where sign boxes are not allowed. See available sizes starting on pg. 84.

**Window sign**

One standard size of illuminated window sign is available for use at store type 2 locations where the primary business takes the main sign position. See pg. 88 for additional information.
Reface guidelines

Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com
Exterior Wall Signs

Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

2'-6" Illuminated sign

2'-0" Illuminated sign

1'-0" Illuminated sign

Optional 'Car and Truck Rental' sign face
Avis channel letters

30" Red Channel Letters

30" White Channel Letters

24" Red Channel Letters

24" White Channel Letters

18" Red Channel Letters

18" White Channel Letters

12" Red Channel Letters

12" White Channel Letters

Ordering information:

Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

Red letters are preferred and are typically scheduled on light to medium value neutral background colors. White letters should be used where the background finish value is medium dark to very dark to get adequate contrast and readability.
Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPOR@iconid.com
Internet: www.iconid.com

Note: Blue and white letter sets are available. Use white letters when the background color is darker and there is a need to have adequate contrast for readability. Use blue letter faces when the background color is lighter.
Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

Note: Blue and white lettersets are available. Use white letters when the background color is darker and there is a need to have adequate contrast for readability. Use blue letter faces when the background color is lighter.
Additional Budget channel letters

30” Blue Channel Letters | 'Truck Rental' plate letters
24” Blue Channel Letters | 'Truck Rental' plate letters
18” Blue Channel Letters | 'Truck Rental' plate letters
12” Blue Channel Letters | 'Truck Rental' plate letters

30” Blue Channel Letters | 'Car and Truck Rental' plate letters
24” Blue Channel Letters | 'Car and Truck Rental' plate letters
18” Blue Channel Letters | 'Car and Truck Rental' plate letters
12” Blue Channel Letters | 'Car and Truck Rental' plate letters

Ordering information:

Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSSUPPORT@iconid.com
Internet: www.iconid.com

Note: Blue and white lettersets are available. Use white letters when the background color is darker and there is a need to have adequate contrast for readability. Use blue letter faces when the background color is lighter.
Illuminated Window Sign

Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

Note:
When ordering specify whether a single or double sided window sign is needed.

2'-1"w x 1'-8"h | illuminated window sign

Optional 'Car and Truck Rental' sign face
Hours of operations signs

Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

Store hours signs are available as window stickers or as paint finished plaques.

Note:
24 Hour customer service phone numbers are for illustration only. Decals and plaques will be delivered with current Avis/Budget 1-800 phone numbers.
Stall Signage

Ordering information:
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSSUPPORT@iconid.com
Internet: www.iconid.com

Available in both single sided and double sided (for back to back stalls).
Avis Identity Overview

Logo

White logo on a red background is preferred

Red logo on a white background is for restricted use only.

Colors

Primary

Red

Pantone 186
CMYK 2/100/85/6
RGB 212/0/42

Secondary

White

Pantone NA
CMYK 0/0/0/0
RGB 255/255/255

Premium Brand

Silver

Pantone 242/242/242
CMYK 0/0/0/100
RGB 0/0/0

Black

Pantone NA
CMYK 0/0/0/100
RGB 0/0/0

Premium Brand

Charcoal Metallic

Pantone 432
CMYK -
RGB -

Reflective film

Oracal 951-010

Opaque film

Oracal 951-031

Textile

Oracal 5700-030

Typography

Avenir Next for ABG Bold

ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

The bold typeface is reserved for stall numbers only

Contact the ABG Brand Team to obtain this font for download.

Avenir Next for ABG Demi

ABCDEFHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

The demi font weight should be used for any informational sign copy except stall numbers.

Contact the ABG Brand Team to obtain this font for download.
Budget Identity Overview

Reverse Logos

Budget Truck Rental
Stacked

Budget Car and Truck Rental
Stacked "Car and Truck"

Budget Truck Rental
Horizontal "Truck Rental" (limited use)

Budget Car and Truck Rental
Horizontal "Car and Truck"

Positive Logos

Budget Truck Rental
Stacked

Budget Car and Truck Rental
Stacked "Car and Truck"

Budget Truck Rental
Horizontal "Truck Rental" (limited use)

Budget Car and Truck Rental
Horizontal "Car and Truck"

Budget Truck Rental
Extreme horizontal "Truck Rental" (limited use)

Budget Car and Truck Rental
Extreme horizontal "Car and Truck" logo
limited use

Refer to brand guidelines for additional information.
Refer to brand guidelines for additional information.

Colors

<table>
<thead>
<tr>
<th>Primary</th>
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<tbody>
<tr>
<td>Blue</td>
<td>294</td>
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</tr>
<tr>
<td>CMYK</td>
<td>100/69/730</td>
<td>0/40/95</td>
</tr>
<tr>
<td>RGB</td>
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<td></td>
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<tr>
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<td>Matthews MP50916</td>
<td>Matthews MP00191</td>
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<td></td>
</tr>
<tr>
<td>Translucent film</td>
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<td>Arlon 2500-044</td>
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<tr>
<td>Opaque film</td>
<td>Arlon 2500-3238 over 2100-02</td>
<td>Arlon 2500-044 over 2100-02</td>
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<tr>
<td>Reflective film</td>
<td>NA</td>
<td>Arlon 2400-010</td>
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<td>Dark Orange</td>
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<td>CMYK</td>
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<td>237/85/5</td>
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<tr>
<td>RGB</td>
<td></td>
<td></td>
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<td>Matthews MP00191</td>
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<td>Opaque film</td>
<td>Arlon 2500-044 over 2100-02</td>
<td>Arlon 2400-010</td>
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<td>247/139/0</td>
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<td>Matthews MP00191</td>
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<td>Arlon 2500-084 over 2100-02</td>
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<td>Opaque film</td>
<td>Arlon 2500-084 over 2100-02</td>
<td>Arlon 2400-010</td>
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<td>Reflective film</td>
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<td>Oracal 951-010</td>
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<tr>
<td>Opaque film</td>
<td>Oracal 951-010</td>
<td>Oracal 5700-010</td>
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<tr>
<td>Reflective film</td>
<td>Oracal 951-090</td>
<td>Oracal 5700-010 (White)</td>
</tr>
</tbody>
</table>

Typography

**Avenir Next for ABG Bold**

ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz1234567890

The bold typeface is reserved for stall numbers only

Contact the ABG Brand Team to obtain this font for download.

**Avenir Next for ABG Demi**

ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz1234567890

The demi font weight should be used for any informational sign copy except stall numbers.

Contact the ABG Brand Team to obtain this font for download.
Contacts
Millwork
Fish Construction
Phone: 281-261-3375 ext.222
Fax: 281-261-6644
Email: adam.fish@fishconstruction.com
Internet: www.fishconstruction.com

Wall Coverings
Innovations (BPSY-03 Synapse 'Ice Silver' wall covering)
Phone: 303-744-1676
Fax: 303-744-6742
Email: jamie@egg-and-dart.com
Internet: www.inovationsusa.com

Wolf Gordon (red wall covering, Scrub Tough paint)
Phone: 800-347-0550 Ext 852
Fax: 718-361-1090
Email: kenleyg@wolfgordon.com
Internet: info@wolf-gordon.com

Bollard Covers, Delineator Posts & Traffic Cones
3S-Street Smart Solutions
Phone: 800-880-4880
Fax: 702-838-4690
Email: info@Street3S.com
Web: www.3s-delineations.com
Web: www.us-postman.com

Paint
Akzo Noble (Exterior Sign Paints)
Ann-Marie Girard, Specifications Manager
Phone: 401-429-3587
Email: Anne-Marie.Girard@akzonobel.com

Sherwin Williams (Interior paints)
Peter Kremm
Phone 303-794-4295, Cell 303-902-7239
Email: peter.kremm@sherwin.com
Internet: www.sherwin-williams.com

Signage
Icon Identity Solutions (Interior/Exterior Signs)
Phone: 800-633-8181
Fax: 610-290-0034
Email: AVISSIGNSUPPORT@iconid.com
Internet: www.iconid.com

Poster Inserts
C2 Imaging (poster inserts and refueling replacement inserts)
Phone: 720-941-5900
Fax: 720-941-5950
Email: meg.petersen@c2imaging.com
Web: www.c2imaging.com

Queue line materials
Lavi Industries (Queue line materials)
Phone: 877-ASK-LAVI (877-275-5284)
Fax: 661-257-4938
Email: sales@lavi.com
Internet: www.lavi.com

Furniture (Global Furniture and Tuck Chair)
Teammates
Phone: 303-639-5885
Fax: 303-639-5888
Email: dawes@team-mates.com
Internet: http://team-mates.com/

THE HON Company
200 Oak Street
Muscatine, Iowa 52761
Phone: 563-272-7100
Internet: www.hon.com

Flooring
Ceramic Tile
Daltile
National Accounts
Phone: 877-556-5728
Email: national.accounts@daltile.com

Carpet Tiles
Shaw Contract Group
Phone: 720-275-4663
Email: jeff.oneth@shawinc.com
Internet: shawcontractgroup.com

Walk-off Mats
Mat-Works Inc
Phone: 800-523-5179
Fax: 301-595-0740
Internet: www.thematworks.com