

BRANDBOOK CHECKLIST

BRANDBOOK

CLIENT: BP
LOCATION: 2206 N 15th St,
Sheboygan, WI 53083
SVB #: 1643900
DATE: 02/05/25
VARIANCE: N/A

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CONTACTS

PgM: Christie Woods
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Phone: (814) 949-8287

PjM: Kimberly Kurtz Peters
Email: kpeters@blairimage.com
Phone: (814) 283-2037

DOCUMENT INFO

BLAIR PROJECT #: 100647
SALES ORDER #: 28623
DOC #: AD-BPL-100647-250205-0

REVISIONS

REV	DATE	DESCRIPTION
0	02-05-25	INITIAL RELEASE



DESIGNER CHECK

(initials)

AGL

AGL

AGL

AGL

AGL

AGL

AGL

AGL

DATE CHECKED

02/05/25

PjM CHECK

(initials)

AH

AH

AH

AH

AH

AH

AH

AH

DATE CHECKED

02/07/25

1. INFORMATION ACCURACY

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

2. BRANDING ELEMENTS

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

CUSTOMER APPROVAL

☐ Approved☐ Approved as Noted☐ Not Approved
Resubmit with Changes

Print Name

Title

Signature

Date



BRAND STANDARD
REVISION DATE:

☒ All provided image elements and / or services meet the current brand revision.
☐ The following image elements and / or services do not meet the current brand standards due to
municipal code and / or specific site conditions. _____

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




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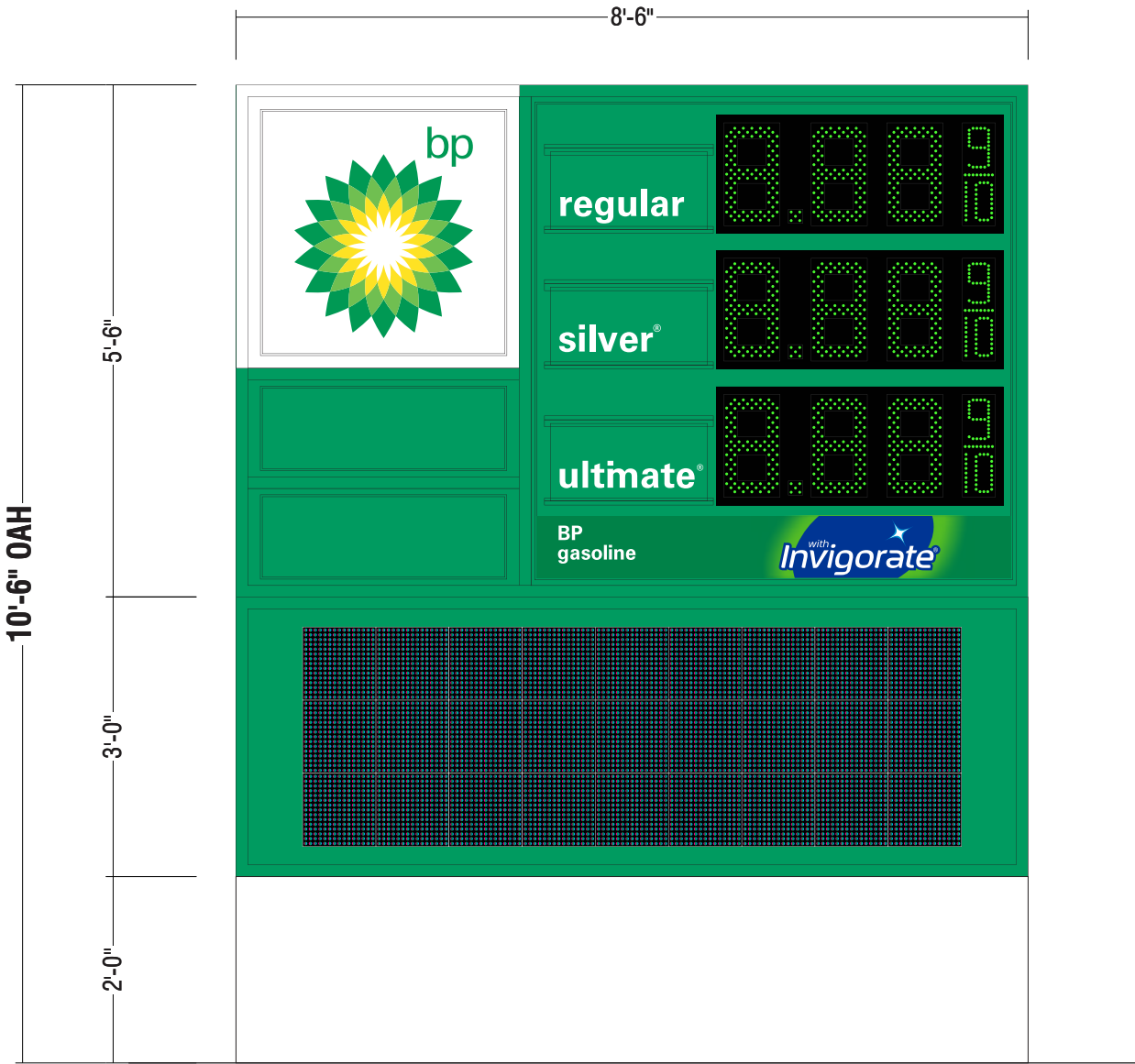
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COLOR SPECIFICATIONS		
	VINYL MATCH	PAINT MATCH
	PMS 348 C BP RETAIL GREEN (PRICER)	PMS 348 GREEN SATIN FINISH
	PMS 355 C BP RETAIL GREEN (HELIOS)	NA
	PMS 368 C BP LIGHT GREEN (HELIOS)	NA
	PMS 109 C BP YELLOW (HELIOS)	NA
	BP WHITE	WHITE SATIN FINISH
	PMS 661 C INVIGORATE BLUE	NA
	PMS PROCESS BLUE INVIGORATE LIGHT BLUE	NA
	DIGITALLY PRINTED CUSTOM GRAPHICS	NA
	SILK SCREENED GRAPHIC	NA



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PROPOSED SIGNAGE

SCOPE OF WORK

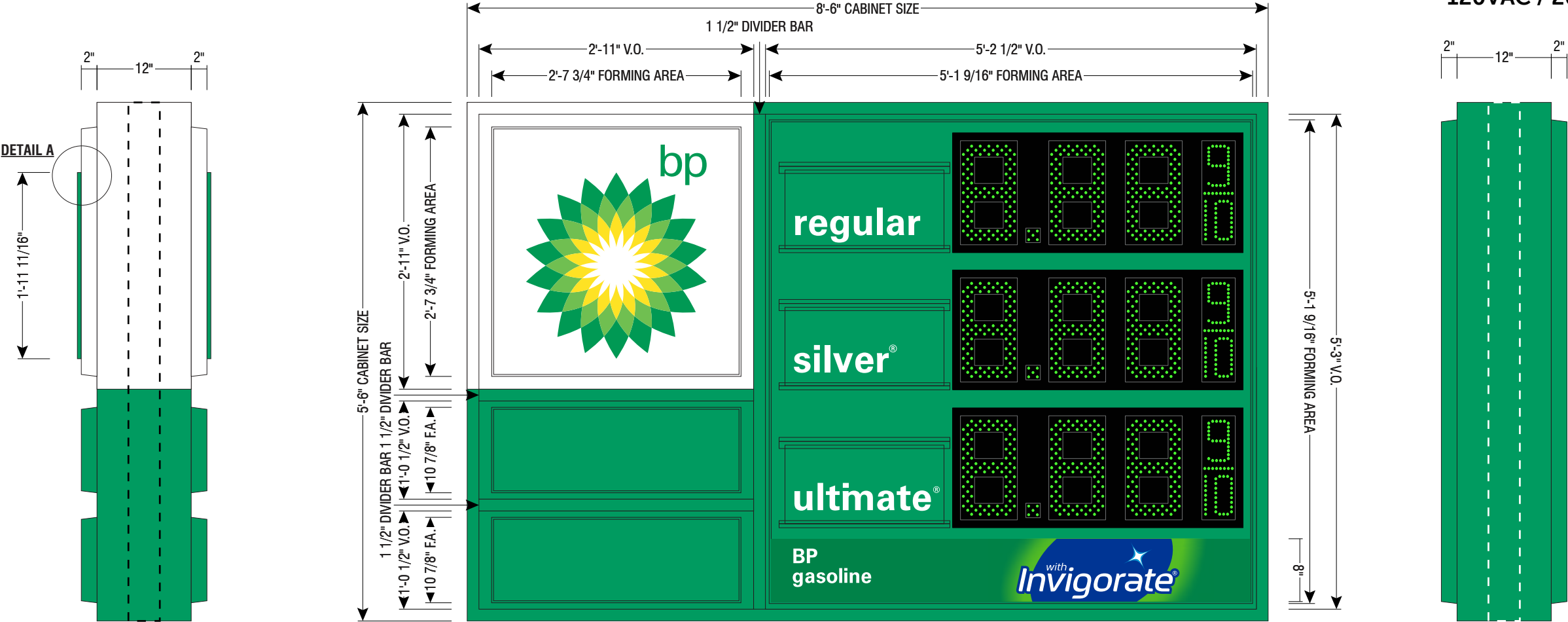
- 1. New Monument @ 10'-6" OAH on New Foundation.
- 2. Proposed Sign SF: 72.25 SF.

NOTE: SUBJECT TO CHANGE DURING ENGINEER REVIEW

ACTION ITEMS REQUIRED PRIOR TO PRODUCTION

- 1. New Foundation Requested.
- 2. .

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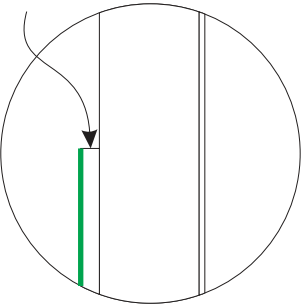
Electrical Requirement:
120VAC / 20A Dedicated Circuit(s)

SIDE VIEW

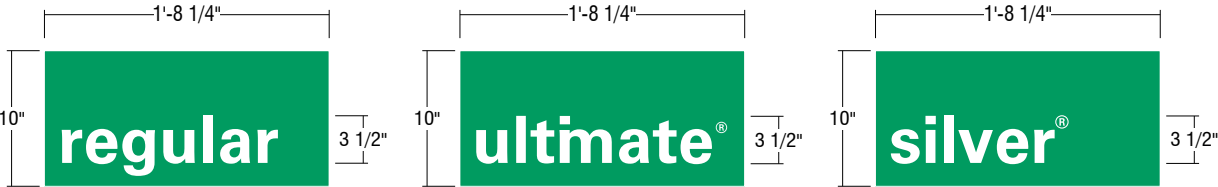
FRONT VIEW
SCALE: 3/4"=1'

SIDE VIEW

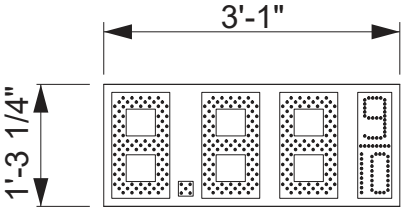
1/2" EMBOSMENT



DETAIL A



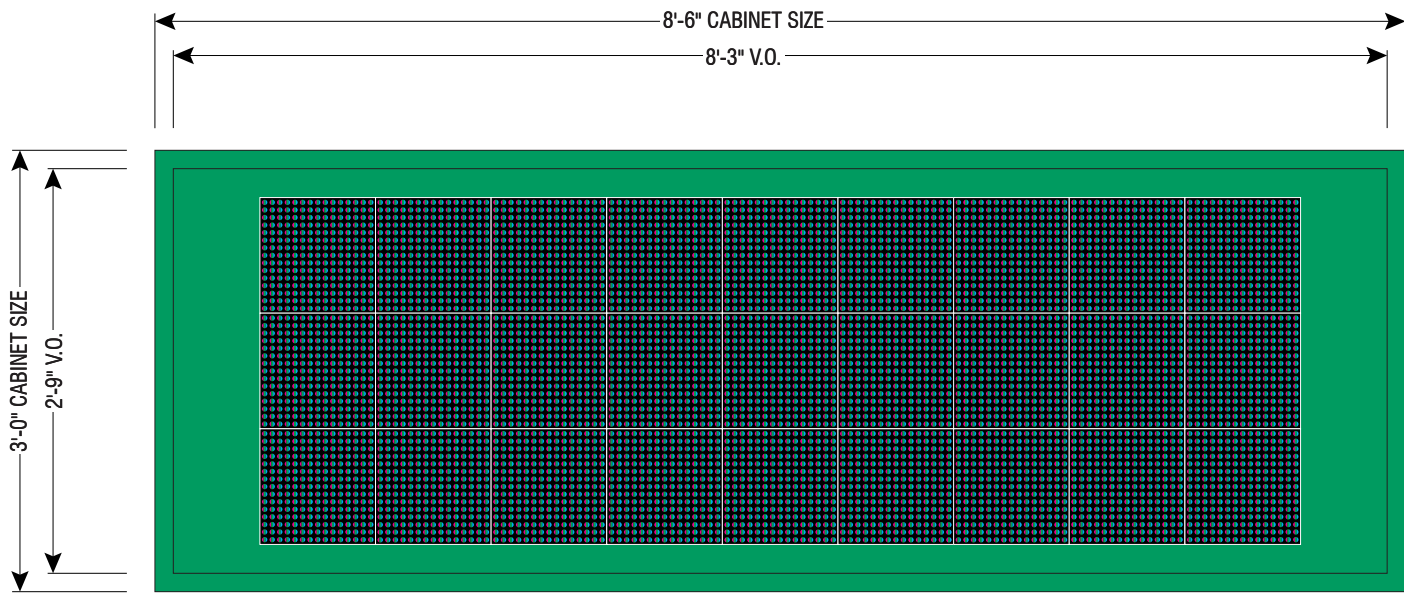
CUSTOM WORDPLATES



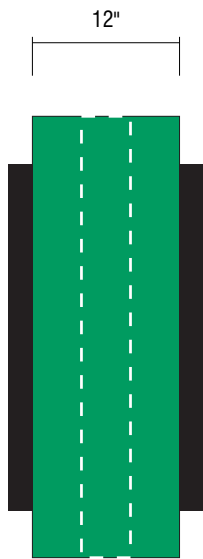
12" 3.0 LED DIGITS

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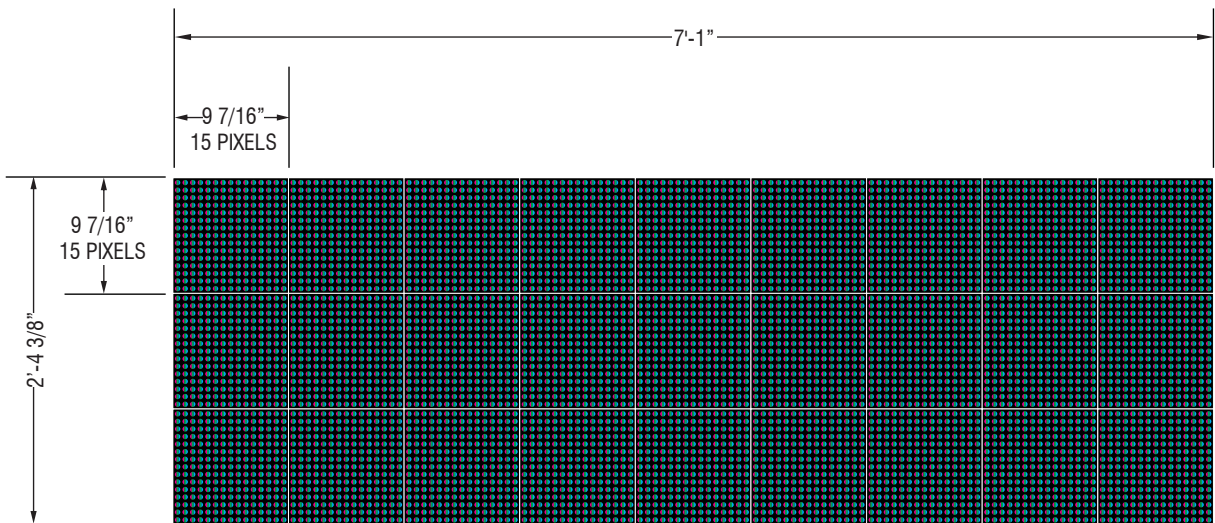
Electrical Requirement:
120VAC / 20A Dedicated Circuit(s)



FRONT VIEW
SCALE: 3/4"=1'

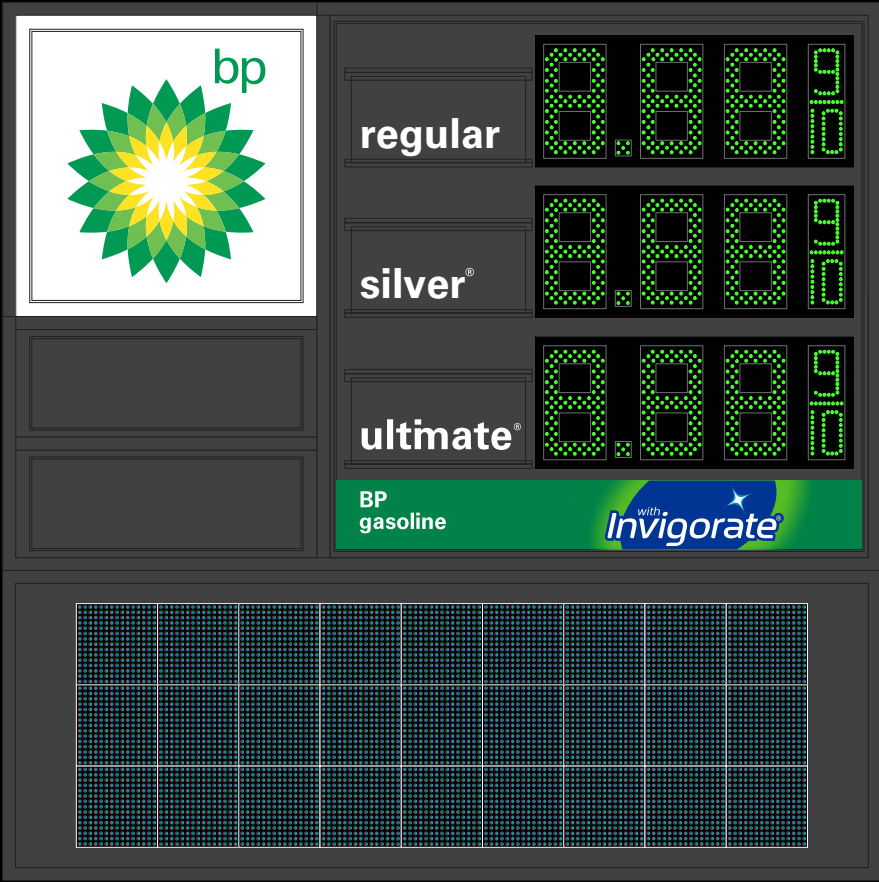


SIDE VIEW

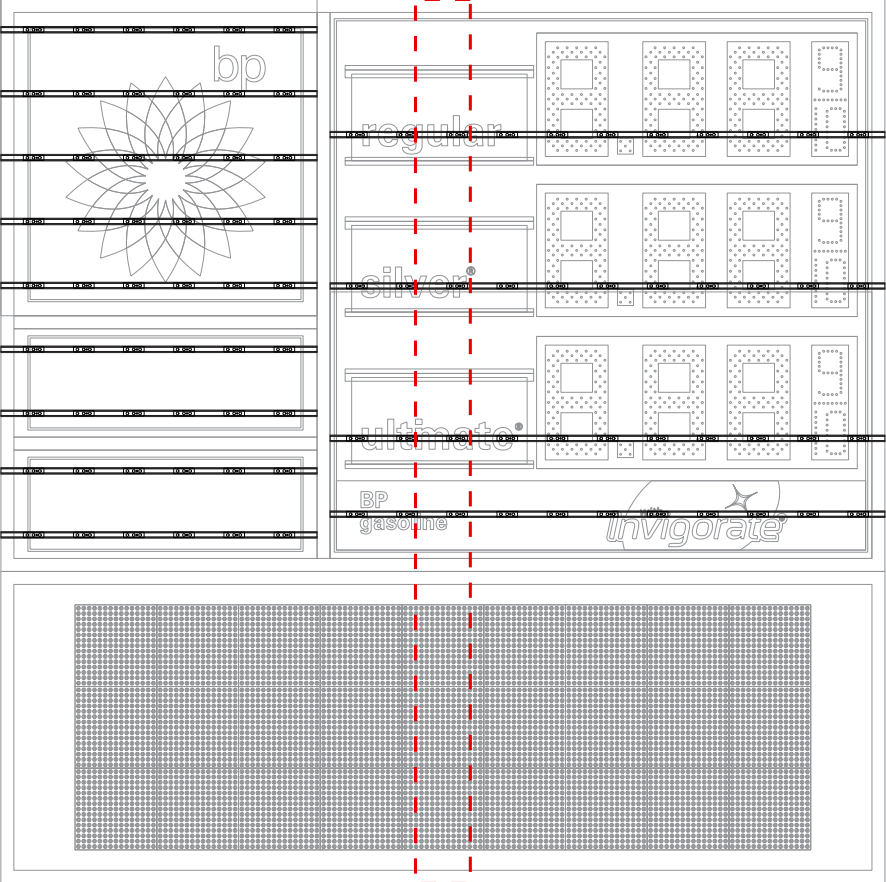


VANTAGE EMC - 16MM FULL COLOR
45 X 135 = 6075 (TOTAL) PIXELS

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ILLUMINATION VIEW



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Jobsite Code of Conduct and Basic Expectations

As an Independent Contractor, the Subcontractor acknowledges that, while operating separately from Blair and the Owner, they represent the Owner to the public. The Subcontractor, along with any approved subcontractors, agrees to uphold the following Code of Conduct while performing work for Blair. These expectations ensure professionalism for all parties involved, including the Subcontractor, Blair, and the Owner.

1. Professional Behavior

- Refrain from using profanity.
- Avoid wearing offensive or inappropriate clothing.
- Smoking is only permitted in designated areas, away from the worksite.
- Loud music is prohibited.
- Horseplay or unsafe conduct is strictly prohibited.
- Always maintain a professional workplace environment. Treat customers, patrons, and the public with respect and courtesy.

2. Site Protocol

- Notify the site manager upon arrival and departure from the site.
- Review the work and safety plan with the site manager before beginning work.
- Clearly mark the work area using cones, caution tape, or an appropriate barricading system, in accordance with required safety protocols.
- Always use the proper Personal Protective Equipment (PPE).
- Maintain a clean, organized, and safe work environment.
- Properly dispose of trash and recycle when possible.
- Pets and animals are not allowed on the worksite.
- Individuals not employed by the installation company are prohibited from work site.

3. Worksite Appearance

- Ensure the site is properly branded at the end of each workday. Temporary banners must be installed at designated locations to ensure visibility and compliance.

By following these expectations, the Subcontractor helps maintain a safe, respectful, and professional work environment for Blair and the Owner.

Installation Instructions

Upon delivery, the installation instructions will be included with the product, typically housed in a plastic sleeve attached directly to the crate. For more detailed installation instructions or a copy of the site-specific scope of work, please contact your Blair Project Manager.

All necessary installation hardware must be provided by the installer.

Communication and Work Progress Reporting

The Subcontractor, including any approved subcontractors, must provide regular updates to the Blair Project Manager regarding work progress at the site. At a minimum, the following communication is required:

- **Arrival Notification:** A confirmation text message/email within 15 minutes of arriving at the site.
- **Mid-Day Update:** A text message/email with the current work status.
- **Departure Notification:** A text message/email within 15 minutes of leaving the site, including a summary of completed work and relevant photographs of both completed and in-progress work.
- **Completion Photographs:**
 - Lit branding elements must show nighttime conditions or illuminated LEDs/bulbs.
 - [other photos determined by PM]
 - [other photos determined by PM]

If there are any questions, concerns, or requests for additional instructions, the Subcontractor should contact the Blair Project Manager while on-site. Any change orders or deviations must be submitted in writing to the Project Manager before proceeding with the work.

Upon completion of work, the Subcontractor must obtain written acceptance of the completed work from the site manager and provide a copy of this documentation to Blair.

Service Contact Information

Phone: (814) 283-2177
Service Hours: Monday – Friday | 8:00 AM – 4:30 PM EST
Website: www.blairimage.com/contact-blair/
Email: service@blairimage.com
Emergency/After 4:30pm: (800) 563-9598

Safety Criteria

All subcontractors working for Blair are required to complete the Blair Safety Certification Program and comply with OSHA regulations, along with all applicable local, state, and federal laws. Subcontractors must provide documentation of:

- COI (Proof of minimum Liability)
- Worker’s Comp
- W-9
- MSA
- Blair Install Safety Certification
- JSA for every component of the project

Subcontractors working on petroleum sites must also hold a valid API Certification and adhere to API guidelines.

Safety Protocols

- **Blair should be NOTIFIED IMMEDIATELY for any and all incidents.**
- **Job Safety Analysis:** Conduct a thorough safety analysis before beginning work.
- **First Aid and Emergency Response:** Be aware of the location of first aid supplies and medical treatment facilities, including CPR protocols.
- **Personal Protective Equipment (PPE):** Use appropriate PPE for each task.
- **Tools and Equipment:** Ensure tools are in safe working order and are used for their intended purpose within safe operating limits.
- **Vehicle Operation:** Vehicle operators must comply with all DOT and API regulations.
- **Fall Protection:** Use appropriate fall arrest equipment when required.
- **Working at Heights:** Understand and follow safety requirements for working at heights.
- **Worksite Barricading:** Properly barricade the work area to protect against potential hazards.
- **Lifting Operations:** Only trained and competent personnel should perform lifting tasks using approved equipment.

Adhering to these safety criteria ensures a safe and compliant work environment for all personnel.

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