



PROFESSIONAL GUIDELINES

MARCH 2023

PROFESSIONAL



EXTERIOR

The Professional concept was developed to fit in with the overall SBH project. It uses the same architectural and graphic codes in order to reinforce synergy between brands and

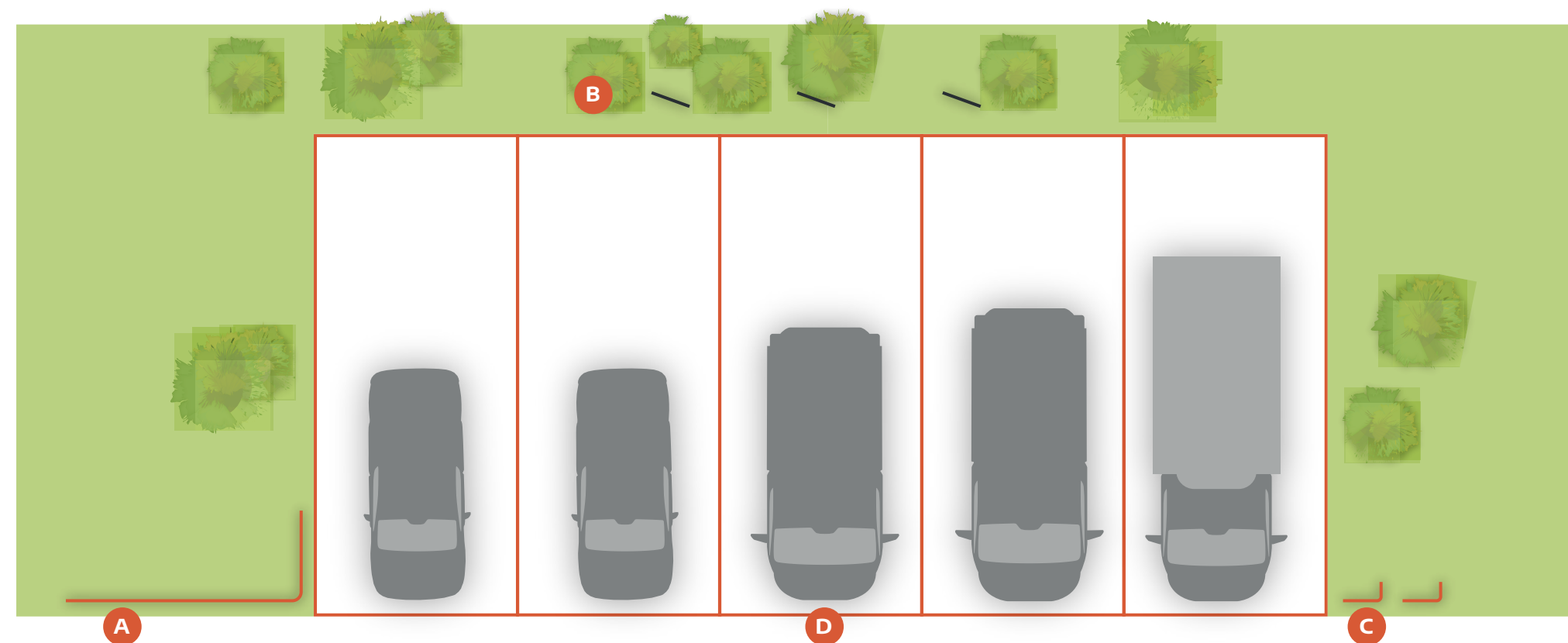
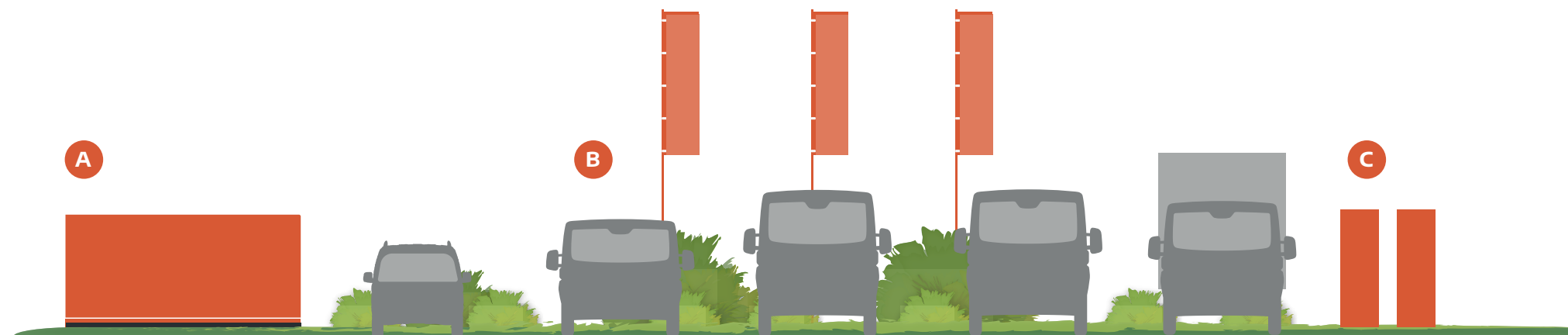
to provide a coherent quality of service throughout the client experience.



PROFESSIONAL PARKING COMPONENTS

MANDATORY ELEMENTS

THESE 4 ELEMENTS MUST ALWAYS BE PRESENT IN THE PROFESSIONAL PARKING AREA:



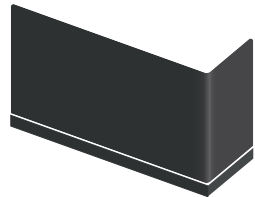
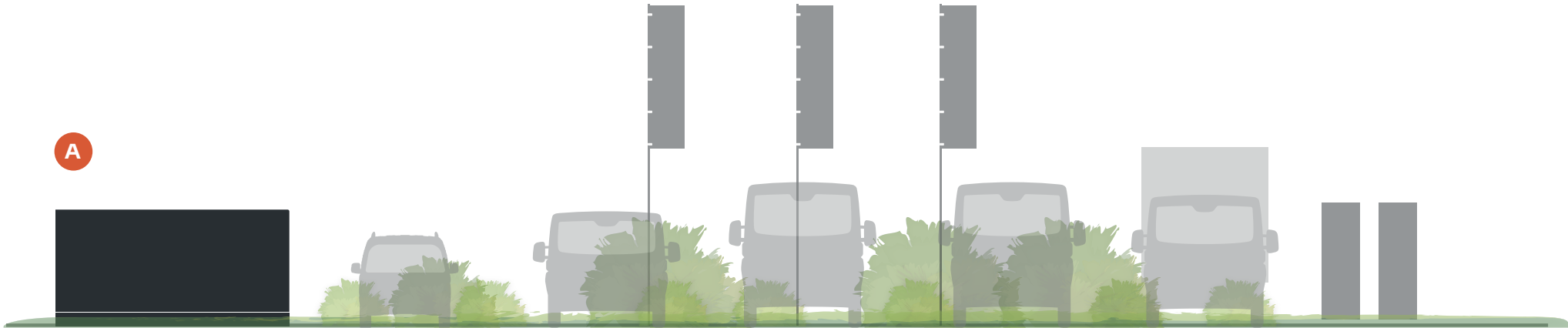
- A** EXTERIOR SIGNAGE
- B** FLAG
- C** BRAND TOTEM
- D** FLOOR SIGNAGE

For the minimum vehicle requirement, please refer to each region/country's operational guidelines.

PROFESSIONAL PARKING COMPONENTS

INTRO TOTEM

THIS LARGE SIGN INTRODUCES THE PROFESSIONAL AREA AND DISPLAYS THE IDENTITIES OF THE BRANDS ON SITE.



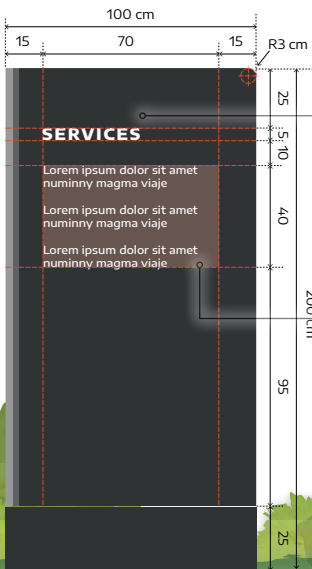
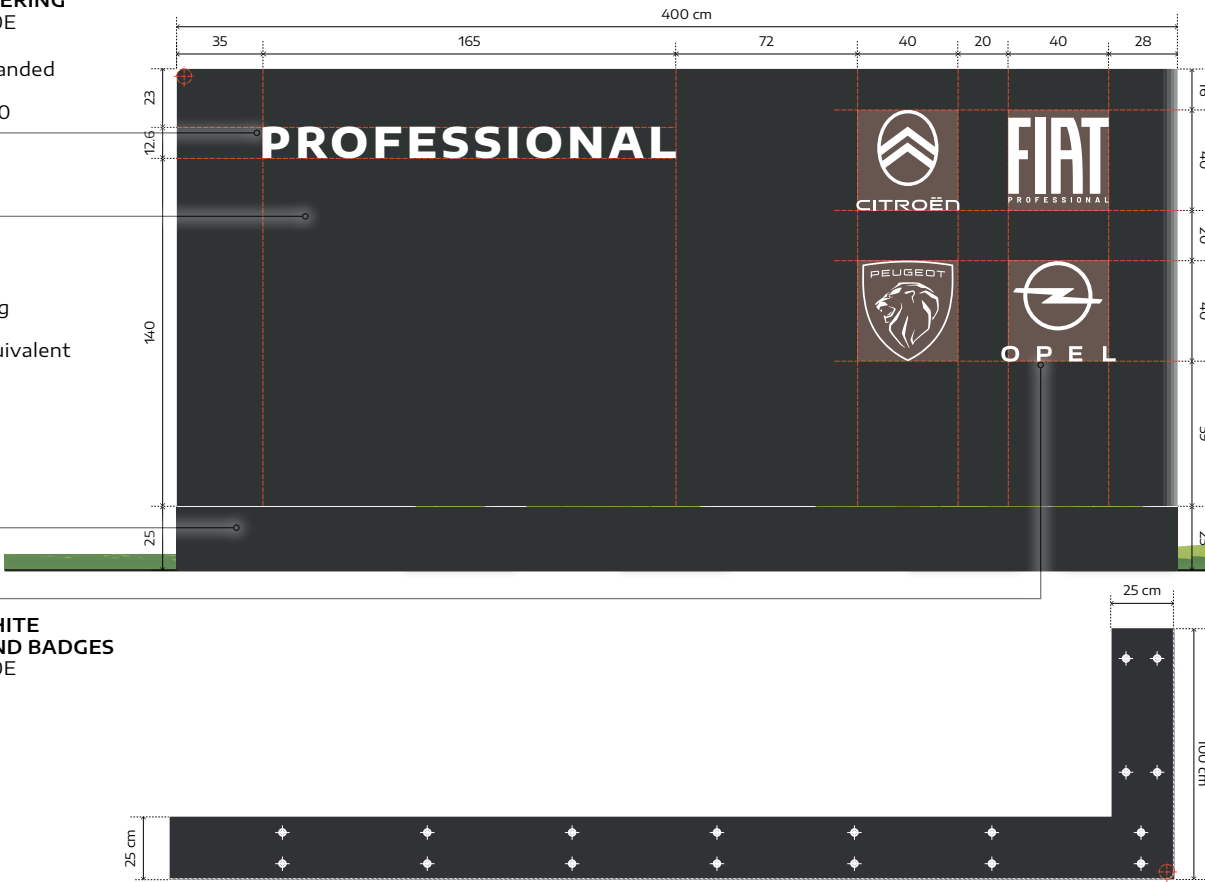
FOLDED METAL SIGN

**REFLECTIVE WHITE
ADHESIVE LETTERING**
Ref: 3M SL580-10E
or equivalent
Encode Sans Expanded
Extra Bold 470pt
Letter spacing 100

PANEL
Folded metal
RAL 7021
Microbead coating
front and back
Ref: Axalta or equivalent

BASE / PLINTH
Painted concrete
RAL 9011

**REFLECTIVE WHITE
ADHESIVE BRAND BADGES**
Ref: 3M SL580-10E
or equivalent



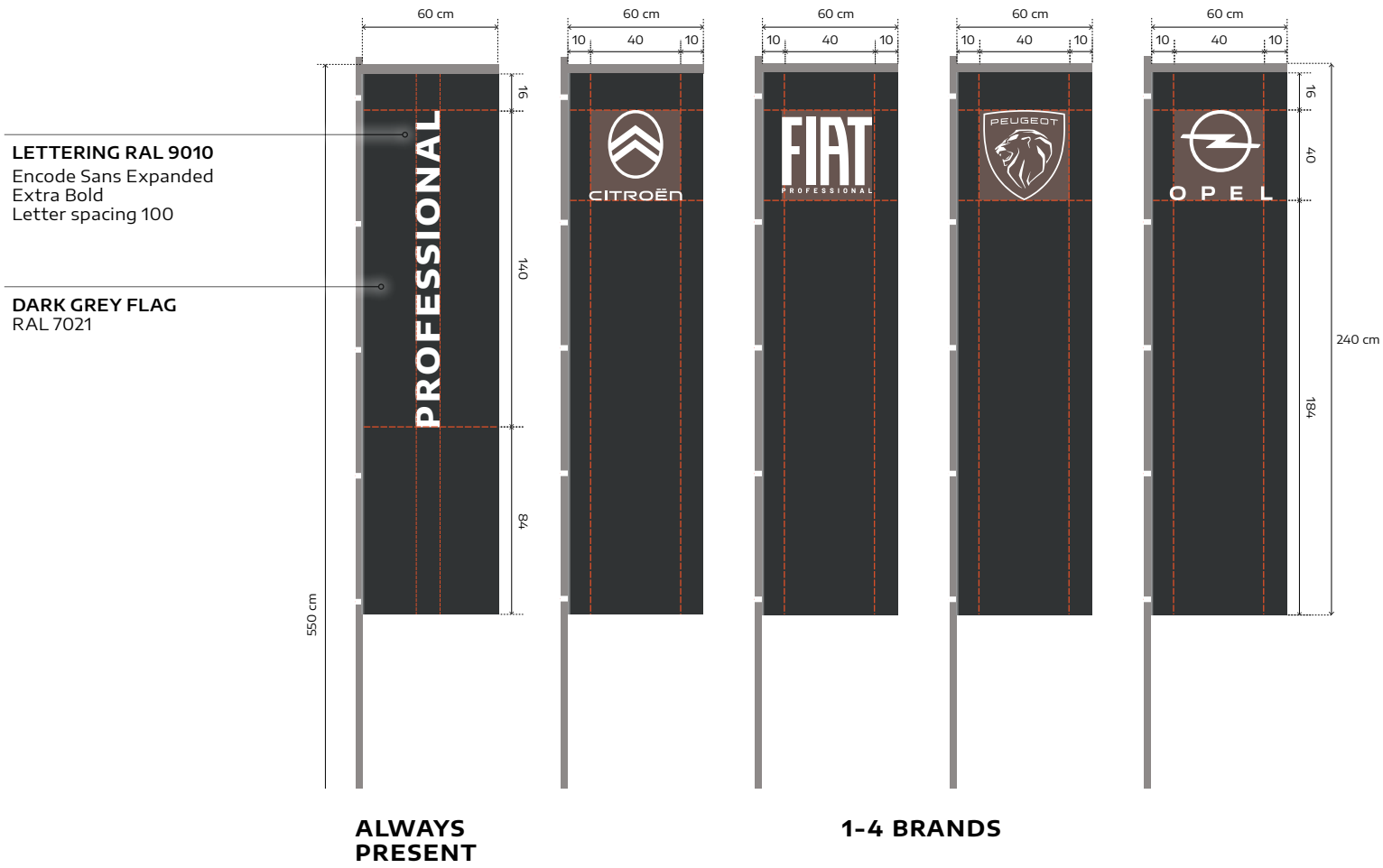
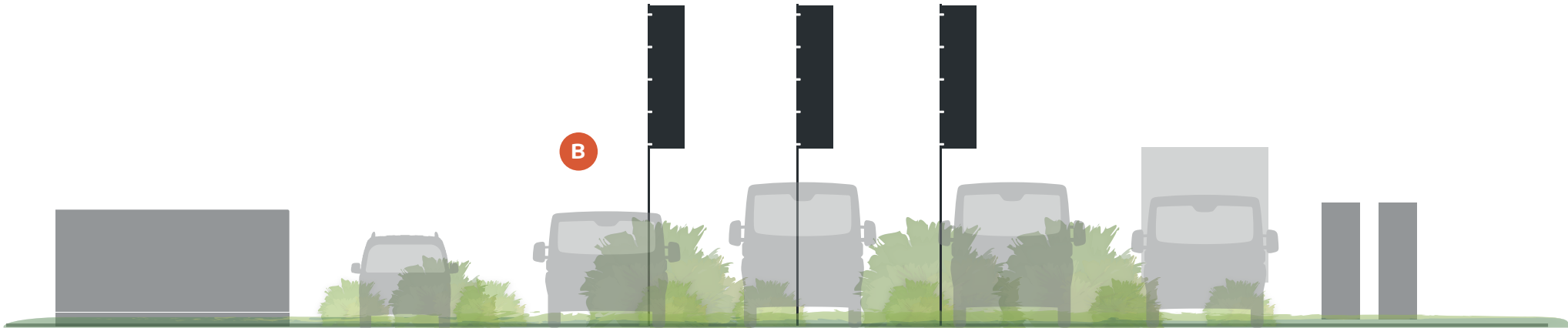
**REFLECTIVE WHITE
ADHESIVE LETTERING**
Ref: 3M SL580-10E
or equivalent
Encode Sans Expanded
Extra Bold letter spacing 100

Encode Sans Expanded
Medium 125pt

PROFESSIONAL PARKING COMPONENTS

FLAGS

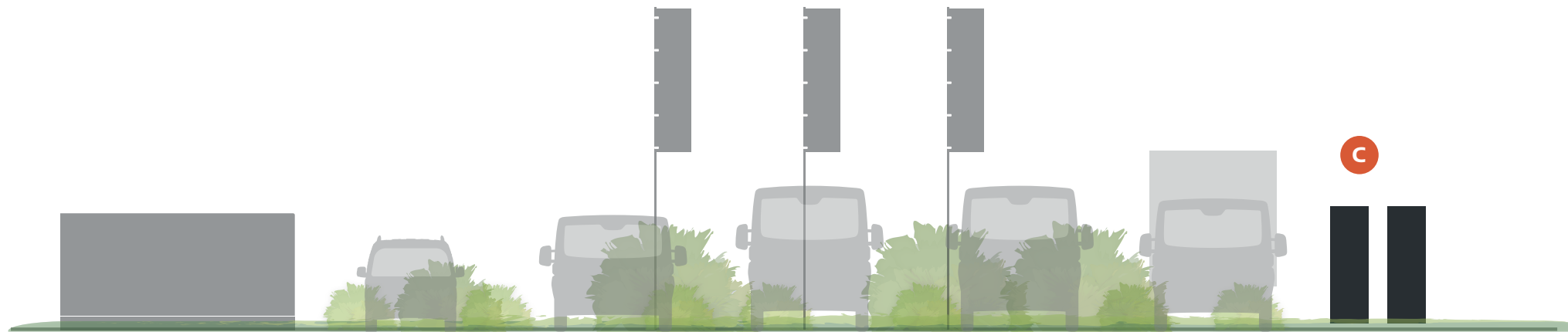
THE PROFESSIONAL FLAG IS MANDATORY. ON SITE BRANDS MUST EACH HAVE THEIR OWN BRAND FLAG.



PROFESSIONAL PARKING COMPONENTS

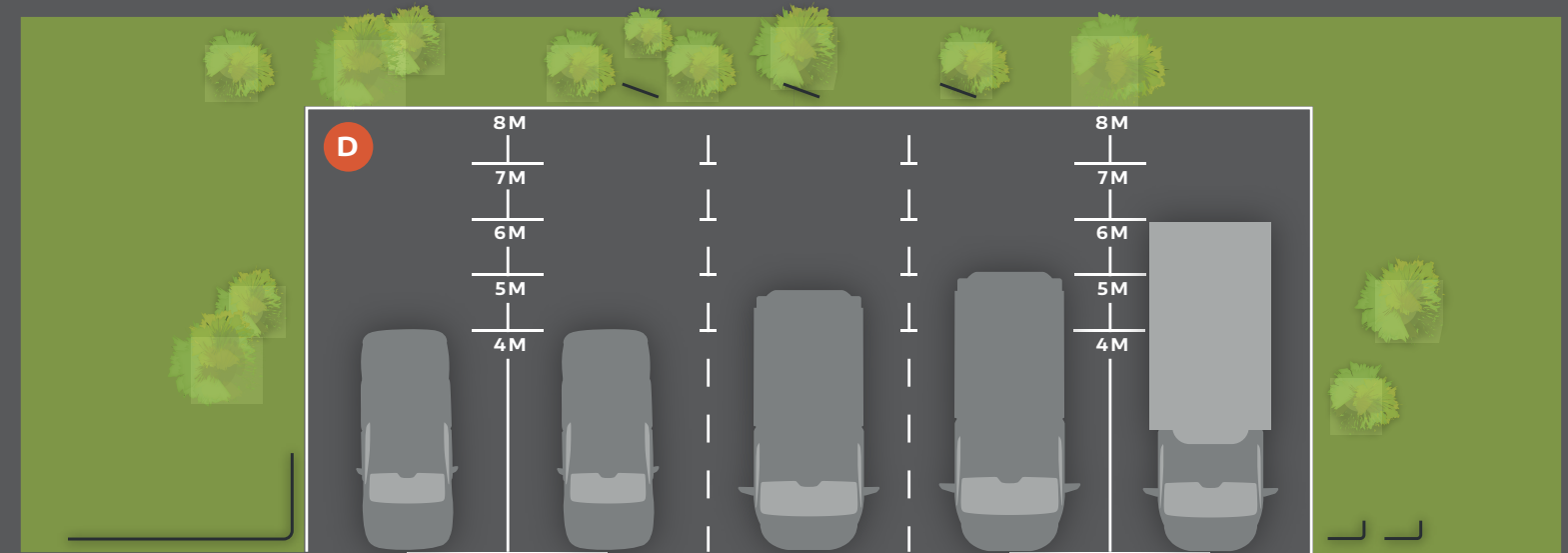
BRAND TOTEMS

ON SITE BRANDS MUST EACH HAVE THEIR OWN BRAND TOTEM.

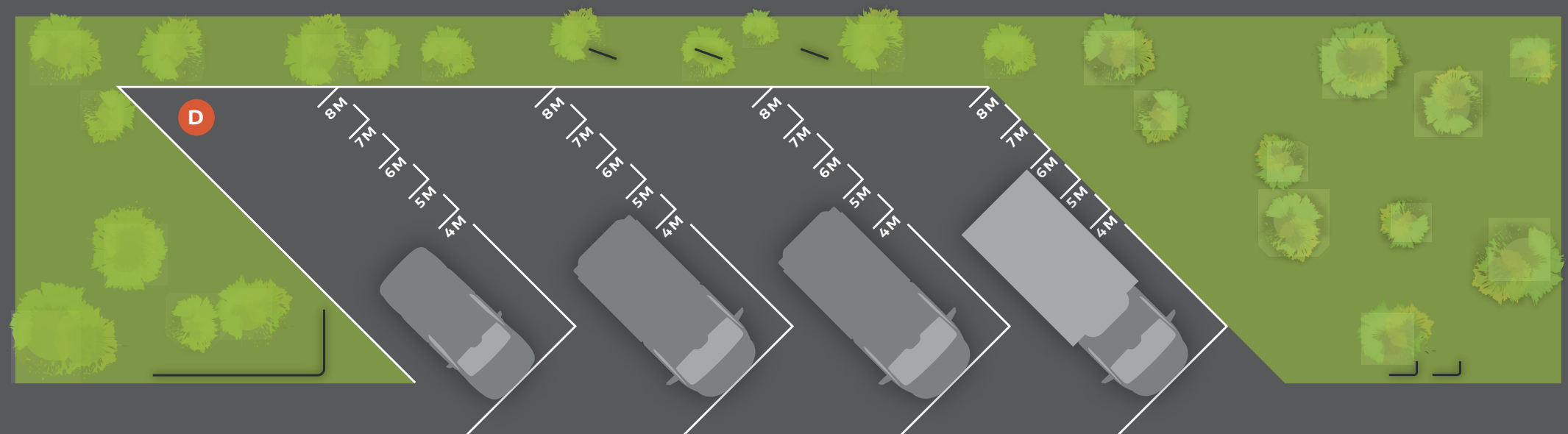


FLOOR SIGNAGE

THE FLOOR SIGNAGE INCLUDES MEASUREMENTS TO HIGHLIGHT VEHICLE LENGTHS. THE BAY'S LENGTH ALLOWS THE LONGEST VEHICLE TO OPEN THEIR TRUNK DOORS.



OPTION A - STRAIGHT PARKING LAYOUT



OPTION B - ANGLED PARKING LAYOUT

PROFESSIONAL PARKING COMPONENTS



STRAIGHT PARKING



STRAIGHT PARKING

THE FLOOR SIGNAGE INCLUDES MEASUREMENTS TO HIGHLIGHT VEHICLE LENGTHS. THE BAY'S LENGTH ALLOWS THE LONGEST VEHICLE TO OPEN THEIR TRUNK DOORS.

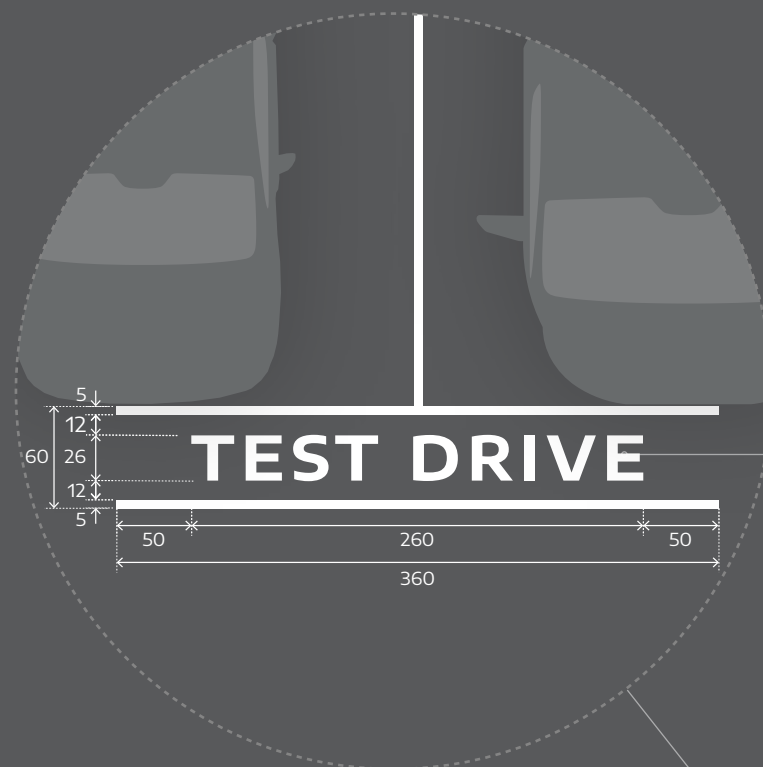


STRAIGHT DISPLAY BAYS LAYOUT

PROFESSIONAL PARKING COMPONENTS

STRAIGHT PARKING

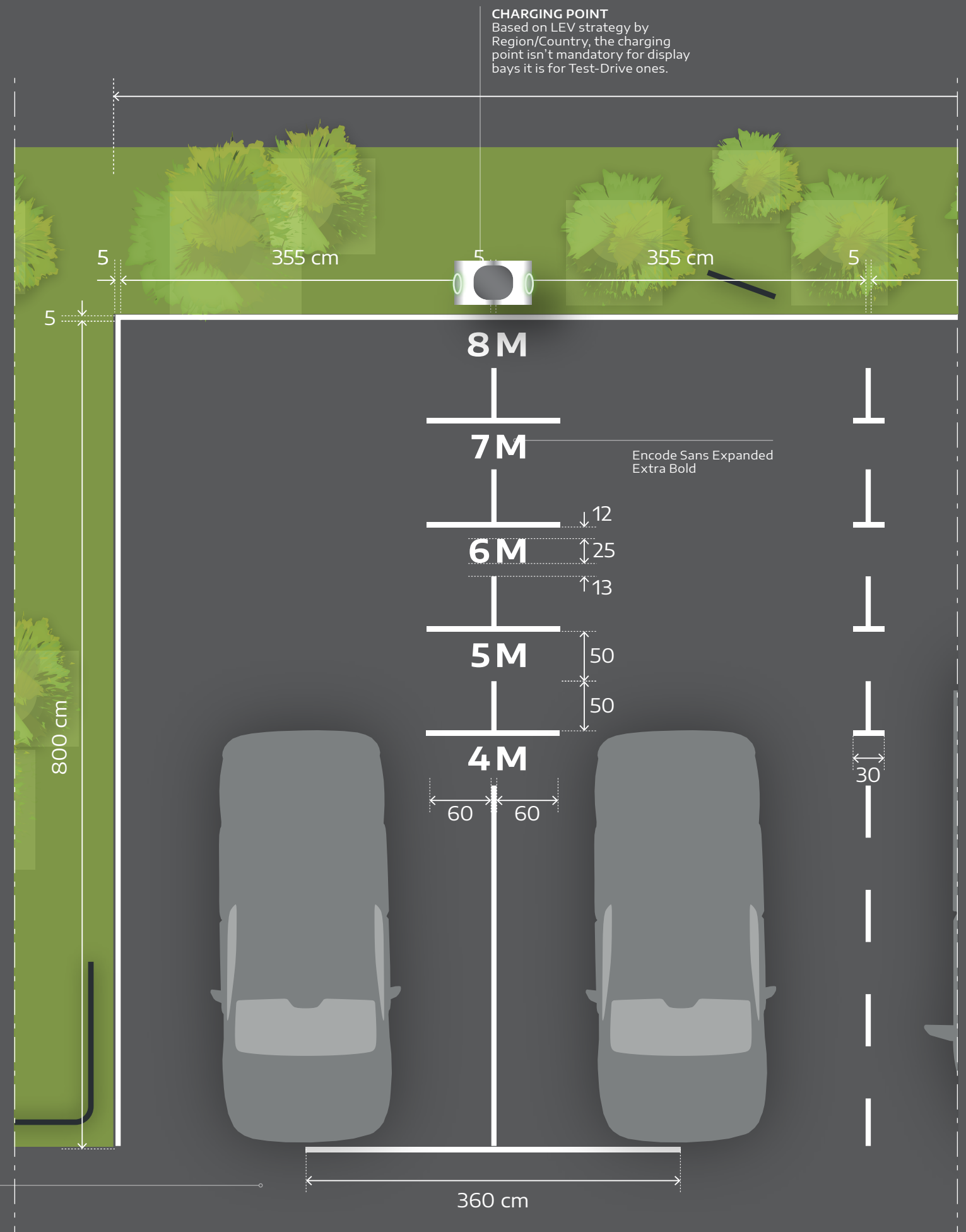
IN ORDER TO GAIN SPACE,
A STRAIGHT PARKING LAYOUT
IS RECOMMENDED.



Encode Sans Expanded
Bold letter spacing 100

TEST DRIVE

Test Drive lettering has to be added in front of the Test-drive bays.



PROFESSIONAL PARKING COMPONENTS



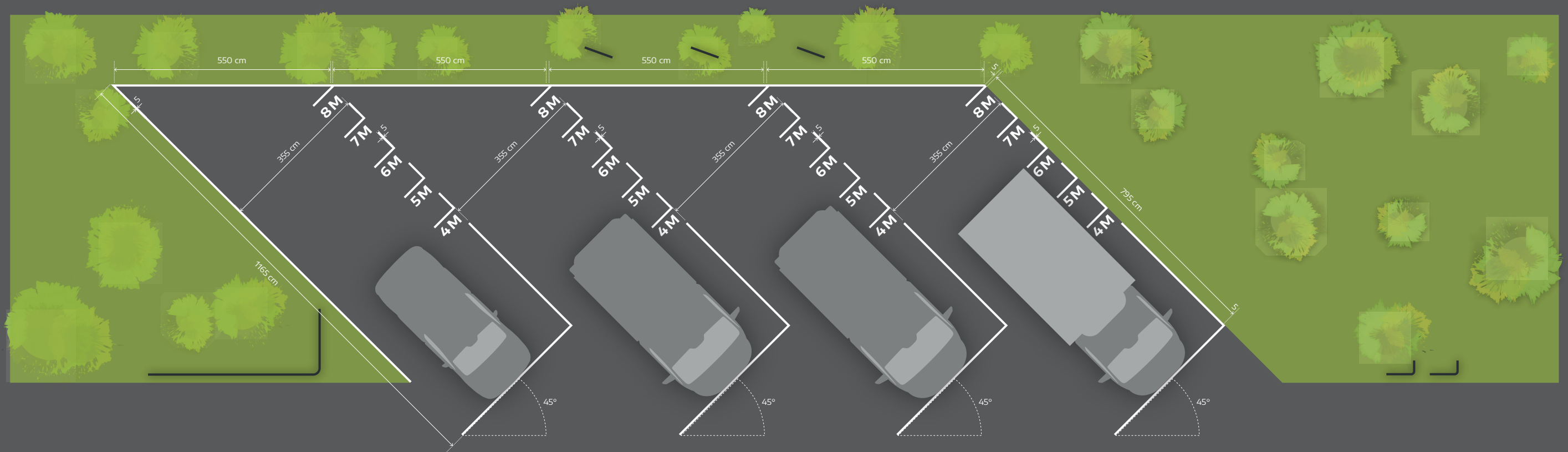
ANGLED PARKING



PROFESSIONAL PARKING COMPONENTS

ANGLED PARKING

IF A LARGER SPACE IS AVAILABLE, 45° ANGLE PARKING BAYS ARE RECOMMENDED. THIS ARRANGEMENT REDUCES THE NUMBER OF VEHICLE MANOEUVRES.

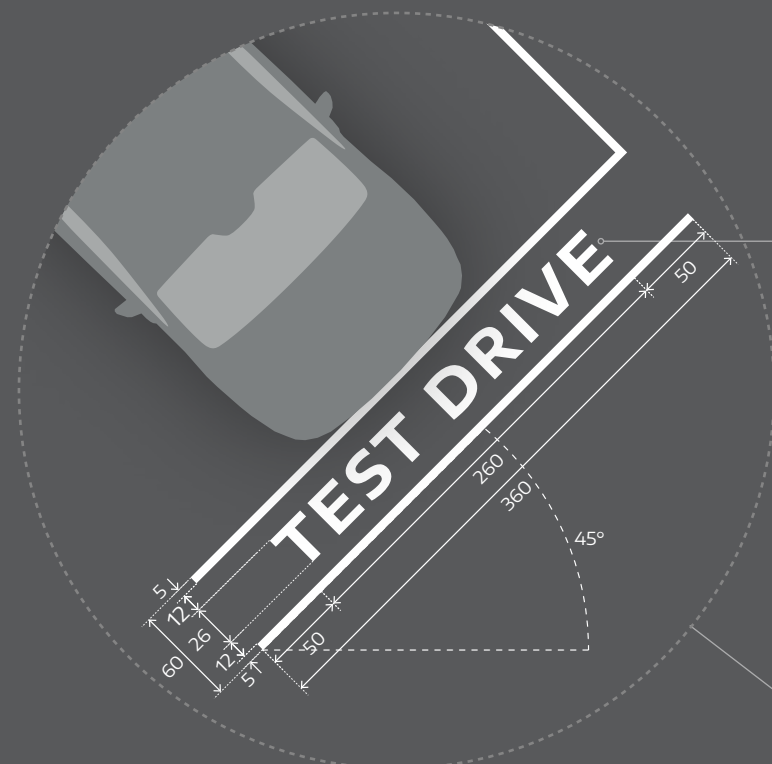


ANGLED DISPLAY BAYS LAYOUT

PROFESSIONAL PARKING COMPONENTS

ANGLED PARKING

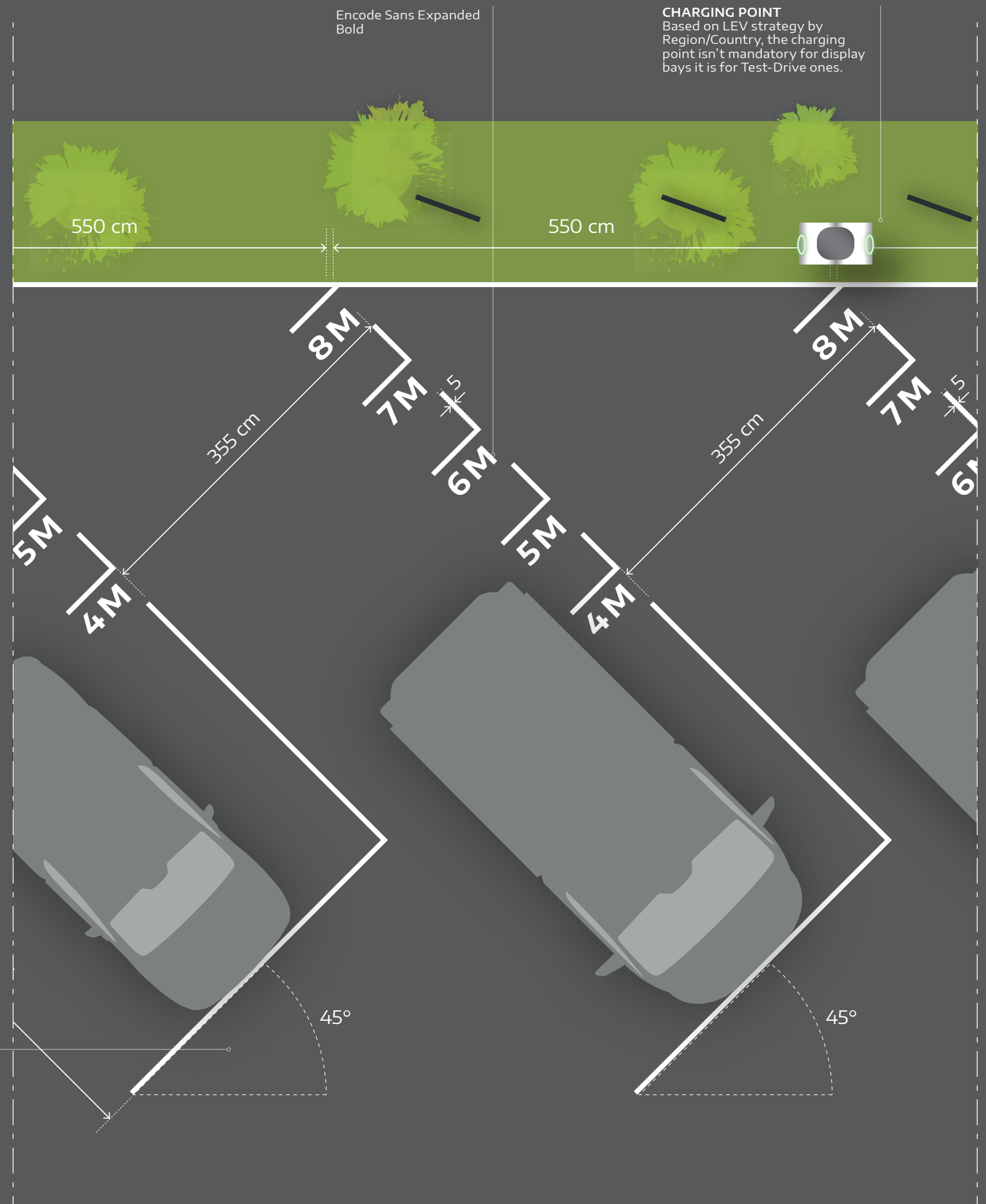
IF A LARGER SPACE IS AVAILABLE, 45° ANGLE PARKING BAYS ARE RECOMMENDED. THIS ARRANGEMENT REDUCES THE NUMBER OF VEHICLE MANOEUVRES.



Encode Sans Expanded
Bold letter spacing 100

TEST DRIVE

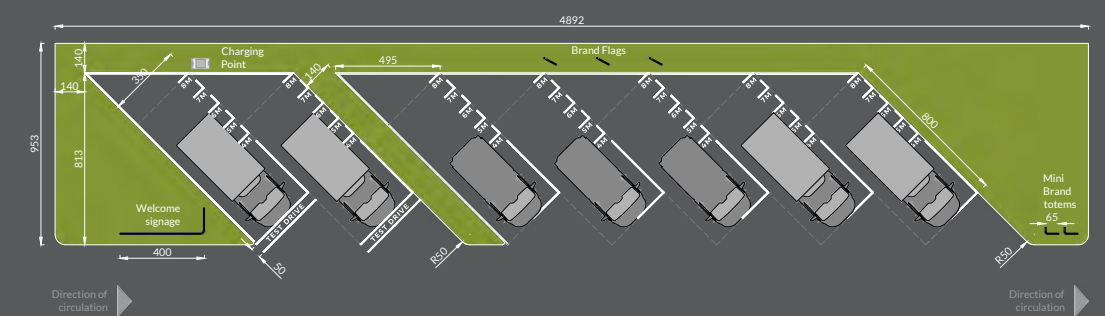
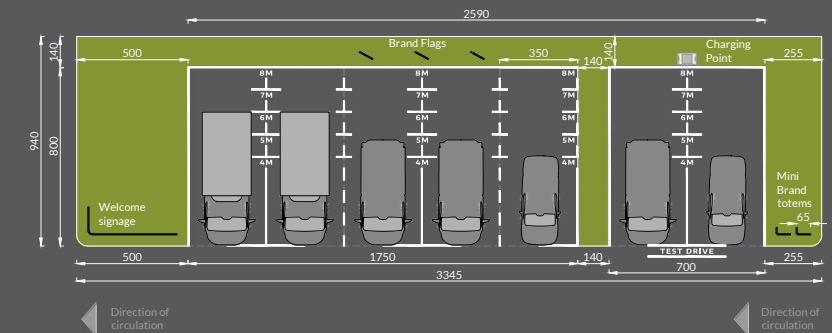
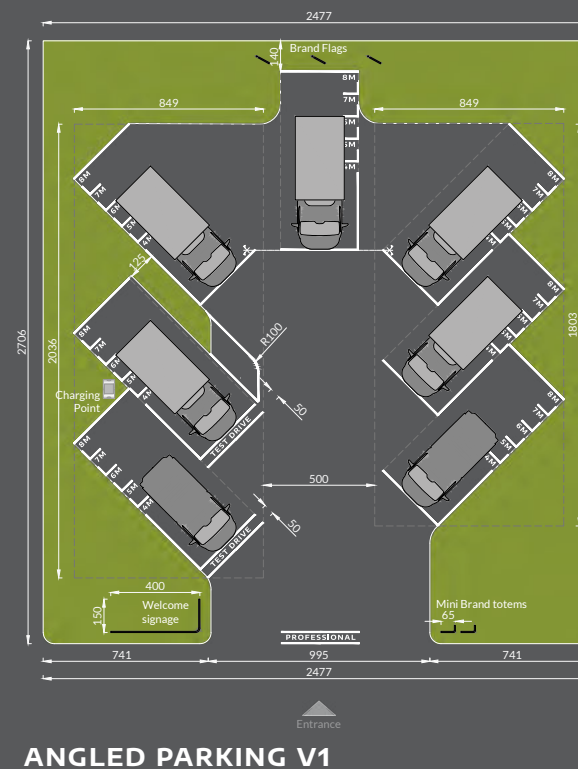
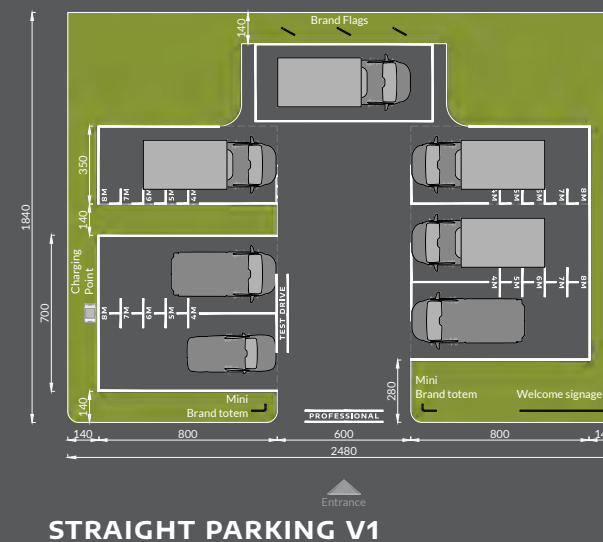
Test Drive lettering has to be added in front of the Test-drive bays.



PROFESSIONAL PARKING CONFIGURATIONS

CONFIGURATION EXAMPLES

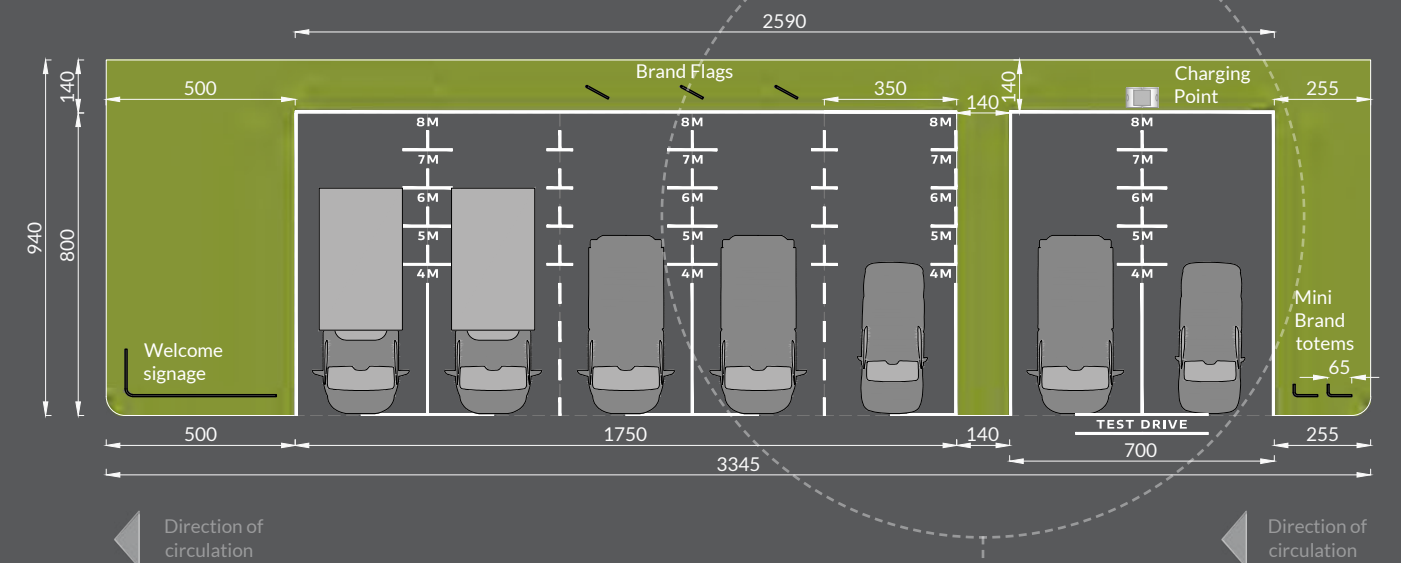
THESE EXAMPLES SHOW DIFFERENT PARKING COMBINATIONS. THEY DEMONSTRATE THE RULES OF SHARING TEST-DRIVE AND DISPLAY BAYS. THESE EXAMPLES SHOULD BE ADAPTED ACCORDING TO THE PROGRAM OF EACH SITE.



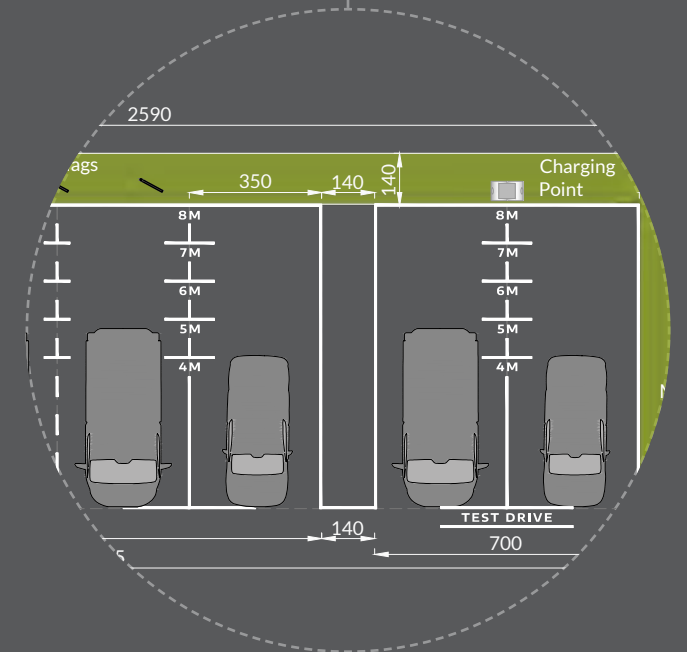
For the minimum vehicle requirement, please refer to each region/country's operational guidelines.

PROFESSIONAL PARKING CONFIGURATIONS

STRAIGHT PARKING V1



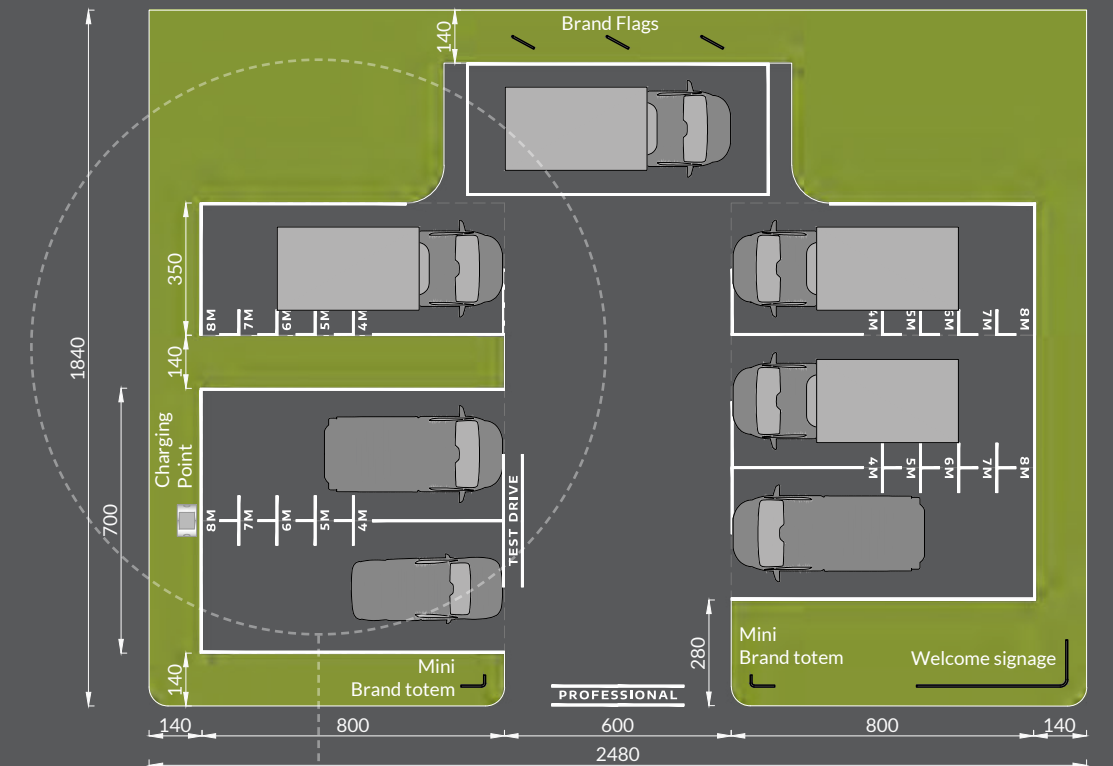
OR



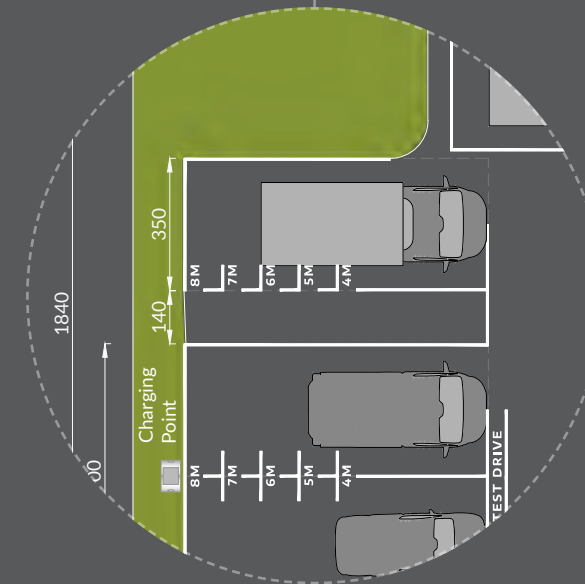
TEST DRIVE
A white marking separation border may be used instead of a concrete one.

PROFESSIONAL PARKING CONFIGURATIONS

STRAIGHT PARKING V2



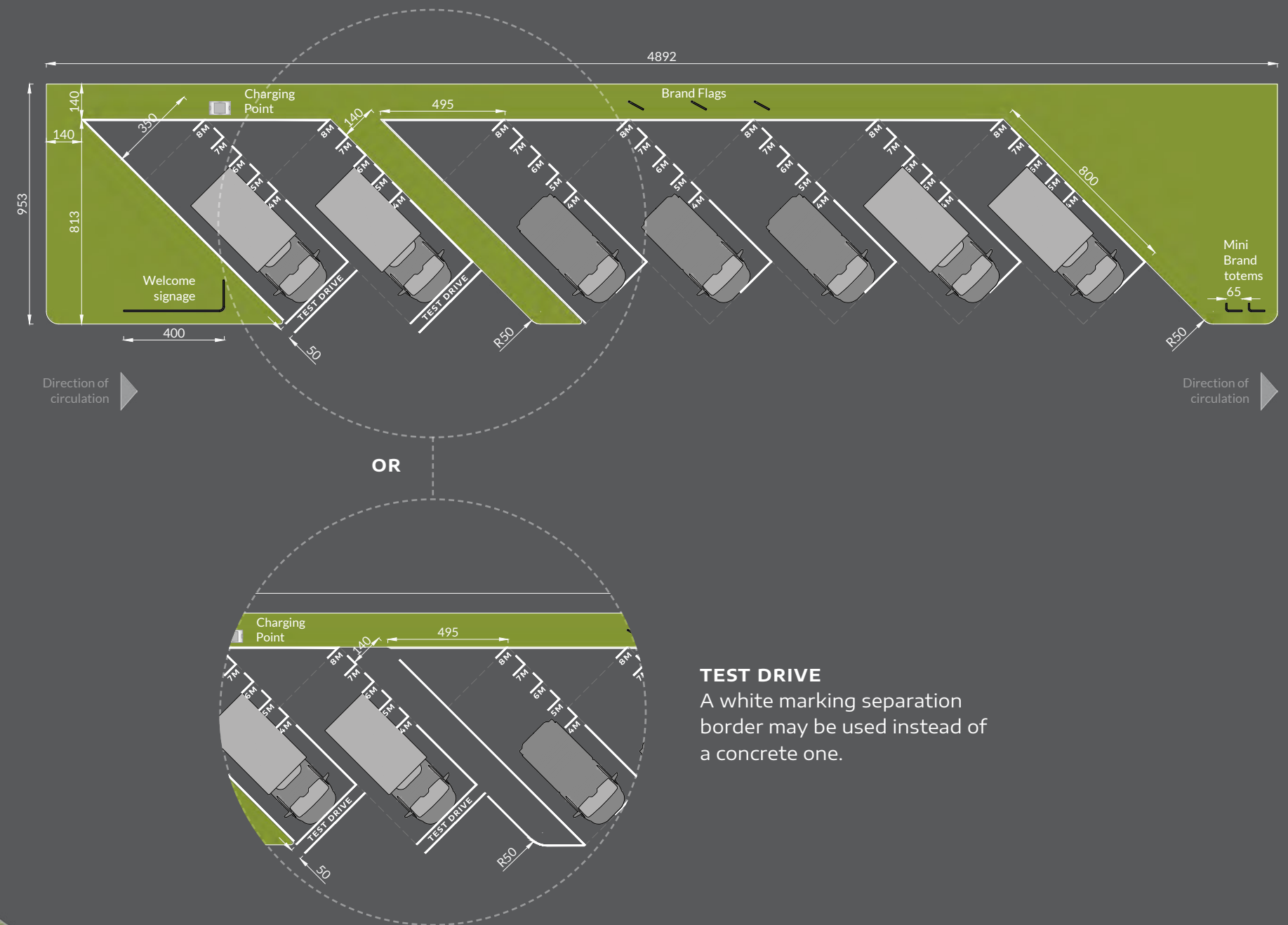
OR



TEST DRIVE

A white marking separation border may be used instead of a concrete one.

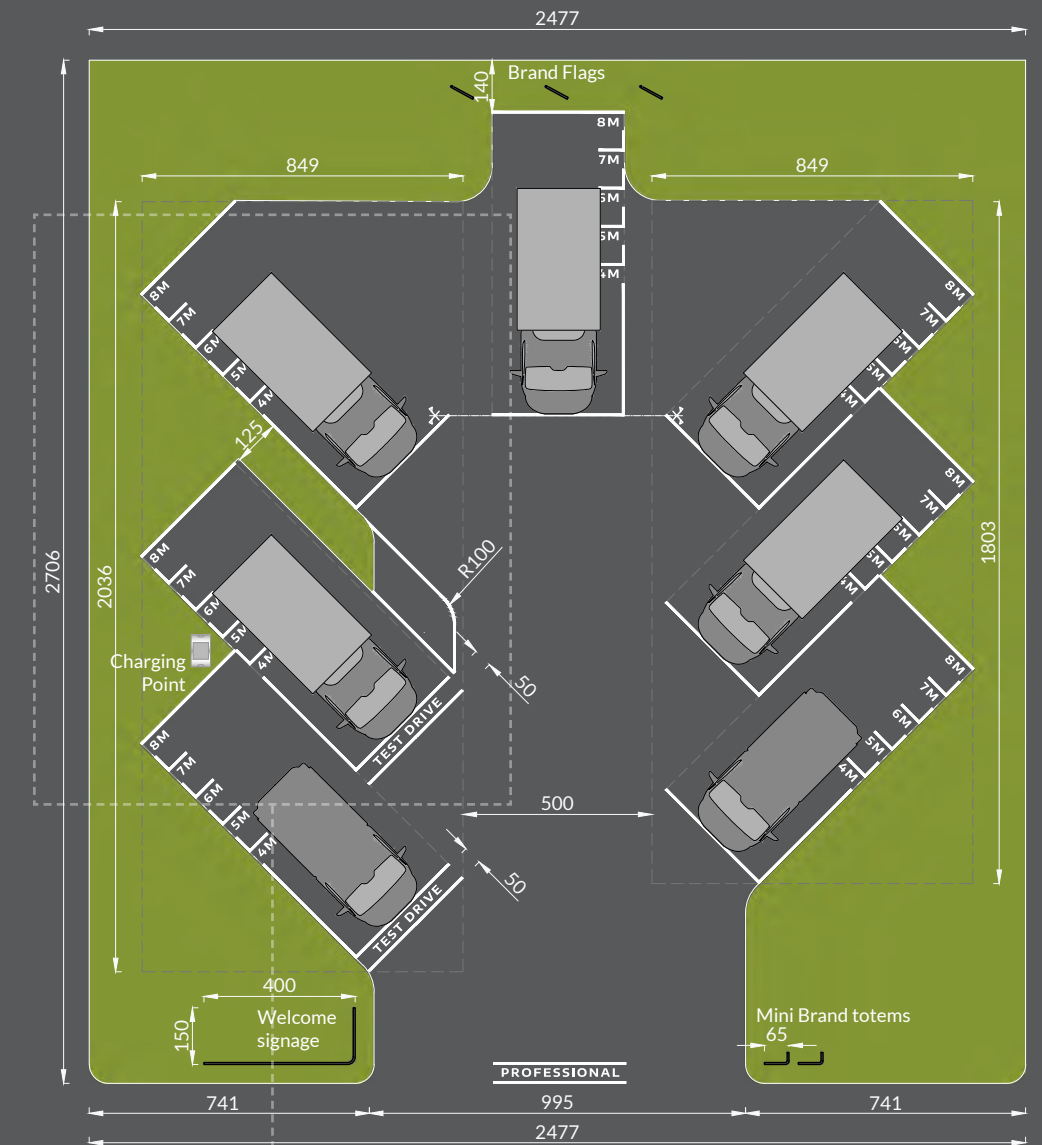
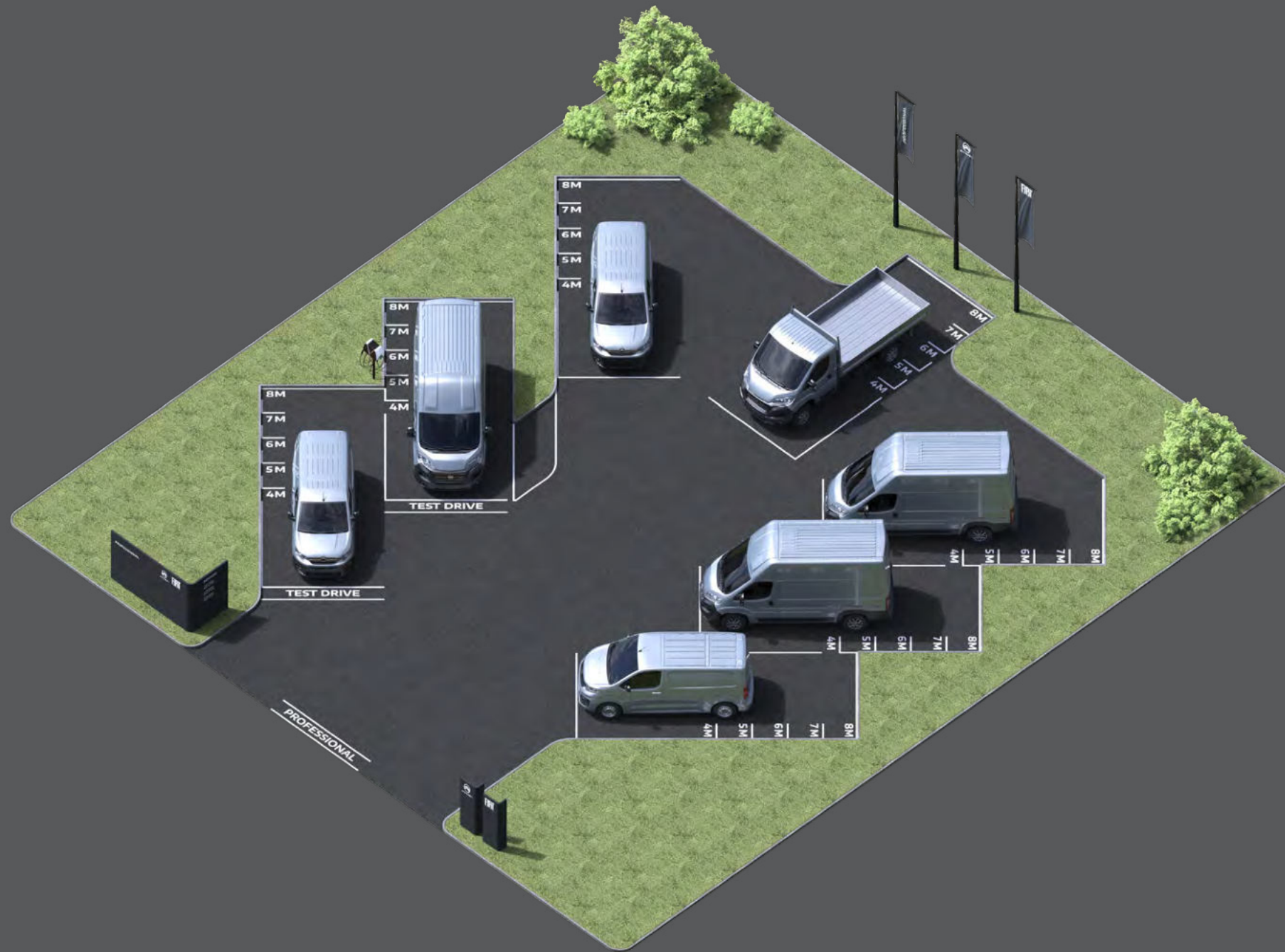
PROFESSIONAL PARKING CONFIGURATIONS



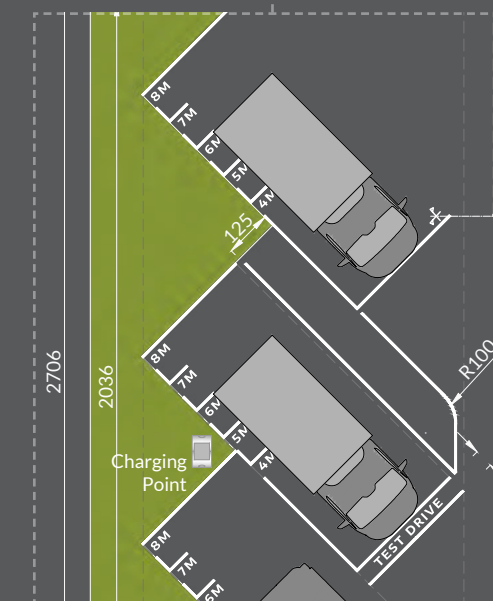
ANGLED PARKING V1

PROFESSIONAL PARKING CONFIGURATIONS

ANGLED PARKING V2



OR



TEST DRIVE

A white marking separation border may be used instead of a concrete one.

THANK YOU