

INTRODUCTION

Each location represents an opportunity to promote awareness of the company and its unique identity. Specifications have been developed for traddress components which represent an adaptation of company logos into architectural and signage formats. Used properly, these components will promote awareness of the company and its unique benefits, improve location visibility and recognition, create a consistent appearance for the company's far-ranging types of locations, and present a modern and friendly image to our customers and employees.

The examples presented in this guide are by no means exhaustive. Thus, it is intended that the traddress components used are the most appropriate or allowable for each location.

TRADEDRESS

STREET SIGNS

COLOR

BUILDING SIGNS

INTERIOR SIGNS

SPECIFICATIONS

STREET SIGNS

In most instances, street signs represent the greatest opportunity to communicate an operating presence.

As a general rule, **purchase the largest sign possible**. However, most municipalities have ordinances defining maximum square-footage allowances for signs; therefore it is important to wisely allocate such allowances between street sign and building sign options by giving ample consideration to the following:

- a) Distance from which each sign must be read.
- b) Traveling speed of the viewer and estimated time available for viewing.
- c) Viewing angle and available space.
- d) Viewing competition and clutter.

Note: When negotiating property leases, carefully review the lease document for sign provisions and restrictions. Many landlords attempt to control the size, shape, color and style of signs. When encountering such restrictions, **insist that landlords waive them on the basis that Enterprise is an international company having an established identity program... or consider pursuing other property.**





Figure 1



Figure 2

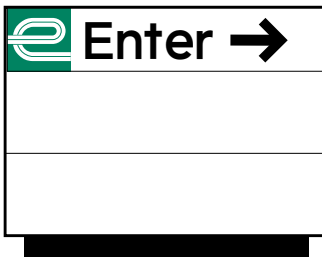


Figure 3



Figure 4

- Figure 1 illustrates how a standard pole sign might be presented to the public.
- Figure 2 illustrates how a standard pole sign can be modified to communicate the presence of other business activities.
- Figure 3 illustrates how a directional sign (i.e. enter, exit, used cars, administration) might be presented to the public.
- Figure 4 illustrates a sidewalk sign that might be displayed at locations found at shopping centers, in business districts having minimal setback, or any place where other sign applications might not attract pedestrian attention.

COLOR

One very simple and important tradedress component is color. Our color scheme is designed to immediately shift attention from the building to our logo. The gray building color serves to mask unique architectural characteristics while providing the greatest contrast to our green, black and white logo. The following Sherwin Williams colors should be professionally applied and maintained at every business location.

Enterprise Green



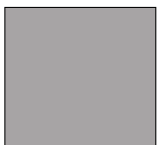
On commercial-styled buildings, it should be applied to window mullions (inside and outside), doorways and sign poles. Window panes and frames on residential-styled buildings should also be painted this color. Enterprise green vinyl may also be considered in cases when the landlord will not allow us to paint mullions.

Enterprise Light Gray



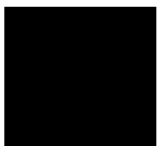
Building exteriors should be painted this color. The goal is to emphasize our color to accent the signage and Enterprise green.

Enterprise Dark Gray



Site elements, planters, curbs, other utility surfaces and roof details (gutters, exhaust vents) may be painted this dark gray. The goal is to emphasize our color to accent the signage and Enterprise green.

Tri-Corn Black



Black is primarily reserved as a trim color for signage materials, such as the frame.

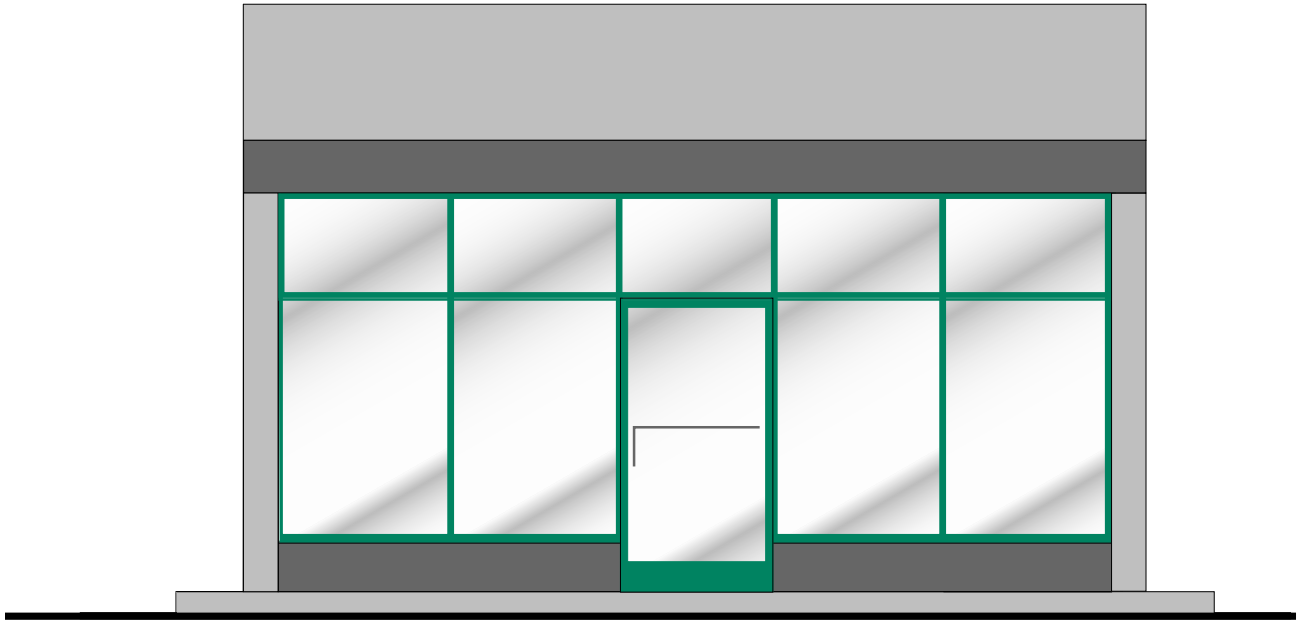
Dover White



White is an alternative exterior color only when the color of choice, Enterprise light gray, is not permitted and after every effort has been made to comply with Enterprise light gray.

Note: *For color formulas, refer to the Exterior/Interior Finishes section of this guide.*

Commercial Building (Before Signs)



BUILDING SIGNS

Like street signs, building signs represent a great opportunity to communicate an operating presence. Maximize your visibility by applying appropriate building signage using the following considerations as a guide:

- a) Branch proximity to the street.
- b) Viewing angle and available space.
- c) Whether or not the city counts fascia bands or awnings toward sign square footage.
- d) Fascia bands provide the greatest visibility day and night.

Fascia Bands

Fascia Bands represent the greatest visual impact of all options in the building sign standards. The bold contrast of the black and white banding, 3-dimensional profile, and downlighting draw attention to the logo. Pursue fascia bands aggressively with landlords and municipalities. The main benefits are visibility and additional perimeter lighting. Since there is great flexibility in the length and application of fascia bands, the following principles should be considered:

- a) The “e” is always located on the left side of the fascia band.
- b) Maintain 1:5 logo ratios in the sign, which includes the “e” plus Enterprise lettering.
- c) Avoid repeating the sign on the same side of the building.
- d) Make design decisions by placing the fascia band on the most visible and prominent portion of the building first, then worry about covering doorways.
- e) Start and stop the fascia band at a logical point, such as a door or a window (Figure 2) or a corner of the building (Figure 1). When in doubt, ask one of the approved sign vendors to do renderings.
- f) In most cases, limit a single stretch of fascia band to 45’.
- g) Fascia bands may wrap the entire building (Figure 3).
- h) Don’t put an illuminated fascia band on a portion of the building that is not already visible (like the back of a building or a portion of a building that is obstructed).
- i) Fascia bands should be installed to meet windloads, snowloads, and ice accumulation according to local and state codes. It is the installer’s responsibility to consider the mounting surface and engineer installation accordingly.
- j) Fascia bands are available for dual purpose facilities (Figure 4).
- k) With proper bracing, fascia bands can be mounted on roofs (Figures 4 and 5).
- l) Fascia bands can be mounted to mask unusual building features such as uneven roof lines or mansard roofs.

Building (Front View)

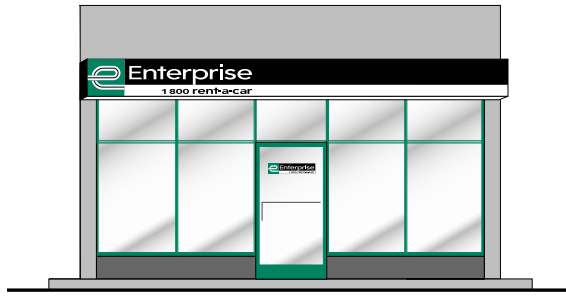


Figure 1

Building (Side View)

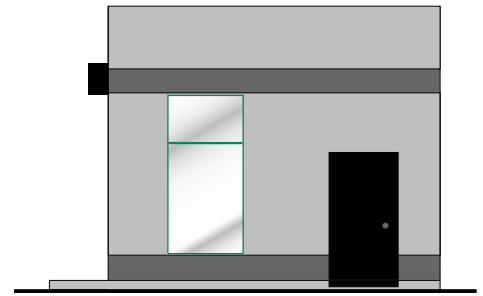


Figure 2

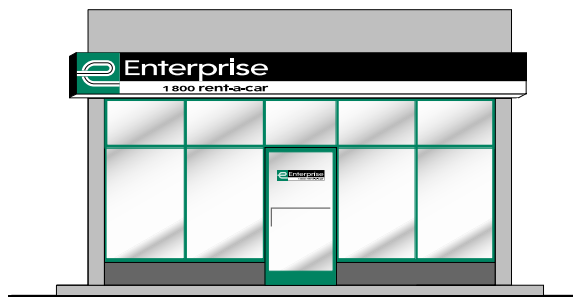


Figure 3

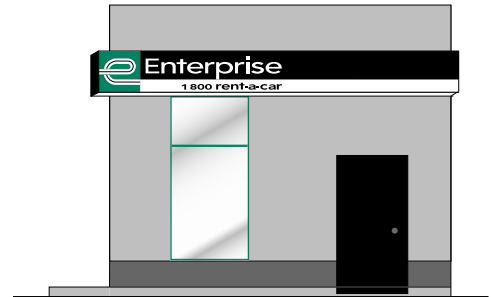


Figure 4



Figure 5



BUILDING SIGNS

Awnings

Figure 6 Awnings represent an alternative to fascia bands since they also provide the wrap-around, banding and downlighting effects. Fascia band principles on the previous page also apply to awnings. In some cities, awnings with company logos are not counted in sign square footage allowances and therefore offer greater opportunity to maximize visibility. Awnings may not be practical in the following cases: heavy snow areas because of the awning's flat top or branches with a driveway close to the building because of the 3' awning profile. In general, unless there is a specific reason to have an awning, a fascia band is the preferred option because it provides the same 3-dimensional look and visibility as an awning at a lower cost.

Box Signs and Channel Letters

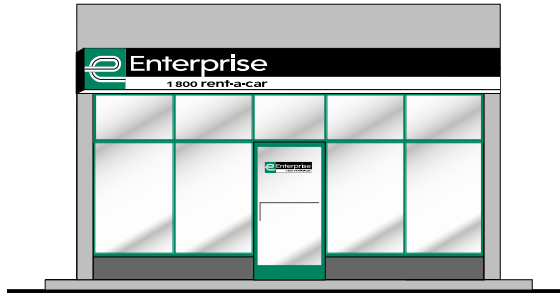
Consider box signs and channel letters only if fascia bands or awnings are not permitted. Box signs are a better representation of the logo and should always be considered before channel letters.

Figure 7 An example of how a domestic building may be dressed with a box sign.

Figure 8 Shows how a branch with channel letters might be dressed. **Channel letters should only be used when required. Every effort should be made to get an awning, fascia band or box sign.** The channel letters standard will always include a black and white striped backboard.

Figure 9 Shows how the channel box accent "e" might be displayed on a domestic style building.

Awning (Front View)



Awning (Side View)

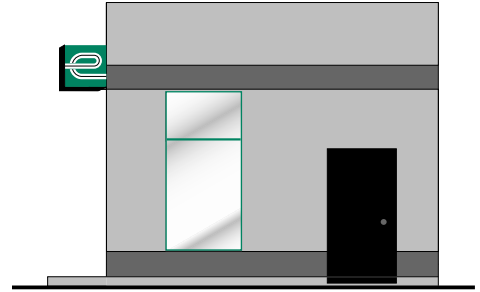


Figure 6

Box Sign (Front View)



Box Sign (Side View)

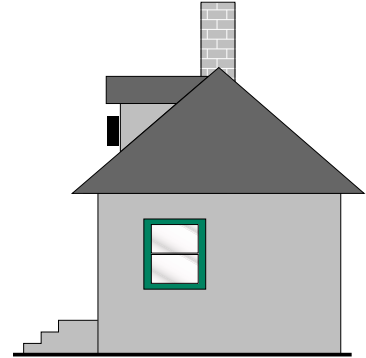


Figure 7

Channel Sign (Front View)



Channel Sign (Side View)

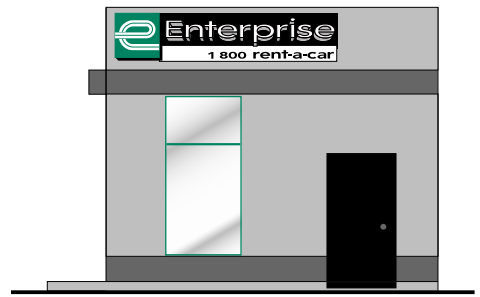


Figure 8

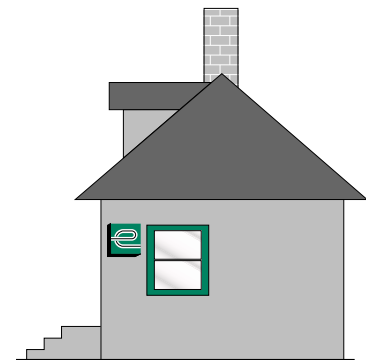


Figure 9

INTERIOR SIGNS

Each location represents an opportunity to promote the company and its key benefits. To take advantage of these opportunities, branch interiors should always be clean and well maintained. Additionally, interior tradedress components should be applied appropriately.

Door Graphics - Figure 10

A standard window decal and hours sign have been developed to reinforce our brand name, while providing a consistent image nationally. Applied appropriately, the top of the decal should be 60 inches from the ground.

Interior Sign - Figure 11

An interior illuminated sign has been developed to reinforce our brand name to current customers. The sign can be suspended from the ceiling behind the counter or mounted on the most visible interior wall of the branch. The electrical can be tied into the ceiling lights so that when you come in, it turns on with the lights and when you close, it turns off with the lights.

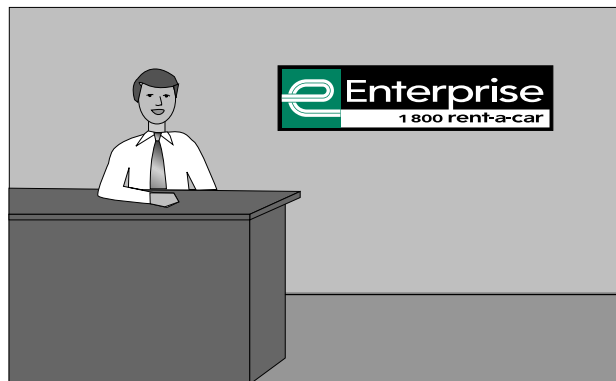
Benefit Posters

A series of posters have been developed to communicate our key benefits. These posters are produced periodically and shipped automatically to all branches. They should be displayed in the lobby area.

Figure 10



Figure 11



SPECIFICATIONS



Standard Horizontal Signs

			Rough Dimensions
2' - 2 1/2" x 10' - 7/8"	Single Face	Pan-Formed	2' x 10'
2' - 3 1/2" x 10' - 1 1/4"	Double Face	Pan-Formed	
2' - 8 1/4" x 12' - 6"	Single Face	Pan-Formed	2' - 6" x 12' - 6"
2' - 9 1/4" x 12' - 6"	Double Face	Pan-Formed	
3' - 2 1/4" x 15'	Single Face	Pan-Formed	3' x 15'
3' - 3 1/4" x 15'	Double Face	Pan-Formed	
3' - 7 1/4" x 18' - 1/4"	Single Face	Flex-Face	3' - 6" x 17' - 6"
3' - 7 1/4" x 18' - 1/4"	Double Face	Flex-Face	
4' - 1 1/4" x 20' - 6 1/4"	Single Face	Flex-Face	4' x 20'
4' - 1 1/4" x 20' - 6 1/4"	Double Face	Flex-Face	
4' - 6" x 22' - 6"	Single Face	Flex-Face	4' - 6" x 22' - 6"
4' - 6" x 22' - 6"	Double Face	Flex-Face	
5' - 1 1/4" x 25' - 6 1/4"	Single Face	Flex-Face	5' x 25'
5' - 1 1/4" x 25' - 6 1/4"	Double Face	(30 psi wind load) Flat-Flex	
5' - 1 1/2" x 23' - 3 1/2"	Double Face	(50 psi wind load) Flat-Flex	
6' - 1 1/4" x 30' - 6 1/4"	Single Face	Flex-Face	6' x 30'
6' - 1 1/2" x 28' - 3 1/2"	Double Face	(50 psi wind load) Flat-Flex	



Fascia Sign

3' x 1' x * Illuminated

Vertical dimensions available from 2' to 6'

* Custom length, group specify



Awnings

3' x 3' x * Illuminated

* Custom length, group specify



Channel Letter Sets (not preferred)

24" x 9' - 10 3/8" Channel Letter Set

30" x 12' - 3 7/8" Channel Letter Set

36" x 14' - 9 1/2" Channel Letter Set

48" x 19' - 8 5/8" Channel Letter Set



Channel "E" Logos

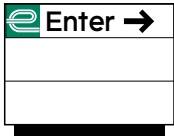
24" x 24"	Channel Logo
30" x 30"	Channel Logo
36" x 36"	Channel Logo
48" x 48"	Channel Logo



Service Signs* Corresponding Logo Sign Size

3' x 5' - 3"	2' - 6" x 12' - 6", 3' x 15'
4' x 7'	3' x 15', 3' - 6" x 17' - 6"
5' x 8' - 9"	4' x 20', 4' - 6" x 22' - 6", 5' x 25', 6' x 30'
6' x 10' - 6"	5' x 25', 6' x 30'

* When adding the Car Sales sign to an existing pole, you will want to verify the engineering on the pole and footing to ensure that the existing pole and footing can adequately support the weight and windload of the additional sign.



Monument Signs

37" x 37"	Directional Sign
-----------	------------------

* Enter, Exit, Rental, Car Sales, Administration



Window Decal

Enterprise Logo	3" x 15"
Hours	5" x 15"



Interior Signs

Single-sided	Illuminated	1' - 5 3/4" x 6' - 7/8"
Double-sided	Illuminated	1' - 5 3/4" x 6' - 7/8"



Banners

Logo	Banner	2' - 9" x 12" - 9"
------	--------	--------------------



All rent-a-car signs are also available in French.