

# Main ID (corner sign)

## BRANDBOOK CHECKLIST

## BRANDBOOK

CLIENT: BPL

LOCATION: 336 South Riverside Ave,  
Croton-on-Hudson, NY, 10520

SVB #: 3330100

DATE: 04/14/26

VARIANCE: N/A

## TABLE OF CONTENTS

- 1 - COVER CHECKLIST
- 2 - COVER
- 3 - PROGRAM COLOR SPECIFICATIONS
- 4 - S1 - EXISTING/PROPOSED
- 5 - S1 - DETAILS
- 6 - S1 - C1 - DETAILS
- 7 - S1 - C1 - ILLUMINATION - DETAILS
- 8 - LIGHTBAR - DETAILS
- 9 - CODE OF CONDUCT/SAFETY CRITERIA

## CONTACTS

Project Manager: Audry Behe  
Email: abehe@blairimage.com  
Phone: (814) 949-8287 Ext. 700

## DOCUMENT INFO

BLAIR PROJECT #: 128609  
ORDER #: 30497  
DOC #: AD-BPL-128609-30497-0

## REVISIONS

Rev: 0 Date: 04/07/26

Rev	Date	Initial Approval
0	04/07/26	



### DESIGNER CHECK

(initials)

N.B.

N.B.

N.B.

N.B.

N.B.

N.B.

N.B.

N.B.

### DATE CHECKED

04/14/26

### PJM CHECK

(initials)

AB

AB

AB

AB

AB

AB

AB

AB

### DATE CHECKED

04/15/26

### 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 \_\_\_\_\_



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### BRAND STANDARD REVISION DATE:

09/04/2023

- 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. \_\_\_\_\_  
\_\_\_\_\_

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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**BPL**  
336 South Riverside Ave,  
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**SVB #:**  
**3330100**

Rev: 0 Date: 04/07/26 Artist: N.B.

0	04/07/26	Initial Approval

Initial Date: 04/14/26  
Artist: N. BRYAN

Doc #: AD-BPL-128609-30497-0  
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**PROGRAM COLOR  
SPECIFICATION**

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Blair Image Elements  
5107 Kissell Avenue  
Altoona, PA 16601  
P: 814-949-8287  
blairimage.com

**blair**  
IMAGE ELEMENTS

## Scope of Work

1. New Center Pole Cabinet Mounted On Existing Pole And Foundation @ 17'-0" OAH.
2. Cabinet #1, bp Helios, Regular Cash, Regular Credit, Invigorate, EPCU 3.0 Digits.  
\* Paint to match Brand Standards

## Blair NOT Responsible

Installer Is Required To Cut Down Existing Pole Height And Weld On The Provided Match Plate From Blair And Maintain The Existing OAH Of 17'-0".

## Action Items Required Prior to Production

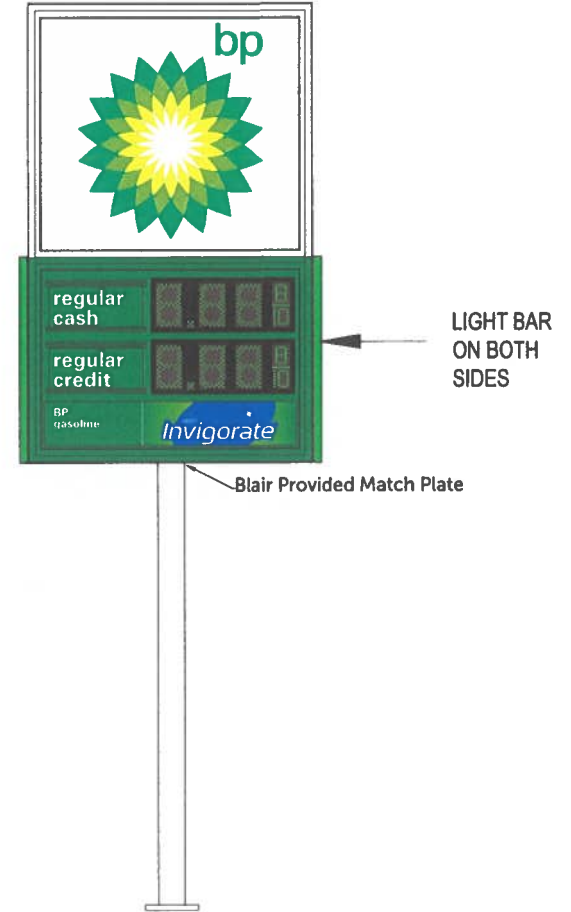
1. Size Of Existing Pole Is Required Prior To Sending For Stamped & Sealed.
2. Stamped & Sealed Required.

**EXISTING** 46.00 sq.ft.



**S1 - EXISTING/PROPOSED**  
Subject to Change During Engineering Review

**PROPOSED** 46.00 sq.ft.



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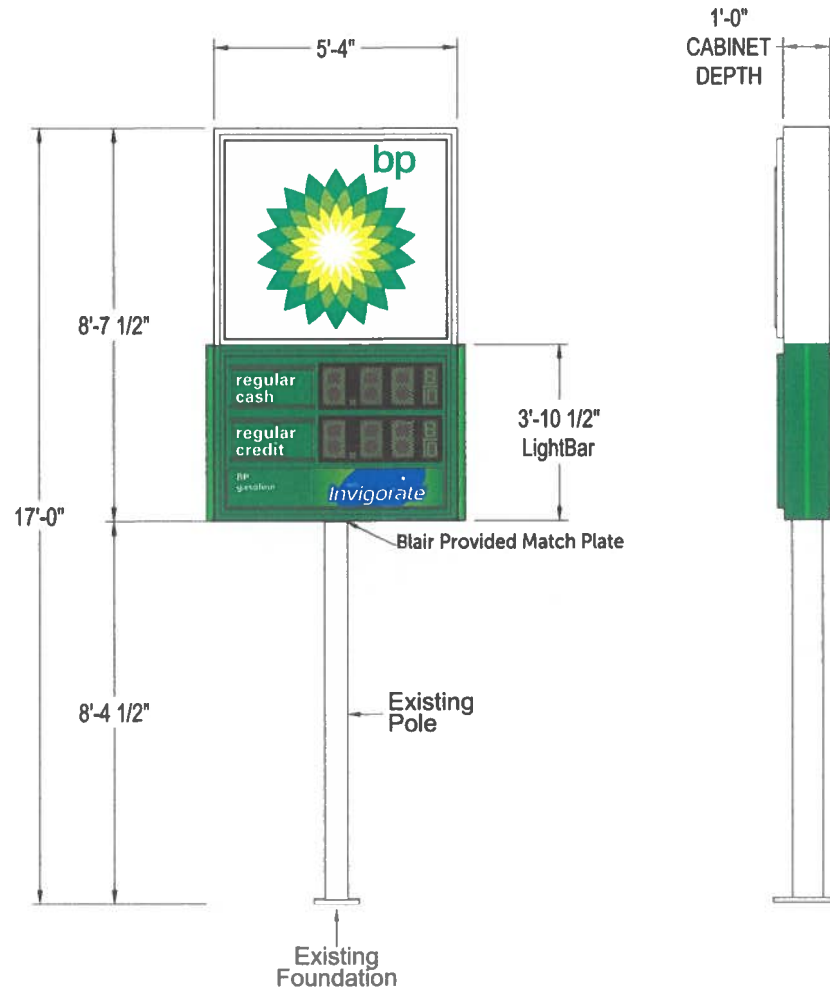
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**S1 - EXISTING/PROPOSED**

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**blair**  
IMAGE ELEMENTS™



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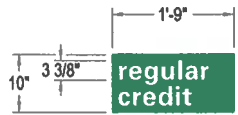
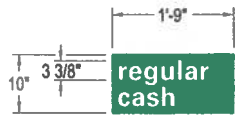
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**S1 - DETAILS**

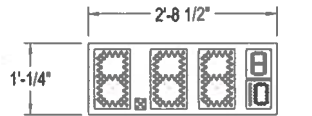
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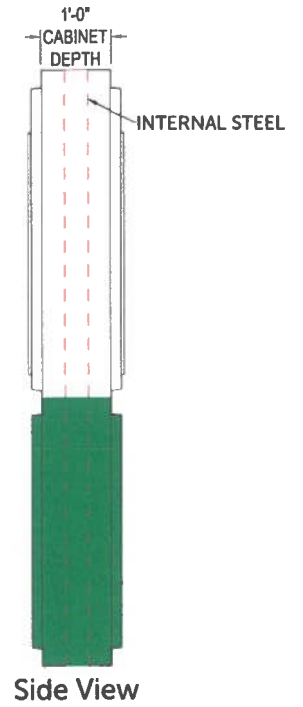
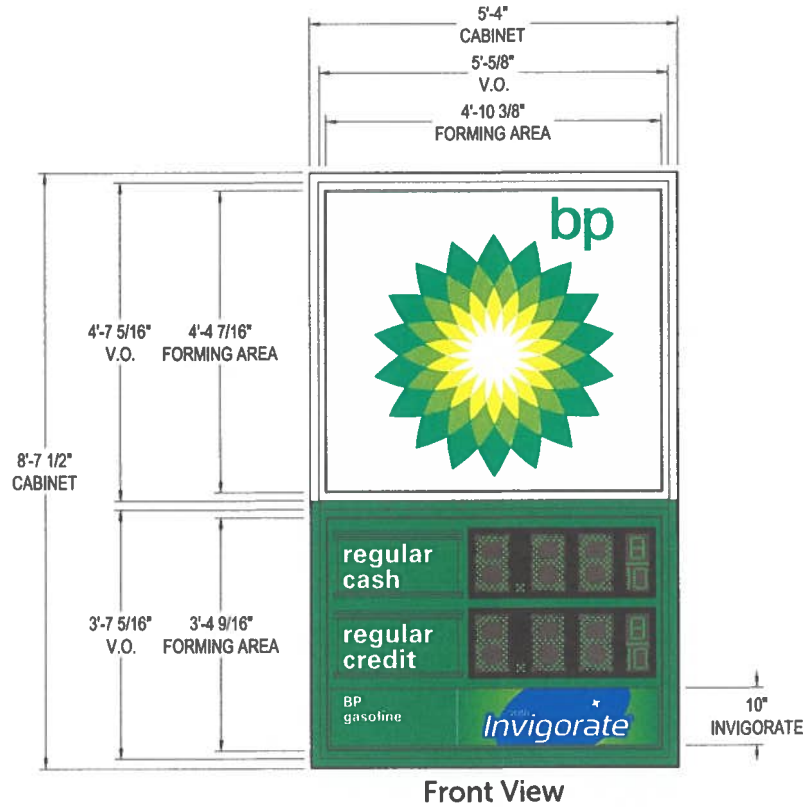




WORD PLATE(S)



9" EPCU 3.0 DIGITS



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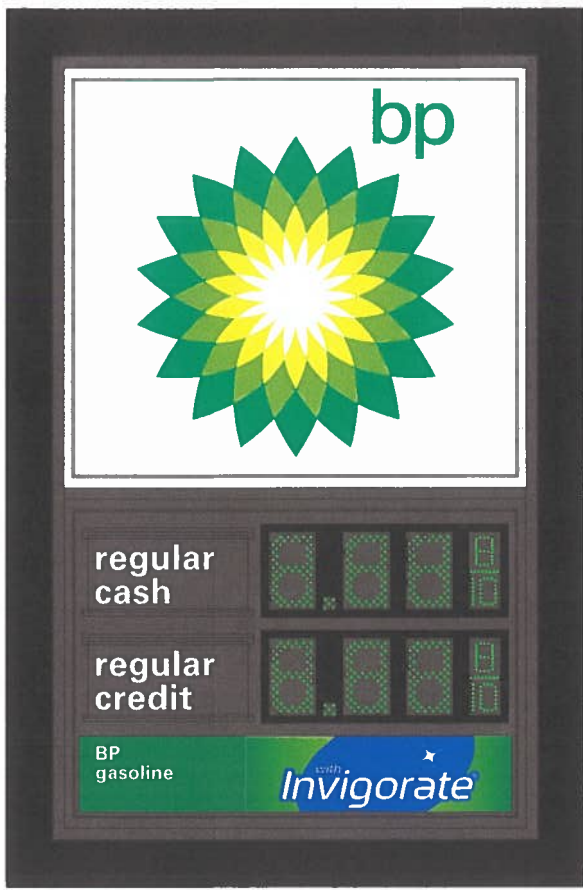
S1 - C1 - DETAILS

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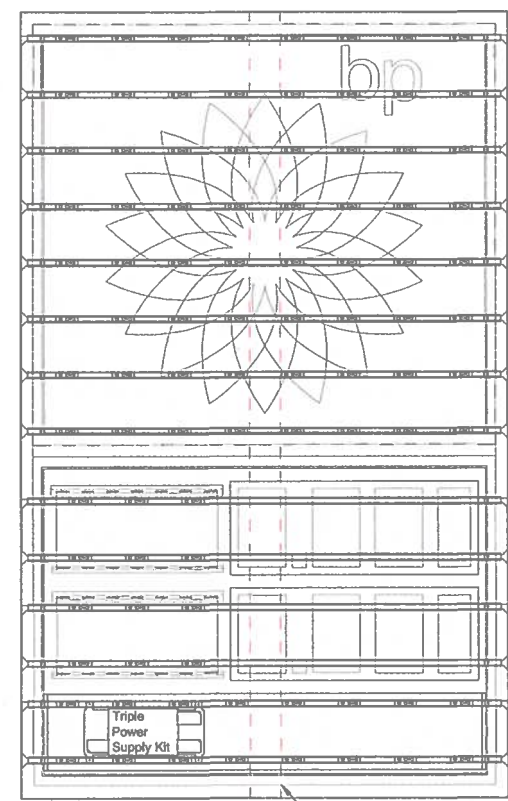


**S1 - C1 - ILLUMINATION - DETAILS**

Estimated Current Draw: 5.6 Amps  
 Estimated Illumination: 870 cd/m<sup>2</sup>



**Illumination View**



INTERNAL ILLUMINATION TO BE SINGLE SIDED  
 DUE TO CENTER POLE CABINET

**LED Layout**

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**S1 - C1 - ILLUMINATION -  
 DETAILS**

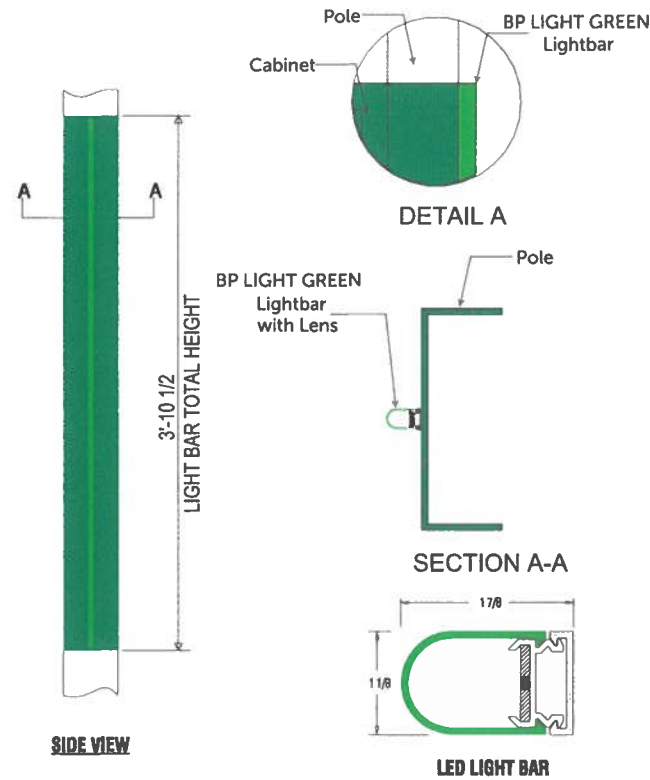
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**LIGHTBAR - DETAILS**

NOTE: Lightbar will be shipped loose and longer than required. This will need field trimmed to properly fit.



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**LIGHTBAR - DETAILS**

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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 OSAH 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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