



BRANDING for
GLOBAL
PAINT PROTECTION FILM

**This section outlines
key message points and visual guidelines
for capturing the identity of the Brand...**



MATERIAL

Great consideration should guide the selection of interior materials. Each studio will come with limitations and attributes, however it remains imperative that our nationwide locations exhibit a unified and coherent look.

LOOK & FEEL

Ensure seating is both inviting and comfortably accommodating. While budgets are without limit, it is essential to consider attributes like sustainability, functionality, and aesthetics during the decision-making process.



GLOBAL

PAINT PROTECTION FILM

Logo Usage and Specification

PRIMARY LOGO



CLEAR SPACE

Give the logo space to preserve the integrity and visual impact of the logo. Always maintain adequate clear space around it. Allow ample space for the logo, to preserve its integrity and visual impact. Providing this sufficient space will ensure the logos recognition, uninterrupted by other logos, symbols, artwork or text.



MINIMUM CLEAR SPACE AND MINIMUM SIZE

Minimum Clear Space

Maintain a clear space around the signature equivalent to one-half the height of the logo, from the top to the lower edge. Ensure to allow more space around your signature, and prevent photos, typography, or other graphic elements in the clear space area.

Minimum Size

The minimum signature size should be used only in situations with limited layout space. When able, opt for a larger size of the signature.



8 mm
35 px

The minimum size is 8 mm in print and 35 pixels onscreen, measuring the height of the GPPFAS logo. Allow minimum clear space as shown.

CORRECT USAGES

To maintain the integrity of the Global PPF logo, and to promote the consistency of the brand - the examples on this page demonstrates correct uses of the Global PPF logo.



INCORRECT USAGES

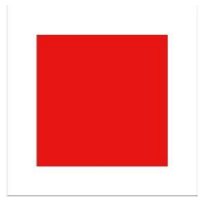
The example on this page demonstrates the incorrect use of the Global PPF logo.

To maintain consistency of the logo and brand, the Global PPF logo should not be altered, recreated or modified in any way. Under no circumstances should any of these examples should be used.

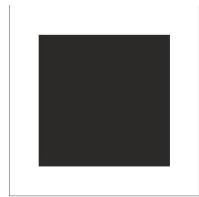


LOGO COLORS

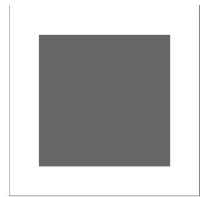
PANTONE
CMYK
RGB



Pantone 485 Red



Pantone Black



Pantone Black 75%



RGB : 231, 22, 21



RGB : 0, 0, 0



CMYK : 00, 96, 100, 00



CMYK : 0, 0, 0, 100



TYPOGRAPHY

Helvetica Bold, Gotham Bold are the primary typeface and can be used across all formats from print to digital.

Primary Type

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Type

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital Type

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**BRAND
TAGLINE**



Yeah... it's
TOUGH!



TYPOGRAPHY

Helvetica Light, Helvetica Bold Gotham Bold are the primary typeface and can be used across all formats from print to digital.





**AUTHORIZED
DEALER**

CLEAR SPACE

To ensure the brand identity of Global Paint Protection Film Authorized Dealer has consistent, optimal legibility and prominence; an area of clear space should be maintained around the logo unit.

The clear distance from the logo should, ideally be equal to or greater than the width and height of the "G" as shown.



MINIMUM CLEAR SPACE AND MINIMUM SIZE

Minimum clear space

The minimum clear space around the signature is equal to the height of the logo, measured from the top to the lower edge of 'G'. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Minimum size

The minimum signature size should be used only when layout space is extremely limited. Use the signature spacing at a larger size whenever possible.



The minimum size is 8 mm in print and 35 pixels onscreen, measuring the height of the GPPFAS logo. Allow minimum clear space as shown.

CORRECT USAGES

To maintain the integrity of the logo, and to promote the consistency of the brand, GPPFAD logo - the example on this page demonstrate correct uses of the GPPFAD logo.



INCORRECT USAGES

The example on this page demonstrate incorrect uses of the GPPFAD logo. To maintain the integrity of the logo, and to promote the consistency of the brand, GPPFAD logo should not be altered, recreated or modified in any way. Under no circumstances should any of these examples should be used.

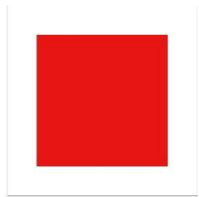


LOGO COLORS

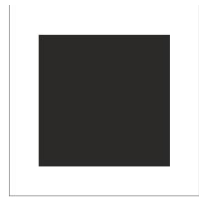
CMYK. RGB



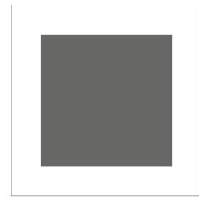
AUTHORIZED DEALER



Pantone 485 Red



Pantone Black



Pantone Black 75%



RGB : 231, 22, 21



CMYK : 00, 96, 100, 00



RGB : 0, 0, 0



CMYK : 0, 0, 0, 100

TYPOGRAPHY

Helvetica Bold, Gotham Bold are the primary typeface and can be used across all formats from print to digital.





TYPOGRAPHY

Helvetica Bold, Gotham Bold are the primary typeface and can be used across all formats from print to digital.

Primary Type

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Type

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital Type

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**AUTHORIZED
DEALER**

FACADE

AUTHORIZED DEALER



The letterings should have a minimum thickness of 2 inch to allow for the shadows.

We can alternatively work with a vinyl lightbox



**AUTHORIZED
DEALER**

**FACADE
MANDATORIES**



**AUTHORIZED
DEALER**



DEADLINE ADVERTISING PVT. LTD.

**AUTHORIZED
DEALER**

FACADE
LOGO PROPORTIONS



**AUTHORIZED
DEALER**

**PRIMARY
FACADE**



**AUTHORIZED
DEALER**



AUTHORIZED DEALER

FACADE
ALTERNATIVES



DETAILING STUDIO

GLOBAL
Hi-Tech Films

GLOBAL
Paint Protection Films

**AUTHORIZED
DEALER**



GLOBAL
Hi-Tech Films

GLOBAL
Paint Protection Films

**AUTHORIZED
DEALER**

DETAILING STUDIO



DETAILING STUDIO

GLOBAL
Hi-Tech Films

GLOBAL
Paint Protection Films

**AUTHORIZED
DEALER**



GLOBAL
Hi-Tech Films

GLOBAL
Paint Protection Films

**AUTHORIZED
DEALER**

DETAILING STUDIO

AUTHORIZED DEALER

FACADE ALTERNATIVES

In addition, when possible, we should consider implementing a glowing lightbox sign at franchisee-owned/partner outlets. This lightbox will effectively capture attention and help reduce visual clutter.



AUTHORIZED DEALER

WALL MOUNT LED GLOW BOX SIGN

Size : 30 x 15.5 inch

Material : Acrylic Glow sign

The curve at the end needs to be a perfect half circle i.e. the curve will be 7.75 inch at the Center in width and 15.5 inch in height.



FACADE LIGHTING DETAILS

EcoAccent provides high-quality accent lighting, enabling retailers to showcase their products in the most favorable light. This track-mounted EcoAccent lighting system comes in both black and white finish options. Its efficient LED technology, along with a durable heat-sink, guarantees a reliable and long-lasting lighting solution.

EcoAccent offers improved beam control and edge uniformity, ensuring that the key features of merchandise are highlighted and create a long-lasting impact on the customer.

Technical specifications

Type	ST271
Wattage (W)	29 47
IP Rating	20
Lumen Output (lm)	2000 4000
Efficacy (lm/W)	>85
Col Temp. (K)	3000, 4000, 5000
CRI	80
Housing	Pressure die cast aluminium
Cover	Clear
Mounting	Track mounted
THD	<15%
PF	>0.9
Operating Voltage	220V-240V

Eco Accent



Key features

- >30% savings as compared to CDM solutions
- Excellent thermal management system
- Long life of 40,000* hours



FACADE OPTION LIGHTING DETAILS

This option is ideal when we need to illuminate our facade from bottom upwards. Philips LED Aplite offers accent lighting with easy to install and high ingress protection, and comes equipped with a suitable mounting box.

Aplite



Technical specifications

Type	BBP 330
Wattage (W)	15.8
IP Rating	IP67
Lumen Output (lm)	790
Col Temp. (K)	Warm white (3000), Neutral white 4000
Housing	Die cast aluminium
Cover	Glass
Mounting	Ceiling / Floor recessed
Operating Voltage	220-240V, 50/60 Hz

Key features

- High ingress protection
- Long life
- Easy installation





APPLICATIONS

FACADE
MATERIAL
SPECIFICATION

Acrylic Sheet 5mm



**RECEPTION
AREA**



RECEPTION AREA

LOGO DIMENSIONS

36 inch width X 7.16 inch height of logo
Ensure that there is enough empty space or
margin around the logo.



**RECEPTION
AREA
LOGO MATERIAL**

Backlit Acrylic



RECEPTION AREA

LIGHTING DETAILS

FullGlow is a beautifully designed lighting fixture that will captivate visitors. It is available in two variations: Standard and High-Efficiency models.

Full Glow



Technical specifications

Brand:	Philips
Color Temperature:	4000 K
Energy Saving:	50 percent
Lumens:	3000
Model No:	RC380
Power:	30 W
Product Type:	Ceiling Lights
Mounting:	Recessed
CRI:	80
Housing :	Metallic CRCA powder coated

Key features

- 50%* energy savings
- High quality light, CRI=80
- No maintenance



RECEPTION AREA OPTION

LIGHTING DETAILS

GreenPerform is a great option, as it offers a wide range of dimming options for workplaces. The product has a wide array of options in all variants and dimming solutions, such as Phase -Cut, Analog and DALI. It offers benefits of LED products and up to 5 times longer life. With a luminosity range spanning 600 lumens to 2000 lumens, it is an efficient and high-performance lighting solution.

Technical specifications

System Wattage (W)	6.5 10.5 12 15.5 22
IP Rating	IP20
Lumen Output (lm)	600 1000 1300 1600 2200
Efficacy (lm/W)	>85
Col. Temp. (K)	3000, 4000, 6500
CRI	>80
Housing	Pressure die cast aluminium
Cover	High efficiency diffuser with more than 85% transmittance
Mounting	Recessed
THD	<10%
PF	>0.9
Operating Voltage	220V-240V, 50/60 Hz

Key features

- 50%* energy savings
- No maintenance
- Eco-friendly

GreenPerform



LOUNGE



**AUTHORIZED
DEALER**



LOUNGE

LOGO DIMENSIONS

The Logo Branding has to be a prominent feature of the Visitors Lounge.
The Branding cutout cannot be less than 66 inch in width (end to end).

Acrylic cutout with a minimum of 2 inch in depth



LOUNGE

GLOBAL
Paint Protection Films

**AUTHORIZED
DEALER**



LOUNGE

LOGO MATERIAL

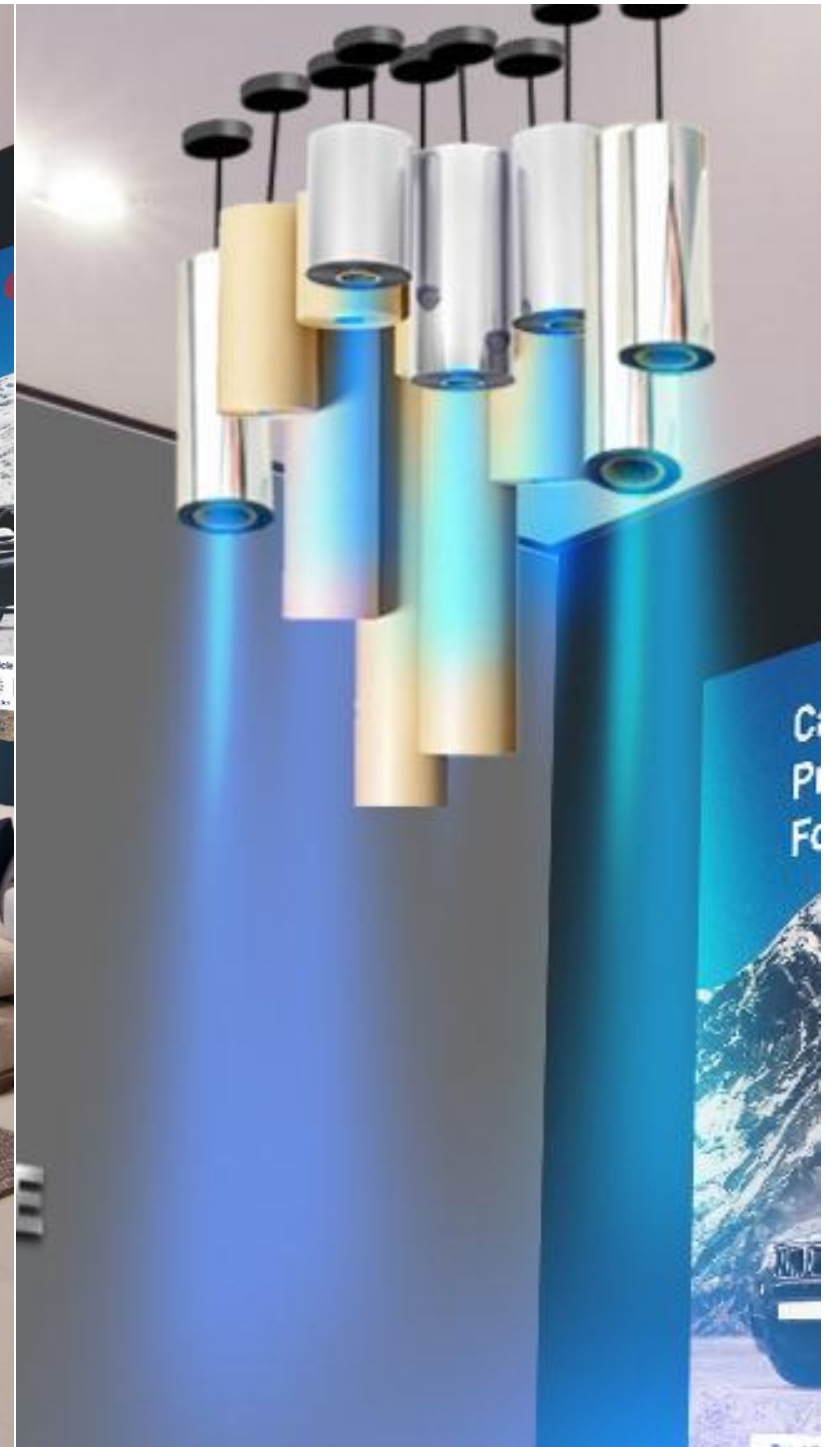
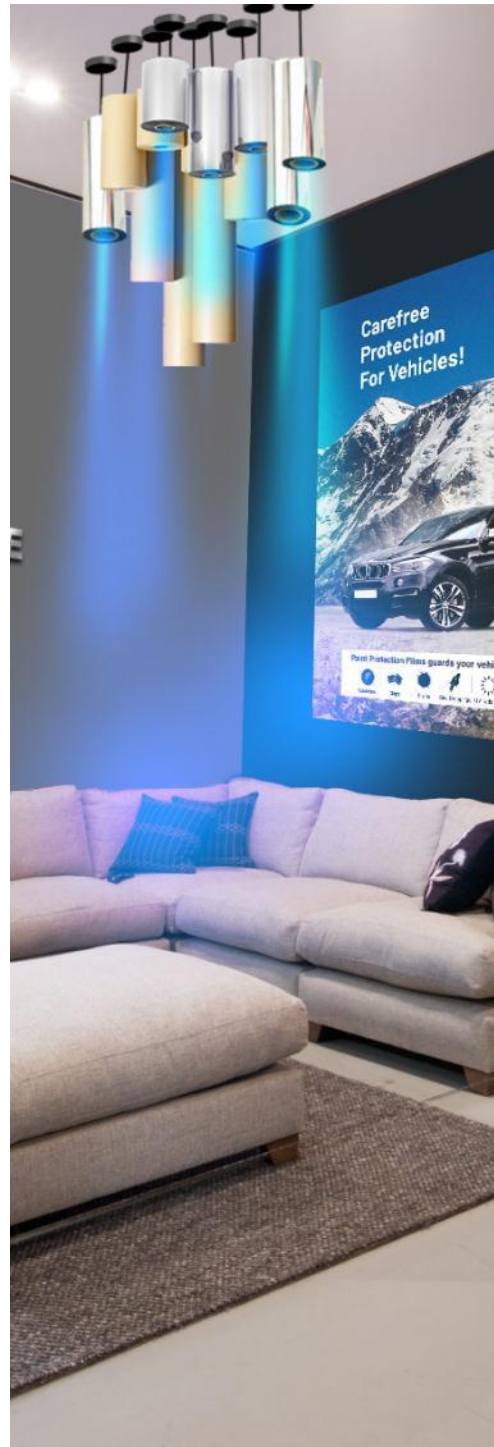
Acrylic material
with backlight



LOUNGE

LIGHTS

Accent lighting is used to emphasize specific features to an object and space. Directional 10W LED pointer lights can be strategically placed near posters or walls we wish to accentuate.



LOUNGE

FURNITURE

Red and Black Combination
Upholstery Material: Quality Faux Leather
Glass and steel combo



LOUNGE

ROUND TABLE & CHAIRS

Ensure we dedicate areas for 2 to 3 guests. This can be achieved by using focused lighting/arranging small center tables with fewer chairs, making visitors feel valued and welcome.



Display Table

DESK WITH DRAWERS

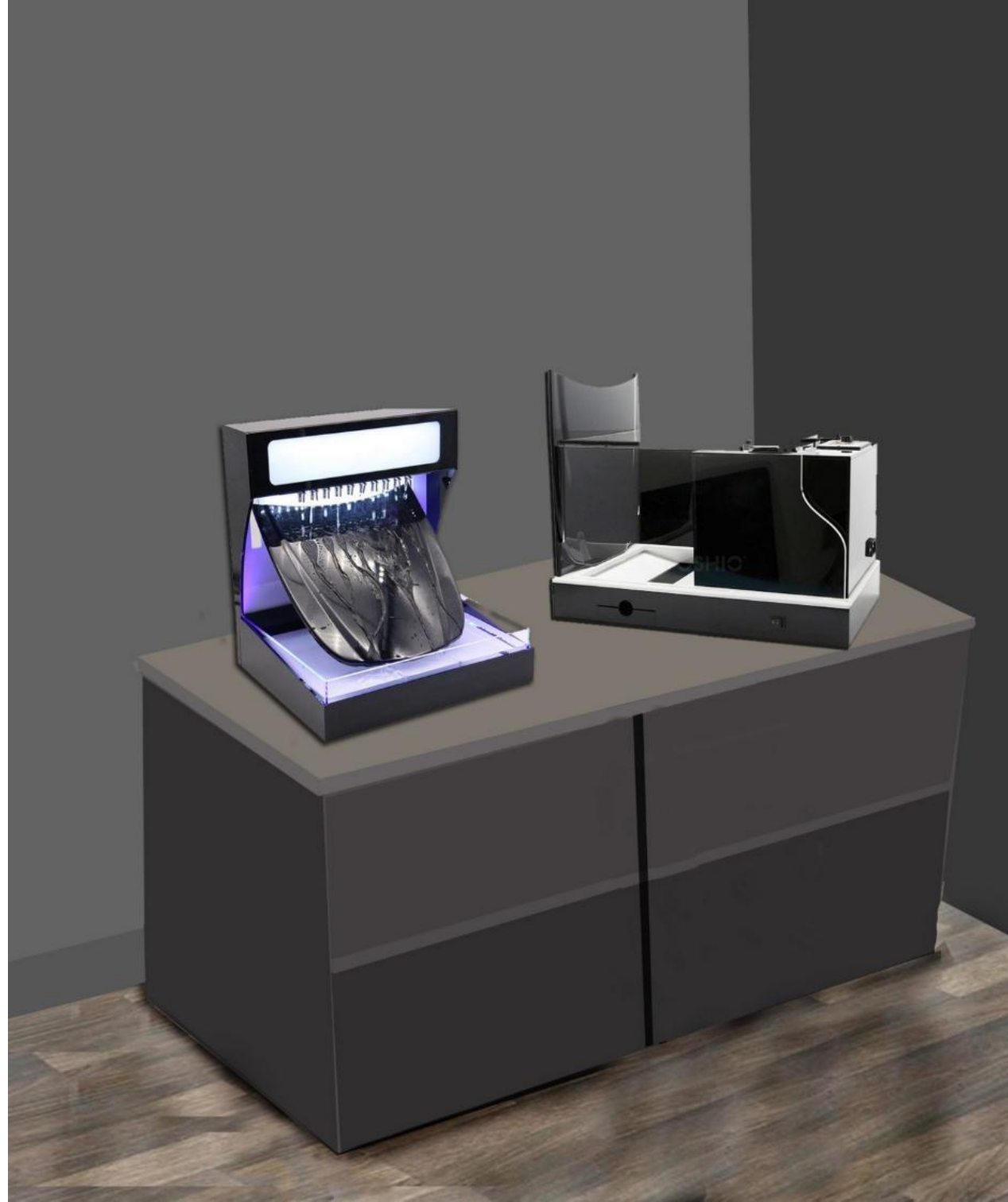
A simple, minimalist table with muted tones is encouraged. It should feature 4 large drawers to accommodate space for merchandise and promotional items.



Display Table

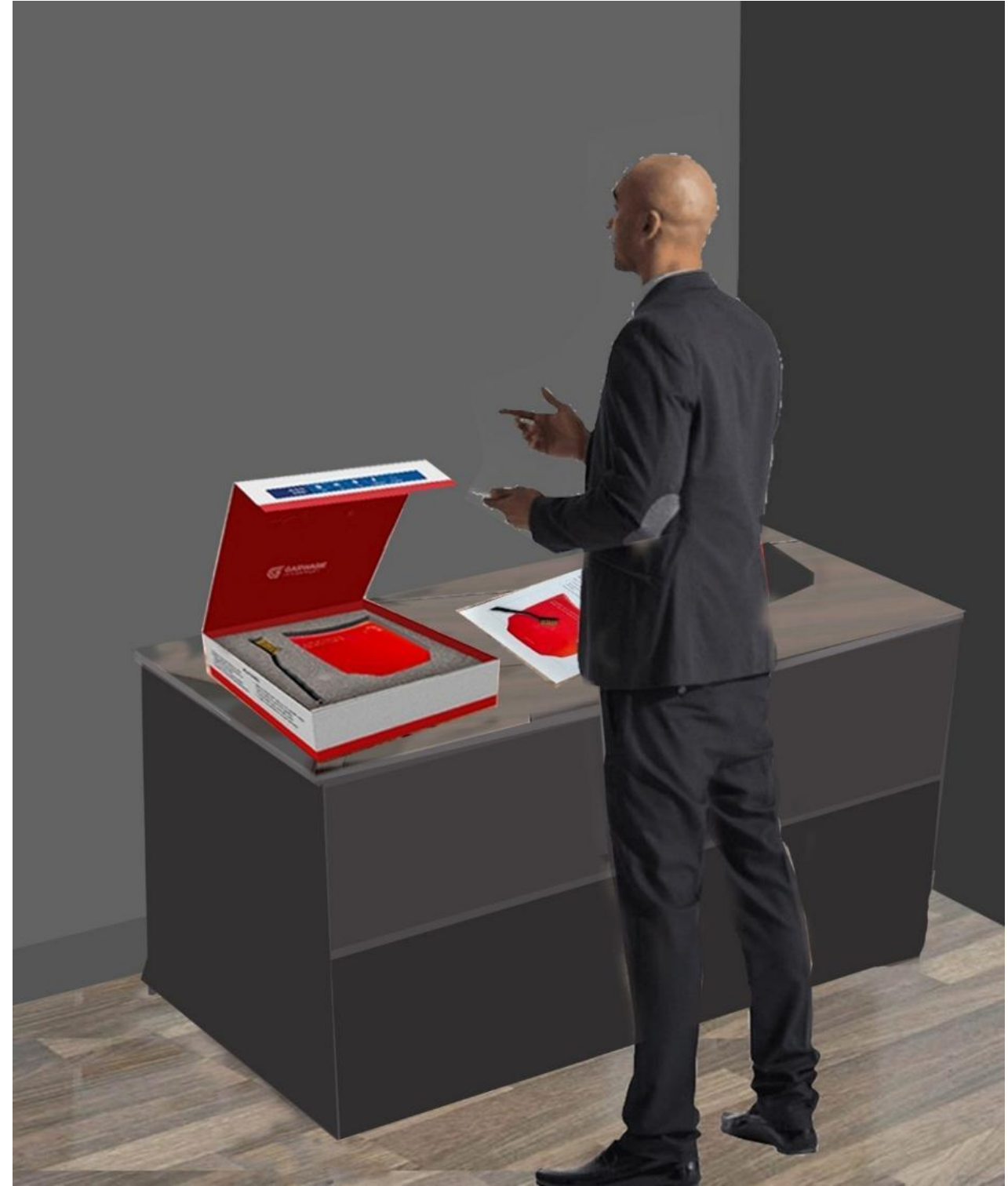
DISPLAY COLLATERALS

A table can serve as a dual purpose for both merchandise/promotional materials, as well as an activity corner for customers.



Display Table

A display table can be transformed into a User Experience/DIY Area within each studio, offering customers a hands-on opportunity to experience products and see the effectiveness of the film.



LOUNGE LIGHTING DETAILS

GreenSquare provides an ideal visual environment for lounge areas. It provides the right light levels for clear visibility of printed, handwritten or on-screen documents. With its uniform illumination and minimal light depreciation, GreenSquare ensures enhanced productivity for years. Additionally, it replaces conventional 2x2 luminaires, eliminating the need for added ceiling structures or renovations and enhances the overall aesthetics.

Technical specifications

Type	RC140
Wattage (W)	33
IP Rating	IP20
Lumen Output (lm)	3100
Efficacy (lm/W)	75
Col Temp. (K)	4000, 6500
CRI	80
Housing Metallic	CRCA powder coated
Cover	High efficiency
Diffuser	
Mounting	Recessed
THD	<10%
PF	>0.9
Operating Voltage	220-240V, 50/60 Hz

Key features

- >40%* energy saving
- Maintenance free
- Long life of 40000 hour

GreenSquare



LOUNGE LIGHTING DETAILS OPTION

GreenLED surface is ideal for modern spaces. It offers all the benefits of a standard downlighter, including a 50% energy reduction, long lifespan and maintenance-free operation. GreenLED surface comes with advanced optics for glare free lighting.

Technical specifications

Type	DN170
Wattage (W)	15
IP Rating	20
Lumen Output (lm)	950
Efficacy (lm/W)	>60
Col Temp. (K)	3000, 4000, 5000
CRI	>80
Housing	Pressure die cast aluminium
Cover	Clear
Mounting	Surface
THD	<10%
PF	>0.9
Operating Voltage	220V-240V, 50/60Hz
Applications	

Key features

- Consistent light output
- Long life

GreenLED Surface



BRANDING

POSTERS

Use posters with dimensions of 22 x 27.5 inch, and make sure all posters are of the same size. Unevenly sized displays can be distracting.

Position product posters behind the reception area, as it is important to provide visitors with positive information about our brand's key features effectively.

22 inch

27.5 inch



Life on the road is **TOUGH!**
Armor your vehicle with Global Paint Protection Film

				
PEBBLES	SALT	SAND	BUGS	BIRD DROPPINGS



© 2019 Global Paint Protection Films. All rights reserved. Global Paint Protection Films is a registered trademark of Global Paint Protection Films.

GLOBAL
Paint Protection Films

Yeah...it's
TOUGH!

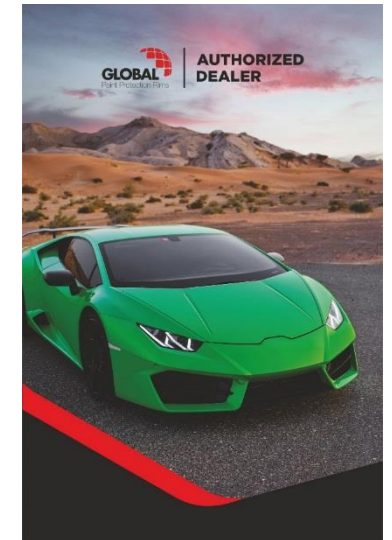
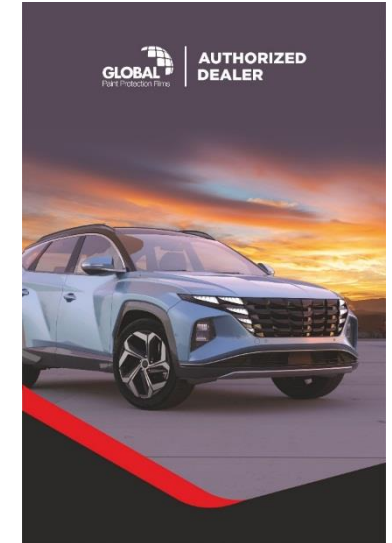


BRANDING

POSTERS

The posters should be 22 x 27.5 inch. Ensure identical sizes for all posters. Multiple displays of uneven sizes are disturbing to the mind.

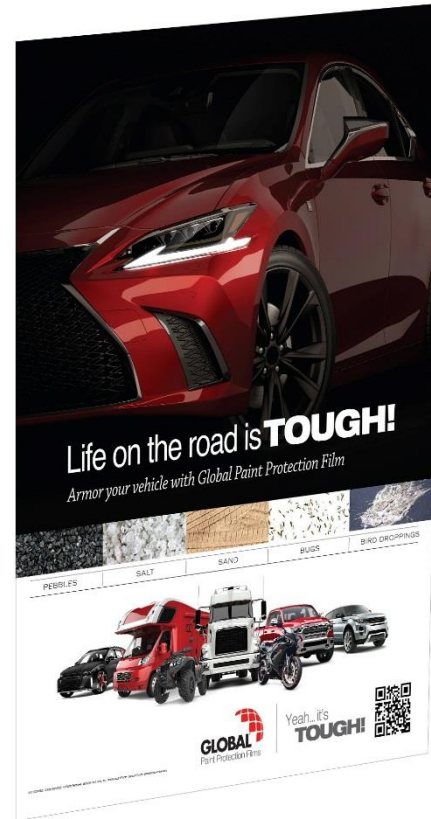
Place Product posters strategically behind the reception area. It is essential to provide visitors with positive information about our brand's key features.



BRANDING

POSTERS MATERIAL SPECIFICATIONS

LED Frameless
Lightboxes for
Backlit Vinyl posters



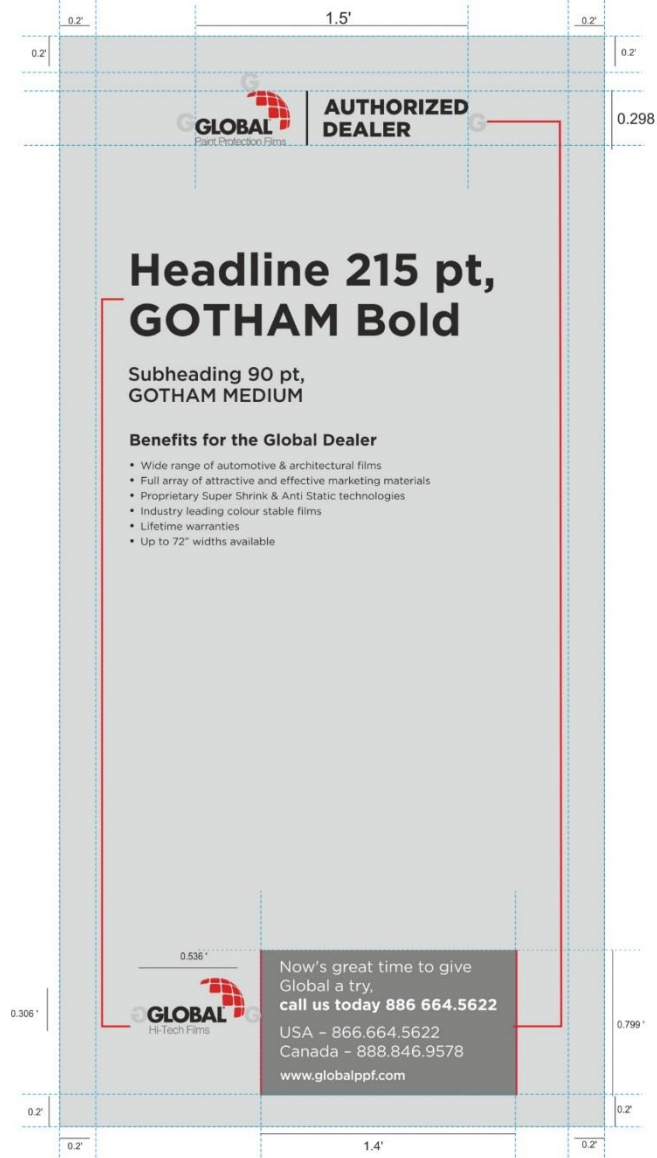
BRANDING

STANDEES



BRANDING

STANDEES



STANDEE

Size of the Standee
3 ft x 6 ft (Standard Size)

Size of the logo
17.90 inch x 6.4 inch

Headline font and size
Gotham Bold - 100pt

Subheading font and size
Gotham Bold - 70 pt

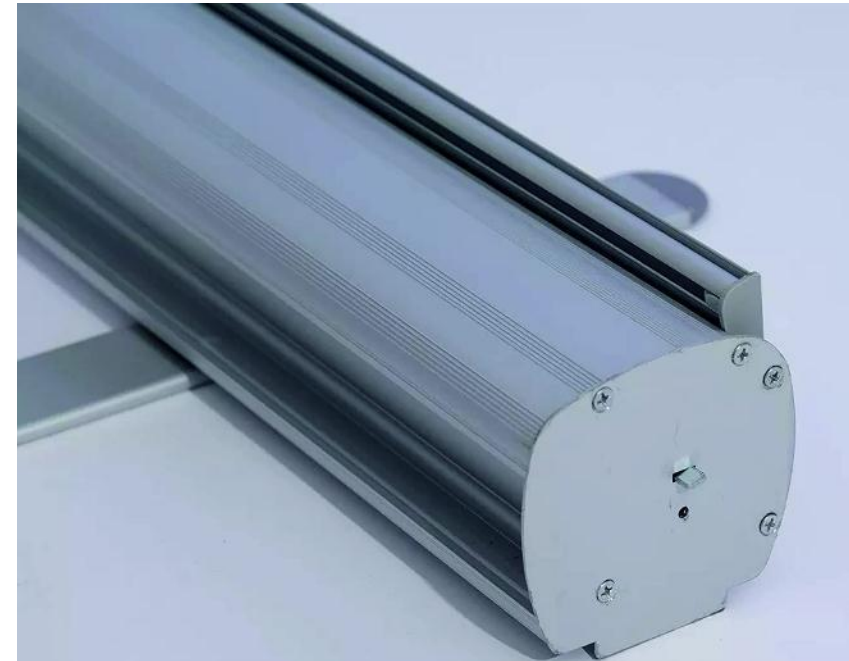
Body copy font and size
Gotham Book - 50 pt

Address font size
Gotham Book - 37 pt
Gotham Bold - 37 pt

BRANDING

STANDEE MATERIAL SPECIFICATION

Aluminium
Retractable
Rollup Banner
Standee
Non-tearable



APPLICATION AREA

The Training Center requires maximum impact, as clients will be observing the process of installation on their vehicles. It is imperative to select both the type and quantity of lighting. Additionally, ensure that the logo unit's width always exceeds 5 feet and 5 inches.



APPLICATION AREA

BACKGROUND OPTIONS



APPLICATION AREA

SIDE WALL OPTIONS



**APPLICATION
AREA**
TRANSPARENT WALL



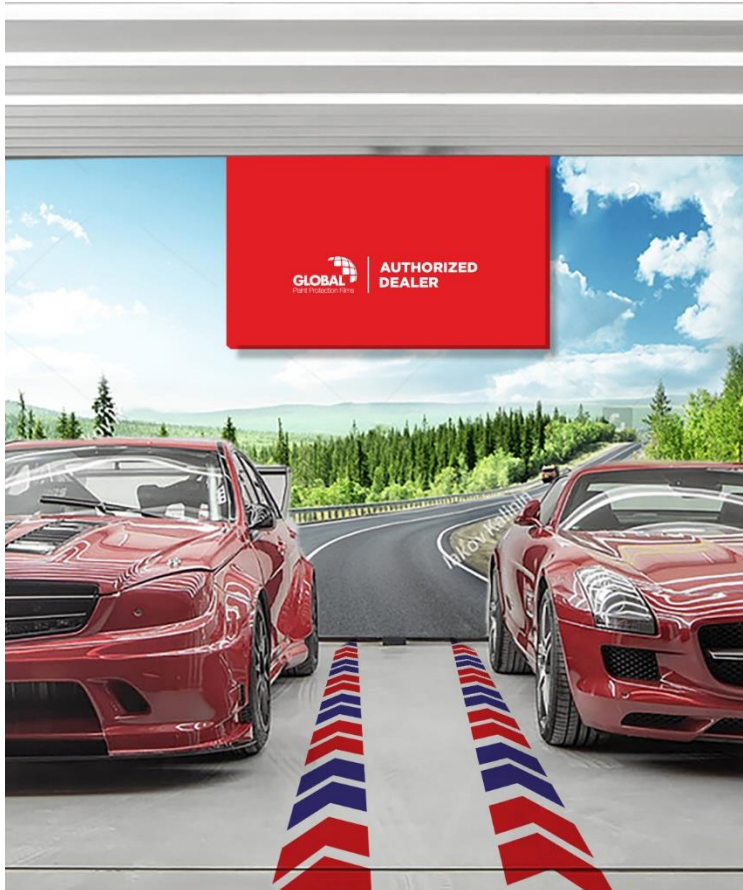
Life on the road is **TOUGH!**
Whatever you ride, armor your vehicle with Global Paint Protection Film

GLOBAL
Paint Protection Films

APPLICATION AREA

LOGO

The logo to be placed on the middle wall of the Installation Studio



APPLICATION AREA

LOGO DIMENSION

Box size :

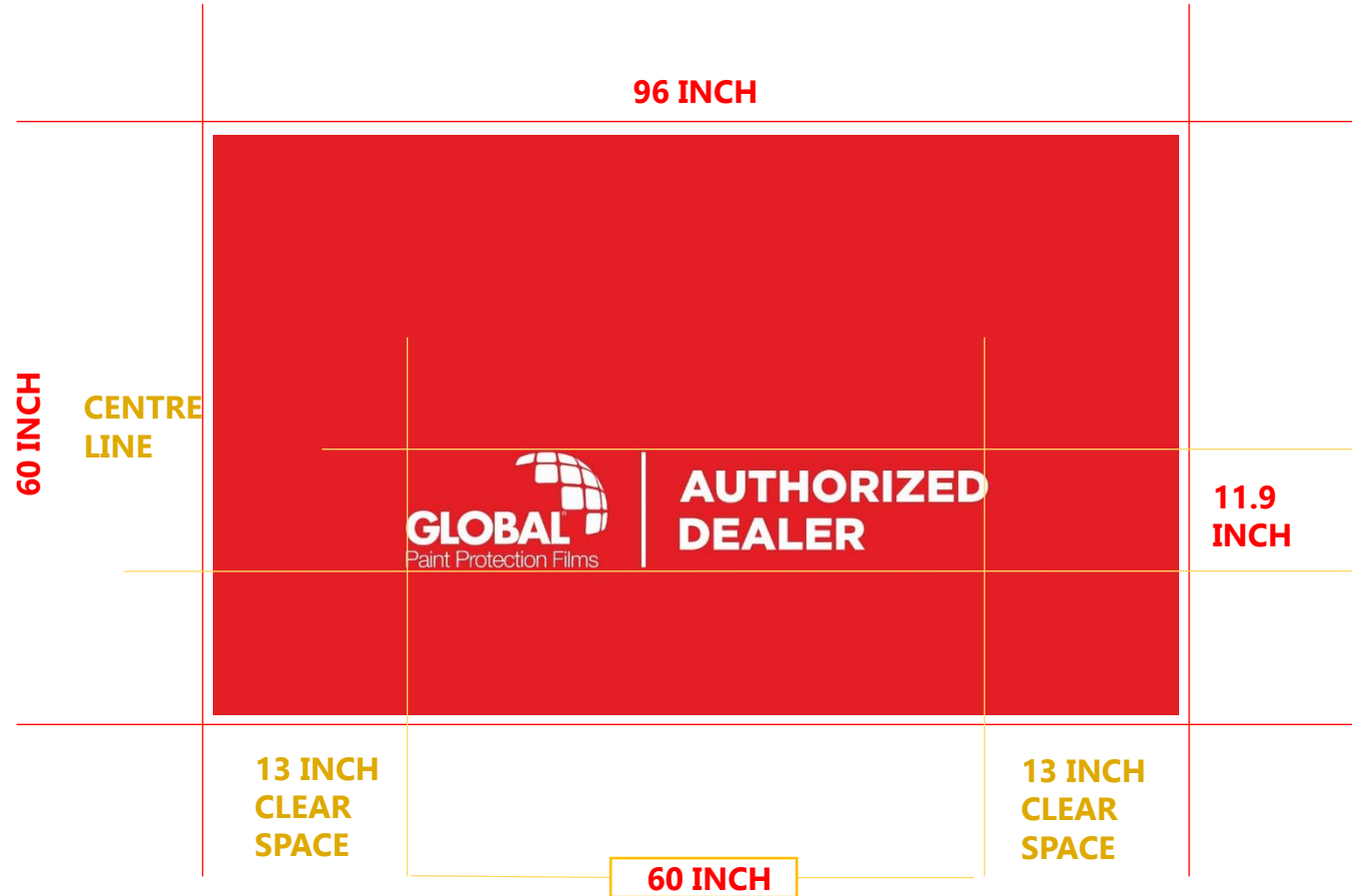
96w x 60h inch

Logo size :

60w x 11.9h inch

Space :

Maintain a 13 inch space around the logo.



APPLICATION AREA

LOGO MATERIAL SPECIFICATIONS

Glow Sign Board

Body Material:
Acrylic

Lighting Type:
LED



INSTALLATION AREA



INSTALLATION AREA

FLOOR STRIP

Applying arrow-shaped decals in our brand's colors can draw attention to the application area.

SIZE

Length 20 feet
Width 1.16 feet

Maintain a 7 feet distance between the two floor strips.

MATERIAL

Slip-resistant and water-resistant vinyl sticker.



INSTALLATION AREA

LIGHTING & SPECIFICATIONS

Technical specifications

Type	BN 208C Gen II
Wattage (W)	36
IP Rating	IP20
Lumen Output (lm)	4000
Efficacy (lm/W)	110
Col. Temp. (K)	3000,4000, 5000, 6500
CRI	>80
Housing	CRCA
Cover	High efficiency
Diffuser Mounting	Surface/Suspended
THD	<10%
PF	>0.95
Operating Voltage	220V-240V, 50/60Hz

Key features

- >30%* energy saving
- Maintenance free
- Long life of 40000 hours

GreenPerform batten



INSTALLATION AREA

LIGHTING &
SPECIFICATIONS

LED Shop Light
Hexagrid



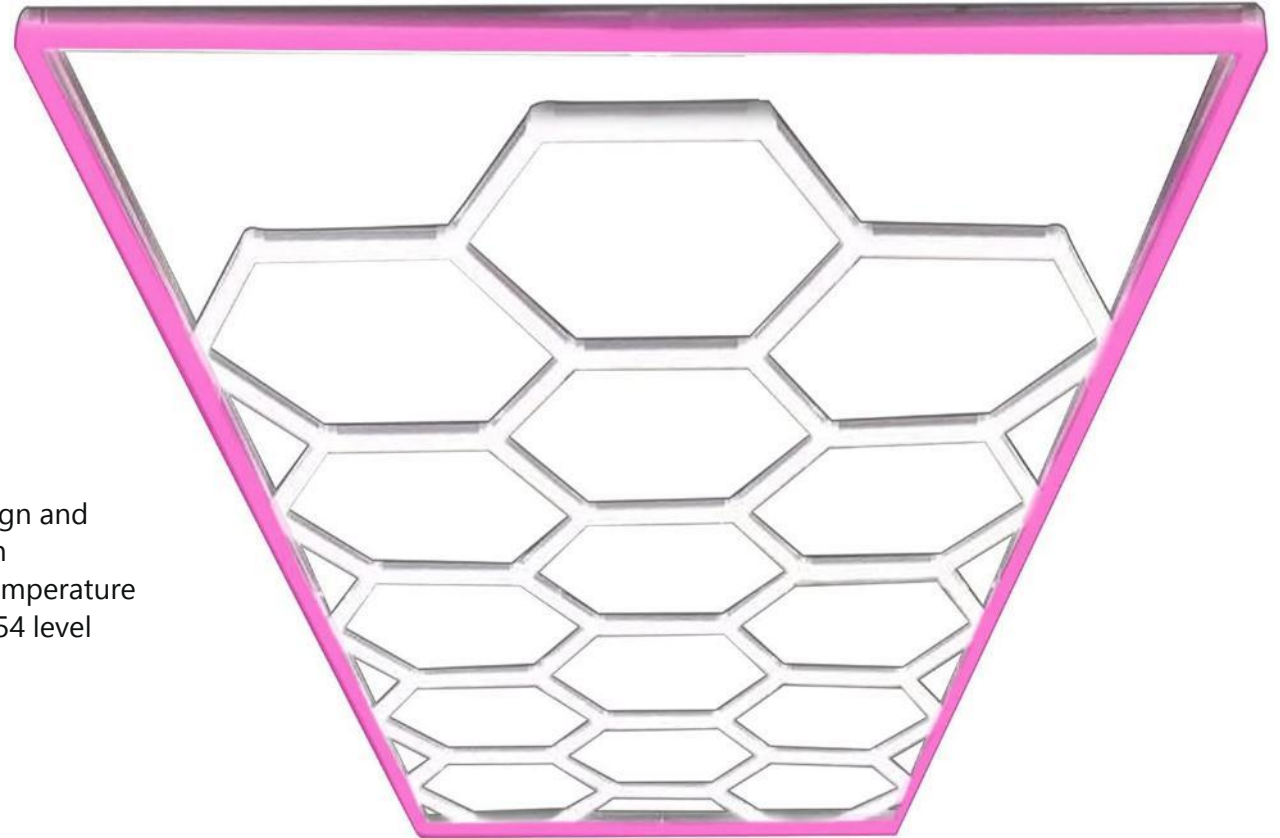
INSTALLATION AREA

LIGHTING & SPECIFICATIONS

Technical specifications

Voltage:	AC100-240V(input)
Full set quantity:	Outer frame (190.56 x 95.76 x 1.97 inch) + 15 hexagon
Power:	552W
Lumen :	60720lm-66240lm
CRI:	>90
CCT:	White
Material:	Aluminium + PC Cover

LED Shop Light Hexagrid



Key features

- Adjustable Design and Easy installation
- Proper Color Temperature
- Waterproof | IP54 level





**TRAINING
CENTER**

CLEAR SPACE

To maintain consistent brand identity for the Global Paint Protection Film Training Center, it's important that the logo unit have sufficient space around it for optimal legibility and prominence.

Starting from the logo, it is recommended that the distance be equal to or greater than the width of the letter "G." This specified distance is marked as "G" on all four sides of our logo.



MINIMUM CLEAR SPACE AND MINIMUM SIZE

Minimum clear space

The minimum clear space around the signature is equal to one-half the height of the logo, measured from the top to the lower edge. To create the greatest impact, allow even more space around your signature. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

Minimum size

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.



The minimum size is 8 mm in print and 35 pixels onscreen, measuring the height of the GPPFAS logo. Allow minimum clear space as shown.

CORRECT USAGES

The examples on this page demonstrate the correct usage of the Global PPF Training Center logo.

To preserve the logo's integrity and uphold brand consistency for Global Paint Protection Film, it is essential to adhere to these guidelines.



INCORRECT USAGES

Examples on this page illustrate incorrect uses of the Global Paint Protection Training Center logos.

To uphold the logo's integrity and ensure brand consistency for Global PPF Training Centers, it is important to not to alter, recreate, or modify the logo in any manner. Under no circumstances should any of these examples be used.

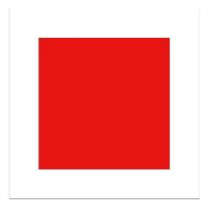


LOGO COLORS

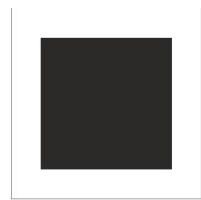
CMYK. RGB



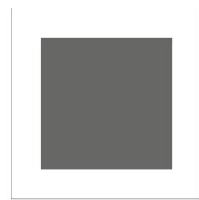
TRAINING CENTER



Pantone 485 Red



Pantone Black



Pantone Black 75%



RGB : 231, 22, 21



CMYK : 00, 96, 100, 00



RGB : 0, 0, 0



CMYK : 0, 0, 0, 100

TYPOGRAPHY

Helvetica Bold, Gotham Bold are the primary typeface and can be used across all formats from print to digital.





TYPOGRAPHY

Helvetica Bold, Gotham Bold are the primary typeface and can be used across all formats from print to digital.

Primary Type

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Type

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bodoni MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital Type

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



RESELLER STORE IDENTITY

Global Paint Protection Film Training Center include the terms and fixtures developed by Global for use in the GPPF Training Center. This intellectual property, owned by Global, contributes to the proprietary look and feel of the GPPF Application Studio.

As a Global channel affiliate, it is your responsibility to deliver a high-quality retail experience that compliments the Global products you sell.

Please refrain from imitating the appearance of a Global Paint Protection Film Training Center, as customers should clearly recognize your location as an independent channel affiliate.

Refer to these guidelines in this section to develop studio exteriors and interiors, as well as naming practices, that set your studio apart from the Global proprietary retail identity.



NAMING AND IDENTITY PRACTICES

Global trademarks and trade dress are prohibited from being incorporated into channel affiliate store(s) or company names, web or social media site names, service names, or signage. Here are some examples:

Channel affiliate store names and company names must not contain the names Global, Global Hi-tech, Global Sun Control or any other Global trademarks unless expressly authorized under separate license.

Channel affiliate locations should refrain from using Global-branded icons, terms associated with branded icons, or trade names developed exclusively for the Global Paint Protection Film Training Center locations. Examples include:

- Global in Conjunction with Camp (e.g. Global Camp)
- Global in Conjunction with Genius (e.g. Global Genius)
- GPPF in Conjunction with Genius (e.g. GPPF Genius)
- One-to-One
- Personal Shopping

Channel-affiliated store or marketing program logos should not include the Global logo or any design featuring a Global or detached leaf element.



TRAINING CENTER

FACADE

TRAINING CENTER

FACADE DIMENSIONS



The text should have a minimum thickness of 2 inch to allow for the shadows.

We can alternatively work with a vinyl light box.



**TRAINING
CENTER**

**FACADE
MANDATORIES**



**TRAINING
CENTER**



DEADLINE ADVERTISING PVT. LTD.

**TRAINING
CENTER**

**FACADE
LOGO PROPORTIONS**



**TRAINING
CENTER**

**PRIMARY
FACADE**



**TRAINING
CENTER**



TRAINING CENTER

FACADE ALTERNATIVES



TRAINING CENTER

FACADE ALTERNATIVES

In addition, where possible, we should consider having a lightbox with a glowing sign at Franchisee-owned or partner outlets.

The lightbox will effectively capture attention and reduce visual clutter.



TRAINING CENTER

WALL MOUNT LED GLOW BOX SIGN

Size : 30 x 15.5 inch

Material : Acrylic Glow sign

The curved section at the end should form a precise half circle, meaning it will measure 7.75 inch in width at the center and 15.5 inch in height.



FACADE LIGHTING DETAILS

EcoAccent delivers powerful, good-quality accent lighting, that empowers retailers to showcase their products in the very best light. This track-mounted lighting solution, EcoAccent, comes in a selection of black and white finishes. The combination of efficient LED technology and robust heat sink guarantees a reliable and long lasting solution.

Technical specifications

Type	ST271
Wattage (W)	29 47
IP Rating	20
Lumen Output (lm)	2000 4000
Efficacy (lm/W)	>85
Col Temp. (K)	3000, 4000, 5000
CRI	80
Housing	Pressure die cast aluminium
Cover	Clear
Mounting	Track mounted
THD	<15%
PF	>0.9
Operating Voltage	220V-240V

Eco Accent



Key features

- >30% savings as compared to CDM solutions
- Excellent thermal management system
- Long life of 40,000 hours



FACADE OPTION LIGHTING DETAILS

This option is ideal for illuminating our façade from below. The Philips LED Uplite offers accent lighting with hassle-free installation and high ingress protection. It also comes equipped with a suitable mounting box for convenience.

Technical specifications

Type	BBP 330
Wattage (W)	15.8
IP Rating	IP67
Lumen Output (lm)	790
Col Temp. (K)	Warm white (3000), Neutral white 4000
Housing	Die cast aluminium
Cover	Glass
Mounting	Ceiling / Floor recessed
Operating Voltage	220-240V, 50/60 Hz

Uplite



Key features

- High ingress protection
- Long life
- Easy installation





APPLICATIONS

FACADE
MATERIAL
SPECIFICATION

Acrylic Sheet 5mm



RECEPTION
AREA



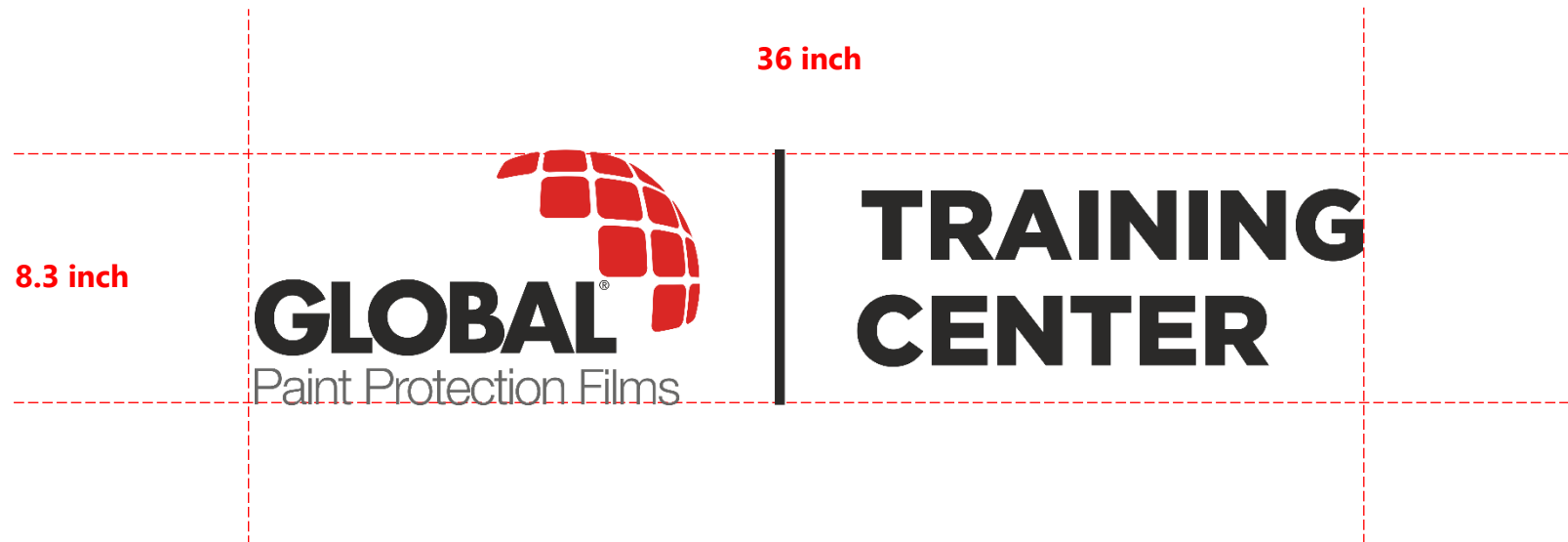
TRAINING
CENTER



RECEPTION AREA

LOGO DIMENSIONS

The logo dimensions are 36 inch in width and 8.3 inch in height. Ensure there is sufficient empty space surrounding the logo.



RECEPTION AREA

LOGO MATERIAL

Backlit Acrylic



DEADLINE ADVERTISING PVT. LTD.

RECEPTION AREA

LIGHTING DETAILS

FullGlow is an exquisitely designed lighting available in two versions: standard and high efficiency.

FullGlow



Technical specifications

Brand:	Philips
Color Temperature:	4000 K
Energy Saving:	50 percent
Lumens:	3000
Model No:	RC380
Power:	30 W
Product Type:	Ceiling Lights
Mounting:	Recessed
CRI:	80
Housing :	Metallic CRCA powder coated

Key features

- 50%* energy savings
- High quality light, CRI=80
- No maintenance



RECEPTION AREA OPTION LIGHTING DETAILS

This options is highly favorable, and offers a wide range of dimming options suitable for workplaces. The product covers all products variants and types of dimming solutions, including Phase -Cut, Analog and DALI. It offers benefits of LED products, lasting up to 5 times longer. The range is available from 600 lumens to 2000 lumens, making it an efficient and high-performance solution.

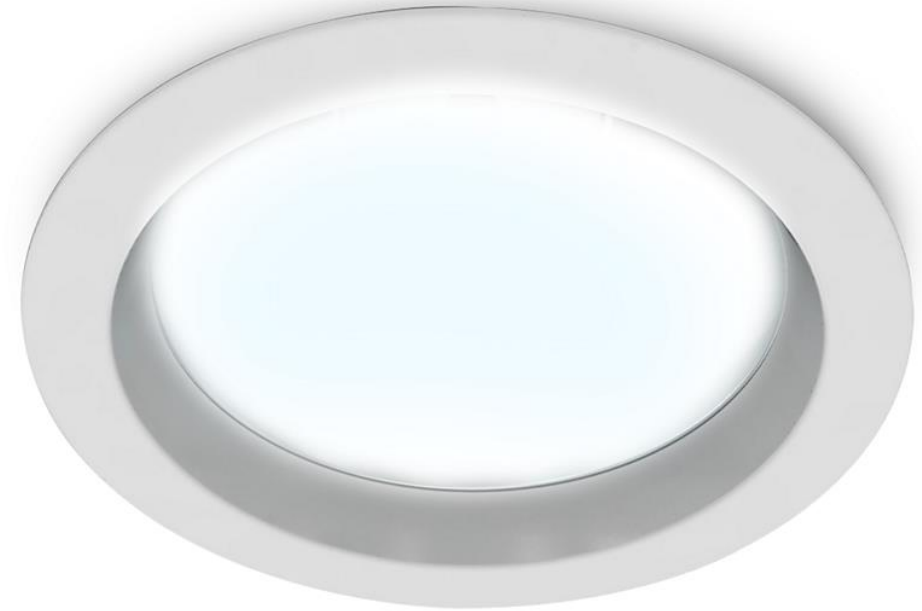
Technical specifications

System Wattage (W)	6.5 10.5 12 15.5 22
IP Rating	IP20
Lumen Output (lm)	600 1000 1300 1600 2200
Efficacy (lm/W)	>85
Col. Temp. (K)	3000, 4000, 6500
CRI	>80
Housing	Pressure die cast aluminium
Cover	High efficiency diffuser with more than 85% transmittance
Mounting	Recessed
THD	<10%
PF	>0.9
Operating Voltage	220V-240V, 50/60 Hz

Key features

- 50%* energy savings
- No maintenance
- Eco-friendly

GreenPerform

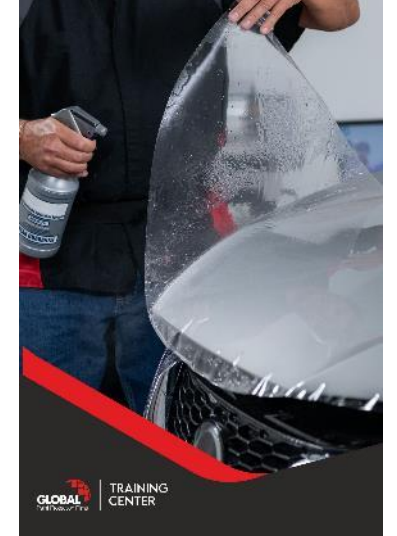
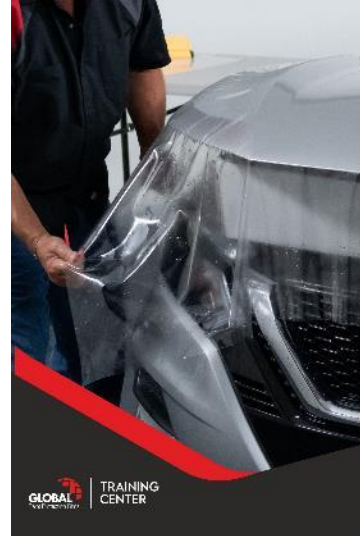


BRANDING

POSTERS

The posters should be 22 x 27.5 inch. Ensure identical sizes for all posters. Multiple displays of uniform sizes are pleasing to the viewer.

Place Product posters strategically behind the reception area. The vision will eventually rove and we need to feed the eye with positive information about the features of our brand.



BRANDING

POSTERS



**TRAINING
CENTER**



BRANDING

POSTERS



BRANDING

POSTERS



LOUNGE

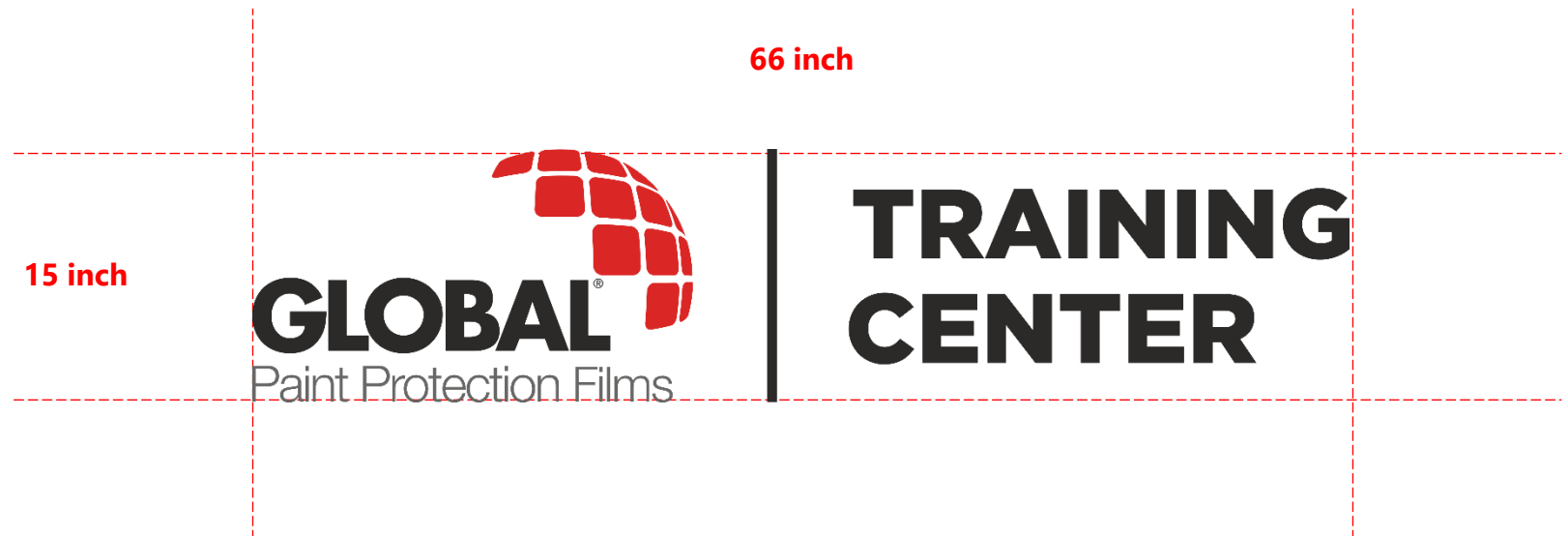


LOUNGE

LOGO DIMENSIONS

The Logo Branding must serve as a prominent feature within the Visitors Lounge.

The branding cutout should not be less than a width of 66 inch (end to end), and acrylic cutout with a minimum depth of 2 inch.



LOUNGE

GLOBAL
Paint Protection Films

TRAINING
CENTER



LOUNGE

LOGO MATERIAL

Acrylic material
with backlight



DEADLINE ADVERTISING PVT. LTD.

LOUNGE

LIGHTS

Accent lighting is used to highlight and enhance features, providing visual interest to an object or area. Directional 10W LED spotlight fixtures, such as these pointer lights, can be strategically positioned near posters or walls that we want to emphasize.



LOUNGE

FURNITURE

Red and Black Combination
Upholstery Material: Quality Faux Leather
Glass and steel combo



LOUNGE

ROUND TABLE & CHAIRS

We can establish spaces for 2 to 3 visitors using targeted lights or small central tables while reducing the number of chairs. This makes the visitors feel special and welcome.



CLASS ROOM AREA

A Plain 4 feet width x 3 feet height table with a Grey Artificial Stone top.

This understated table with muted tones embodies the desired aesthetic for the room. It should be equipped with least four (4) large drawers to accommodate our merchandise and promotional items.



CLASS ROOM AREA

A minimalist table with neutral tones will serve the purpose of the Classroom Area.



CLASS ROOM AREA

A minimalist circular table with neutral tones for a compact Classroom Area seating 2 to 4 .



Display Table

DESK WITH DRAWERS

A Plain 4 feet width x 3 feet height table with a Grey Artificial Stone top.

A no-frill table with muted tones will do the trick.

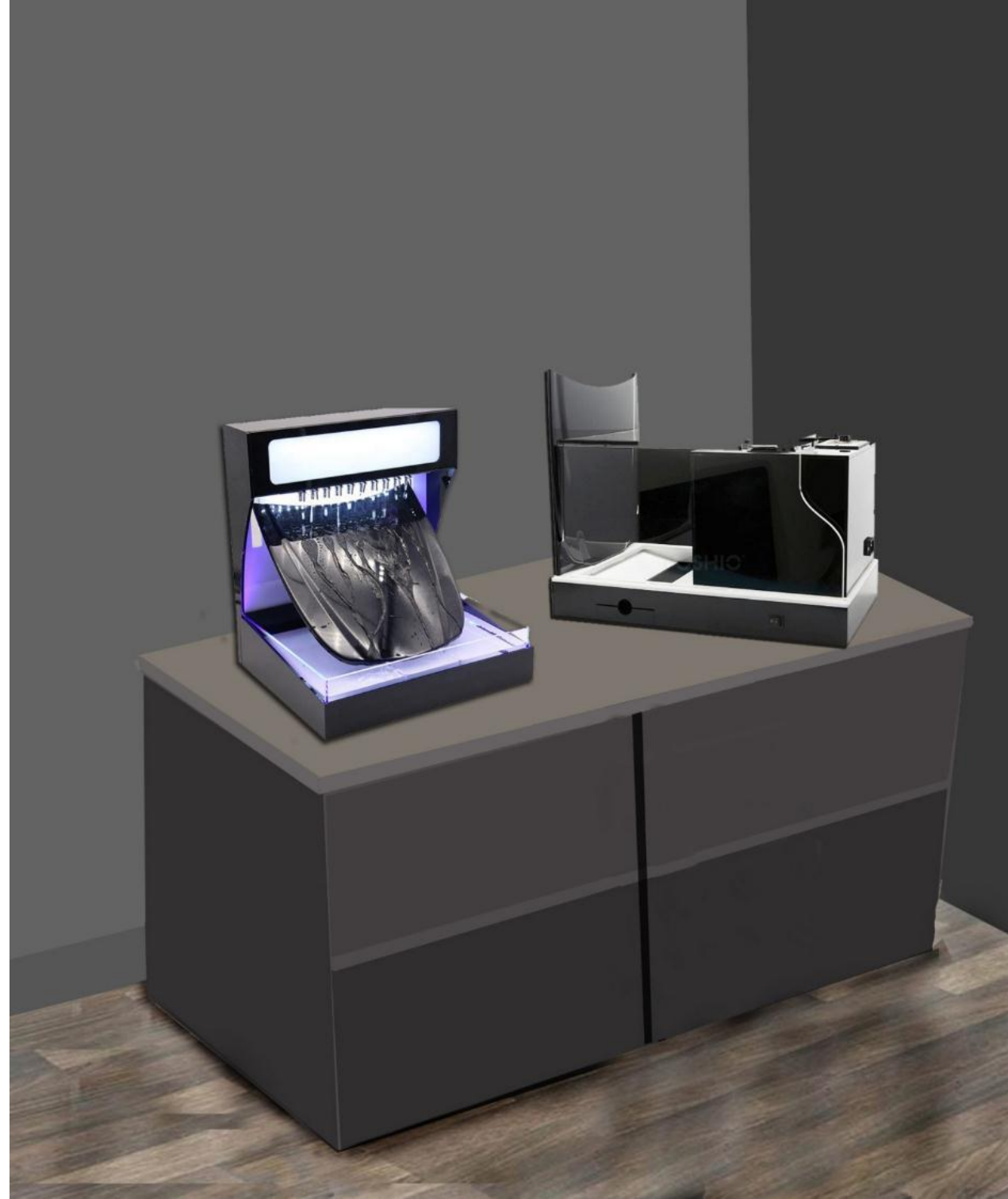
It should have at least 4 large drawers to hold our merchandise / promotion items



Display Table

DISPLAY COLLATERALS

This table can double as a platform to display our merchandise and promotional materials, while also serving as an activity corner for our customers.



Display Table

The display table can function as a User experience and DIY Area in every studio. Here the customer can experience our film products and it's effectiveness, winning over customers effortlessly.



LOUNGE LIGHTING DETAILS

GreenSquare offers an ideal visual environment for our lounge area. It delivers precise lighting levels, ensuring printed, handwritten or on-screen documents are visible, without glare and fatigue.

With its uniform illumination and minimal light depreciation over time, GreenSquare guarantees improved long-term productivity, along with a refreshing and comforting experience.

Additionally, it seamlessly replaces traditional 2x2 luminaires, without the requirements for an additional ceiling structure or renovation.

Technical specifications

Type	RC140
Wattage (W)	33
IP Rating	IP20
Lumen Output (lm)	3100
Efficacy (lm/W)	75
Col Temp. (K)	4000, 6500
CRI	80
Housing Metallic	CRCA powder coated
Cover	High efficiency
Diffuser	
Mounting	Recessed
THD	<10%
PF	>0.9
Operating Voltage	220-240V, 50/60 Hz

Key features

- >40%* energy saving
- Maintenance free
- Long life of 40000 hours

GreenSquare



LOUNGE LIGHTING DETAILS OPTION

GreenLED Surface is best lighting solution for modern interiors. It offers all the advantages of standard downlighters, such as 50% energy reduction, extended lifespan and hassle-free maintenance.

GreenLED Surface comes with advanced optics for glare free lighting.

Technical specifications

Type	DN170
Wattage (W)	15
IP Rating	20
Lumen Output (lm)	950
Efficacy (lm/W)	>60
Col Temp. (K)	3000, 4000, 5000
CRI	>80
Housing	Pressure die cast aluminium
Cover	Clear
Mounting	Surface
THD	<10%
PF	>0.9
Operating Voltage	220V-240V, 50/60Hz
Applications	

Key features

- Consistent light output
- Long life

GreenLED Surface



BRANDING

POSTERS

The posters should measure 22 x 27.5 inch each. It is crucial to maintain identical sizes for all posters, as varying dimensions can create visual discomfort.

Position product posters strategically behind the reception area.

22 inch

27.5 inch



Life on the road is **TOUGH!**
Armor your vehicle with Global Paint Protection Film

				
PEBBLES	SALT	SAND	BUGS	BIRD DROPPINGS



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GLOBAL
Paint Protection Films

Yeah...it's
TOUGH!

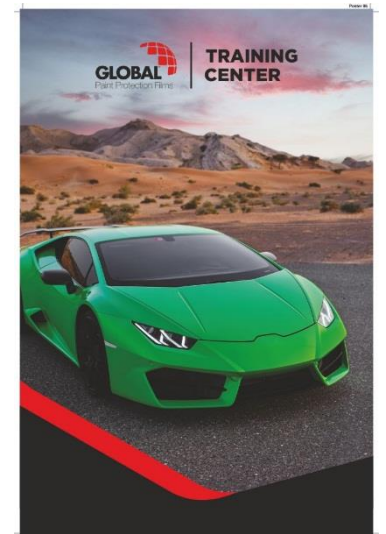
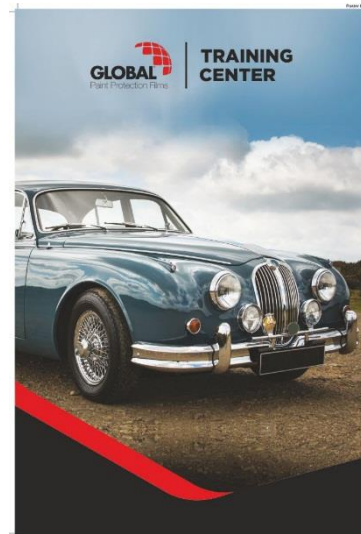
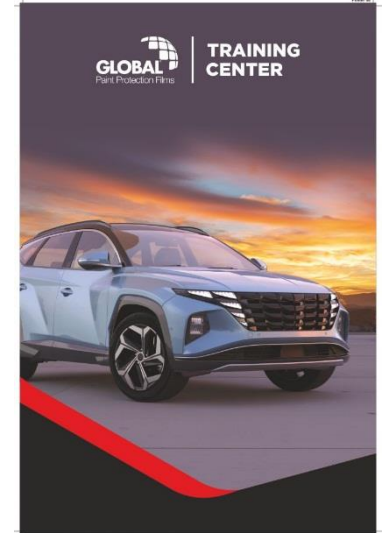


BRANDING

POSTERS

The posters should be 22 x 27.5 inch. Ensure identical sizes for all posters. Multiple displays of uneven sizes are disturbing to the mind.

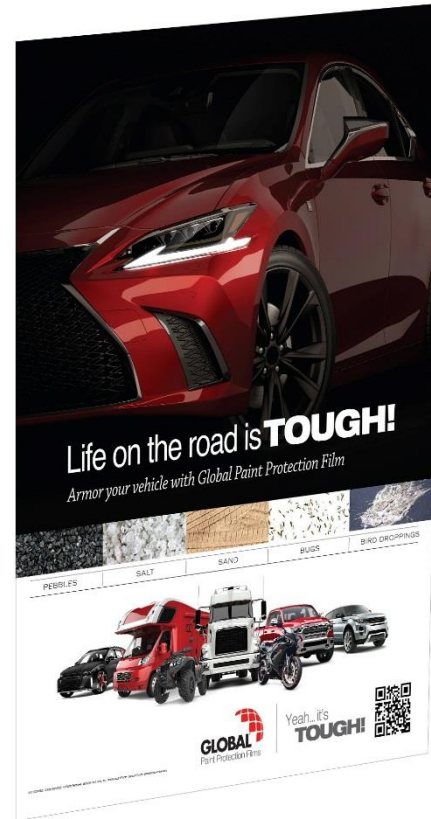
Place Product posters strategically behind the reception area. The vision will eventually rove and we need to feed the eye with positive information about the features of our brand.



BRANDING

POSTERS MATERIAL SPECIFICATIONS

LED Frameless Lightboxes for Backlit Vinyl posters.



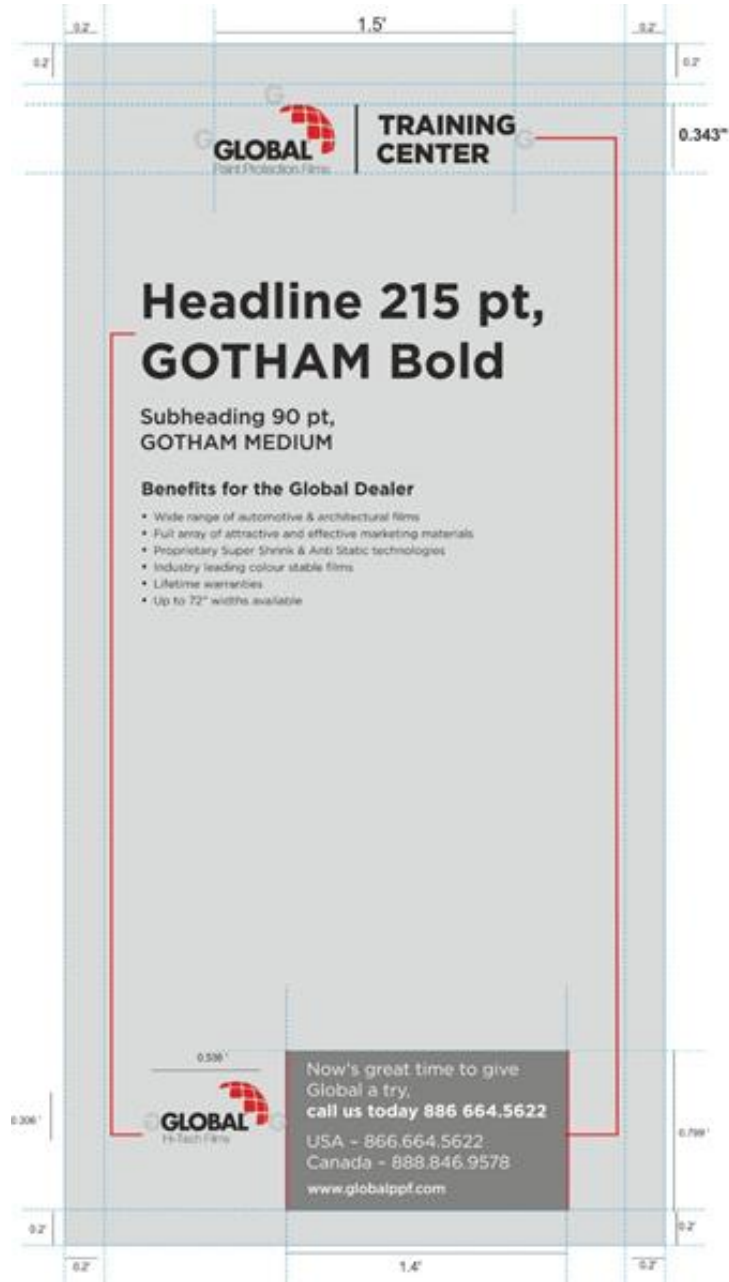
BRANDING

STAND-UP DISPLAY



BRANDING

Stand-up Displays



Size of the Standee
3 ft x 6 ft (Standard Size)

Size of the logo
17.90 inch x 6.4 inch

Headline font and size
Gotham Bold - 100pt

Subheading font and size
Gotham Bold - 70 pt

Body copy font and size
Gotham Book - 50 pt

Address font size
Gotham Book - 37 pt
Gotham Bold - 37 pt



BRANDING

STAND-UP DISPLAY MATERIAL SPECIFICATION

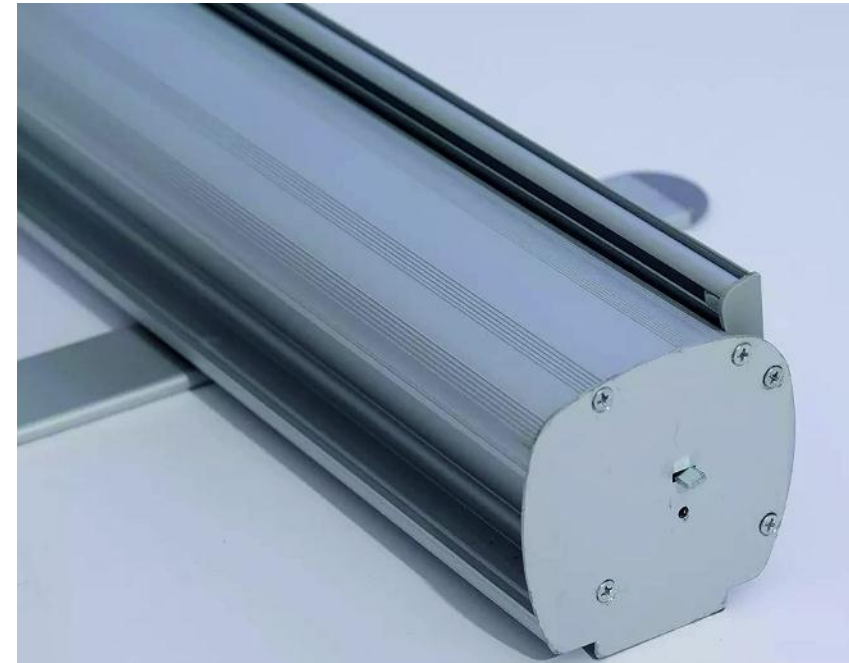
Aluminium

Retractable

Rollup Banner

Stand-up Displays

Non-tearable



TRAINING CENTER

Training Center needs maximum impact and will have various activities, including our employees applying films and our client observation. It is crucial when considered the selection of lights. The dimension of the logo unit should always be more than 5' and 5" in width.



TRAINING CENTER

LOGO

The logo of Global PPFTC to be placed on the middle wall of the Installation Studio



TRAINING CENTER

LOGO DIMENSION

Box size :

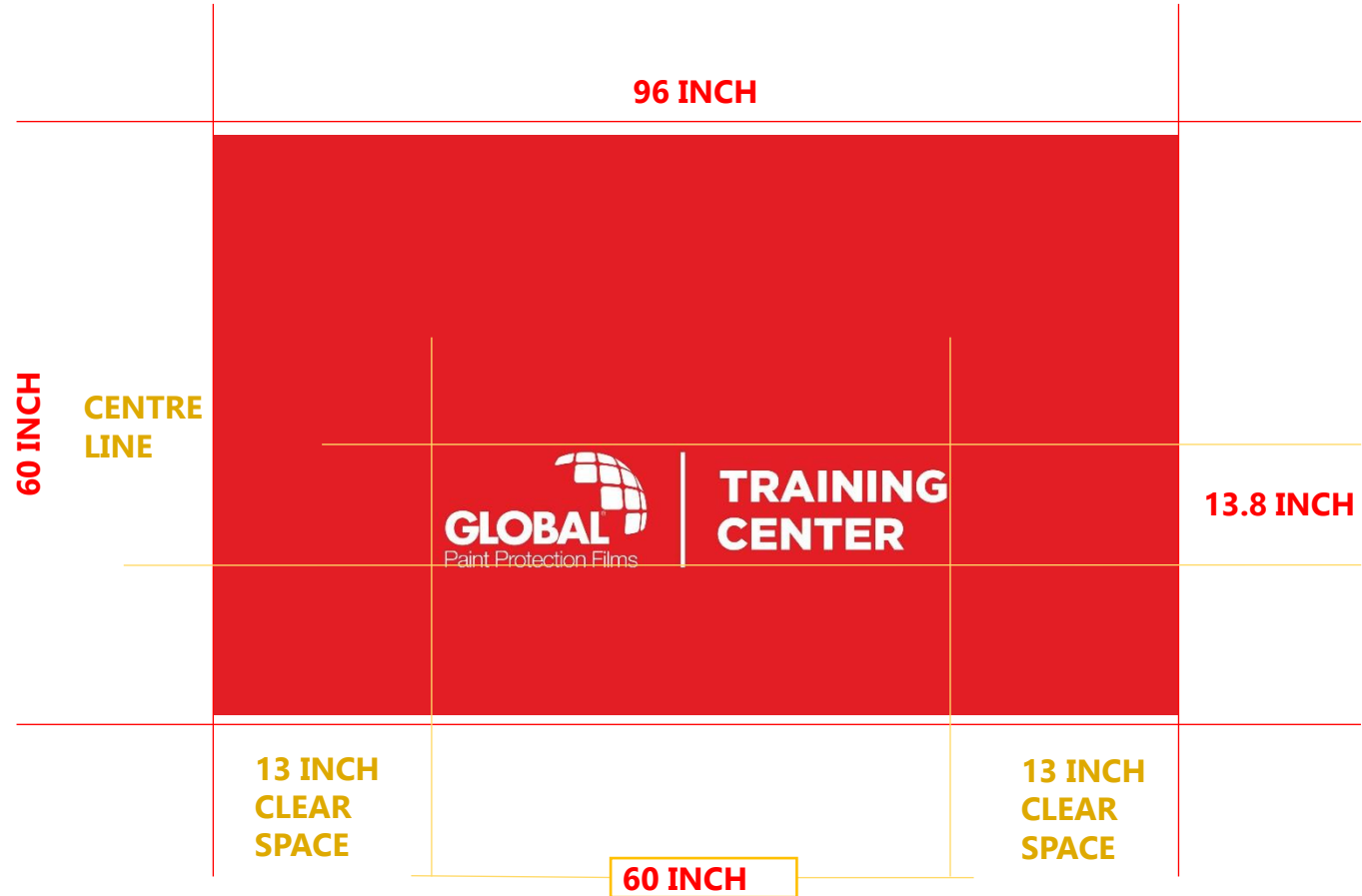
96w x 60h inch

Logo size :

60w x 8.35h inch

Space :

13 inch Space to be maintained around the logo



TRAINING CENTER

LOGO MATERIAL SPECIFICATIONS

Glow Sign Board

Body Material:
Acrylic

Lighting Type:
LED



INSTALLATION AREA

FLOOR STRIP



DEADLINE ADVERTISING PVT. LTD.

INSTALLATION AREA

FLOOR STRIP

A running arrows sticker in our brand colors could highlight the application area

SIZE

Length 20 feet
Width 1.16 feet

7 feet distance to be maintain
in between 2 strips

MATERIAL

Slip-resistant and
water-resistant vinyl sticker.



INSTALLATION AREA

LIGHTS MATERIAL & SPECIFICATIONS

This is the best fitting choice for our Application Area. GreenPerform LED Batten is an innovative solution for traditional twin lamp battens. Specifically designed as a direct replacement for conventional battens, it provide energy savings of over 30%, without affecting lighting performance.



INSTALLATION AREA

LIGHTS MATERIAL & SPECIFICATIONS

Technical specifications

Type	BN 208C Gen II
Wattage (W)	36
IP Rating	IP20
Lumen Output (lm)	4000
Efficacy (lm/W)	110
Col. Temp. (K)	3000,4000, 5000, 6500
CRI	>80
Housing	CRCA
Cover	High efficiency
Diffuser Mounting	Surface/Suspended
THD	<10%
PF	>0.95
Operating Voltage	220V-240V, 50/60Hz

Key features

- >30%* energy saving
- Maintenance free
- Long life of 40000 hours

GreenPerform batten



INSTALLATION AREA

LIGHTS MATERIAL &
SPECIFICATIONS

LED Shop Light
Hexagrid



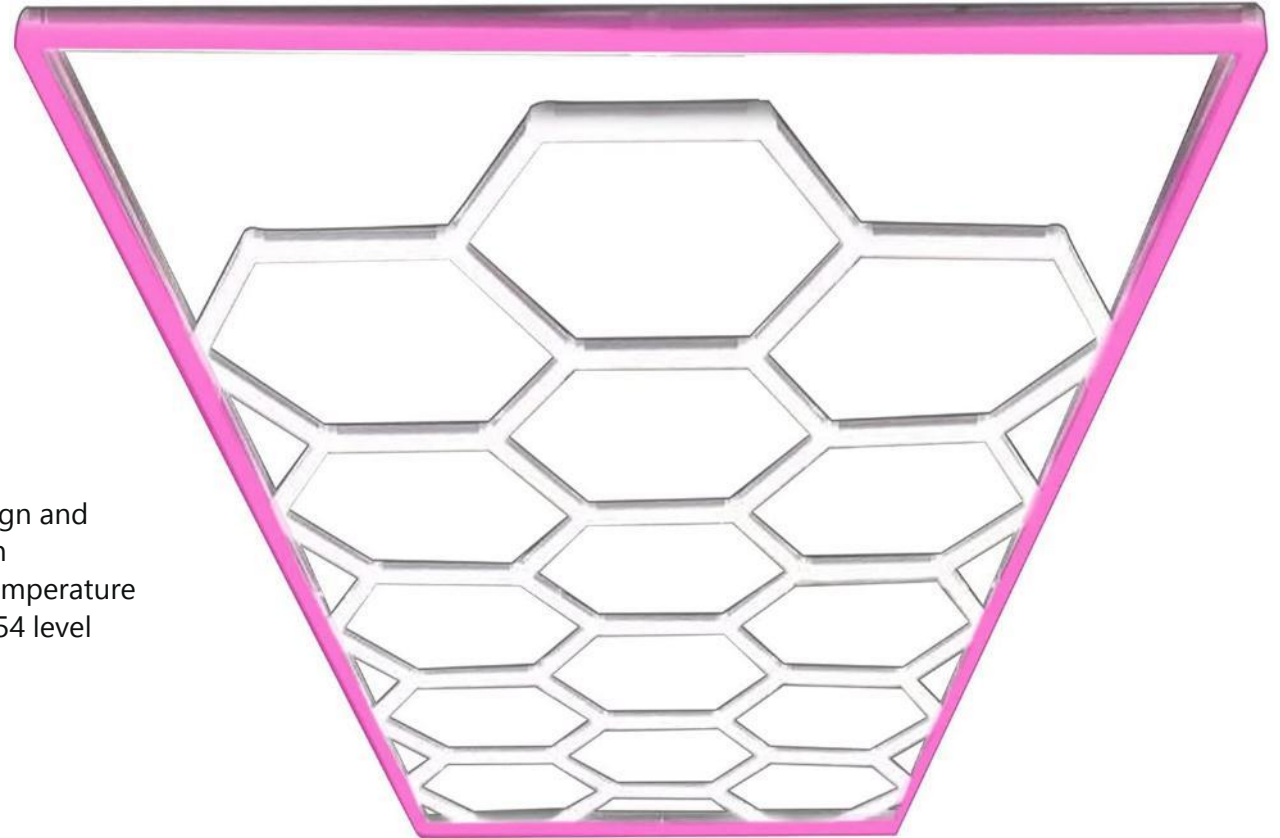
INSTALLATION AREA

LIGHTS MATERIAL & SPECIFICATIONS

Technical specifications

Voltage:	AC100-240V (input)
Full set quantity:	Outer frame (190.56 x 95.76 x 1.97 inches) + 15 hexagon
Power:	552W
Lumen :	60720lm-66240lm
CRI:	>90
CCT:	White
Material:	Aluminium+PC Cover

LED Shop Light Hexagrid



Key features

- Adjustable Design and Easy installation
- Proper Color Temperature
- Waterproof | IP54 level



THANK YOU



DEADLINE ADVERTISING PVT.LTD.