

BRANDBOOK CHECKLIST

BRANDBOOK

CLIENT: Wawa
LOCATION: 3410 Turkeyfoot Rd, Erlanger, KY, 41018, USA
DATE: 11/17/2025
VARIANCE: YES

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CONTACTS

Email: Wawa@blairimage.com

DOCUMENT INFO

BLAIR PROJECT#: 124378
SALES ORDER #: 96592
DOC #: AD-WAW-124378-Erlanger-REV1

REVISIONS

REV	DATE	DESCRIPTION
0	4/11/25	INITIAL DRAWING RELEASE
1	11/17/25	UPDATE AS PER REQUEST



DESIGNER CHECK		PM CHECK	
(initials)		(initials)	
M.C.			a) Client Name
M.C.			b) Site Address / Location
M.C.			c) Project and Sales Order Number
M.C.			d) Date and Rendering Revisions w/ Revision Note(s)
M.C.			e) Required Item Notes or N/A
M.C.			a) Brand Standard document number and revision or N/A
M.C.			b) Branding Elements and / or services meet current revision of Brand Standard identified
M.C.			c) Branding Elements and descriptions contained in Rendering match Branding Elements and descriptions in Proposal / Quote
DATE CHECKED		DATE CHECKED	
11/17/25			

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 standard due to municipal code and / or specific site conditions.

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blair

IMAGE ELEMENTS™



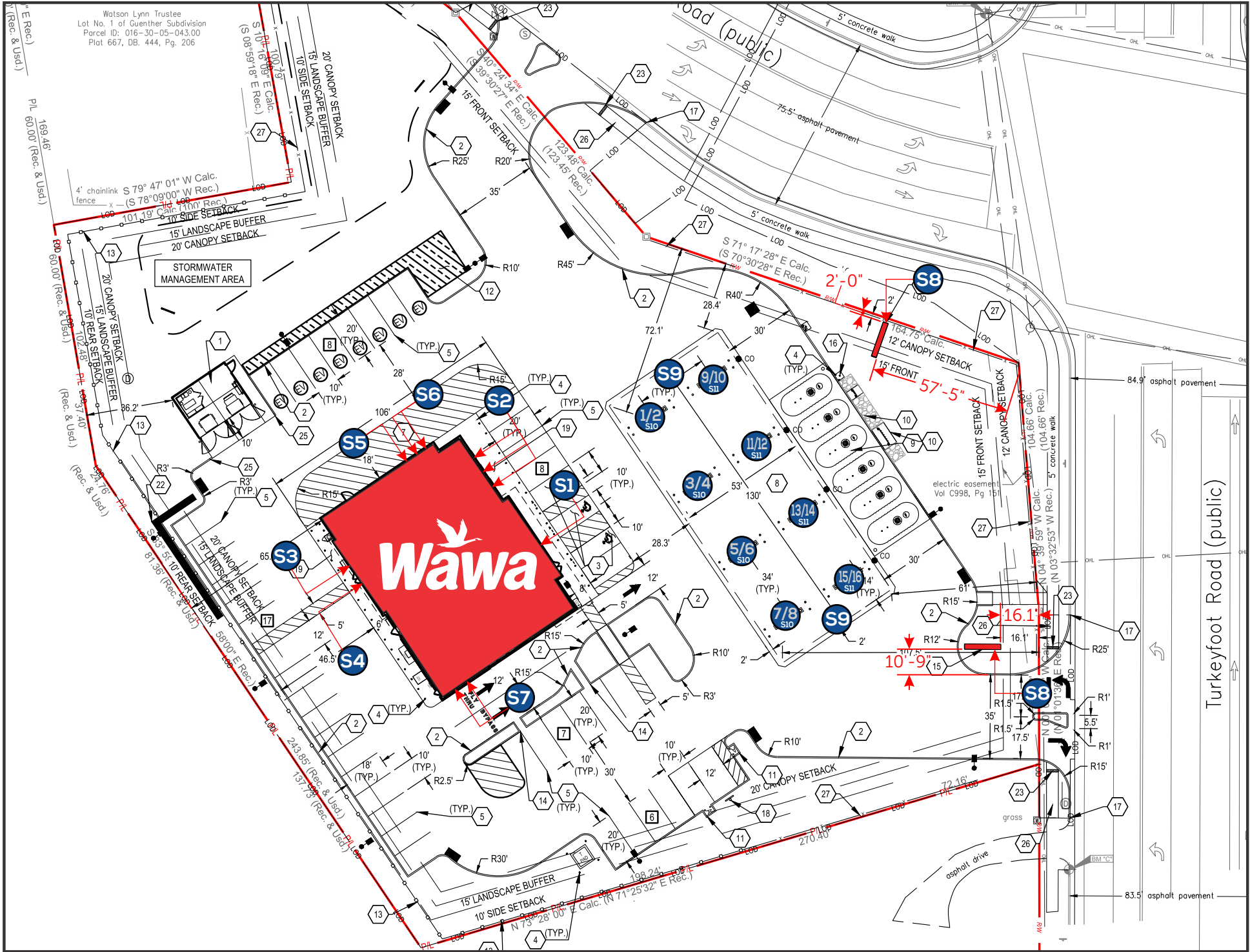
Sign Legend

Illuminated Face Lit Channel letters & Halo Lit Logo Wawa 24" Wawa 28" Wawa 31" Wawa 32" Wawa 35" Wawa 38" Wawa 44" Wawa 53" Wawa 59"	D/F Illuminated Pylon Signs P-50, P-75, P-100, P-150 P-200	D/F Illuminated Monument Signs M-50	D/F Illuminated Directional Signs 30" Vehicular Directional 20" Vehicular Directional 16" Vehicular Directional	S/F Illuminated Canopy Signs S/F LED Illuminated Canopy Sign	D/F Non-Illuminated Pump Spanners Straight Pumps Stacked Pumps	D/F Non-Illuminated Pump Indicators Gas Gas / Diesel Gas / Diesel / Ethanol Free
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Color Material Legend

	EXAMPLE	CLIENT COLOR	PANTONE (PMS)	VINYL; <i>Opacity</i> (V)	PLASTIC(PL)	PAINT (P)	TRIM CAP(TC)
1.		White		3M 7725-10 'White'; <i>Opaque</i>	#7328 White	White; Smooth Satin	Standard White
2.		Milky White		3M 3635-70 'Diffuser Film'; <i>Trans.</i>	#2447 Milky White		Standard White
3.		Black Gloss	PMS Process BlackC	3M 7725-12 'Black'; <i>Opaque</i>	#2025 Opaque Black	RAL-9004 Signal Black	Standard Black
4.		Wawa Grey				Paint to Match PMS 421C	Jewelite 'Silver'
11.		Wawa Red 186	PMS 186C	3M 7725-263 "Perfect Match Red;Opaque 3m 3630-83 "Regal Red"; Trans	#2793 Red	Paint to Match PMS 186c	Jewelite 'Red'
13.						Ral #1013 Oyster White	
16.		Vivid Green	PMS 355C	3M 3630-156 'Vivid Green'; <i>Trans.</i>		Paint to Match PMS 355C	Jewelite 'Green'
17.		Olympic Blue	PMS 7468C	3M 7725-57 'Olympic Blue'; <i>Opaque</i> 3M 3630-57 'Olympic Blue'; <i>Trans.</i>		Paint to Match PMS 7468C	
20.		Limestone Cap					
21.		Masonry/Venner					
22.		#12 Brushed Aluminum - Metal Finish					
23.		Wawa Grey - Perforated Print		3M 3635-210 Perforated 'White' Vinyl			
24.		Diesel Number Sign Green	PMS 377C			Paint to Match PMS 377C	

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SIGN ID	DESCRIPTION	QTY
S1	59" WAWA CHANNEL LETTERS WITH GOOSE	1
S2	WALL PANELS (SET OF 3)	1
S3	WELCOME SIGN	1
S4	44" WAWA CHANNEL LETTERS WITH GOOSE	1
S5	35" WAWA CHANNEL LETTERS WITH GOOSE	1
S6	WALL PANELS (SET OF 2)	1
S7	WALL PANELS (SET OF 2)	1
S8	DOUBLE FACE PYLON SIGN	2
S9	CANOPY SPANNERS	2
S10	PUMP INDICATORS	8
S11	PUMP INDICATORS	8

NOTE: ADDITIONAL
FLY THRU SIGNAGE TBD

SCOPE OF WORK

Reference program scope of work and time line document provided by Blair PM for specific installation requirements on each branding element

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Wawa
3410 Turkeyfoot Rd, Erlanger,
KY, 41018, USA

STORE #
7629

Issue Date: 4/11/2025
Drawn By: Mike C.

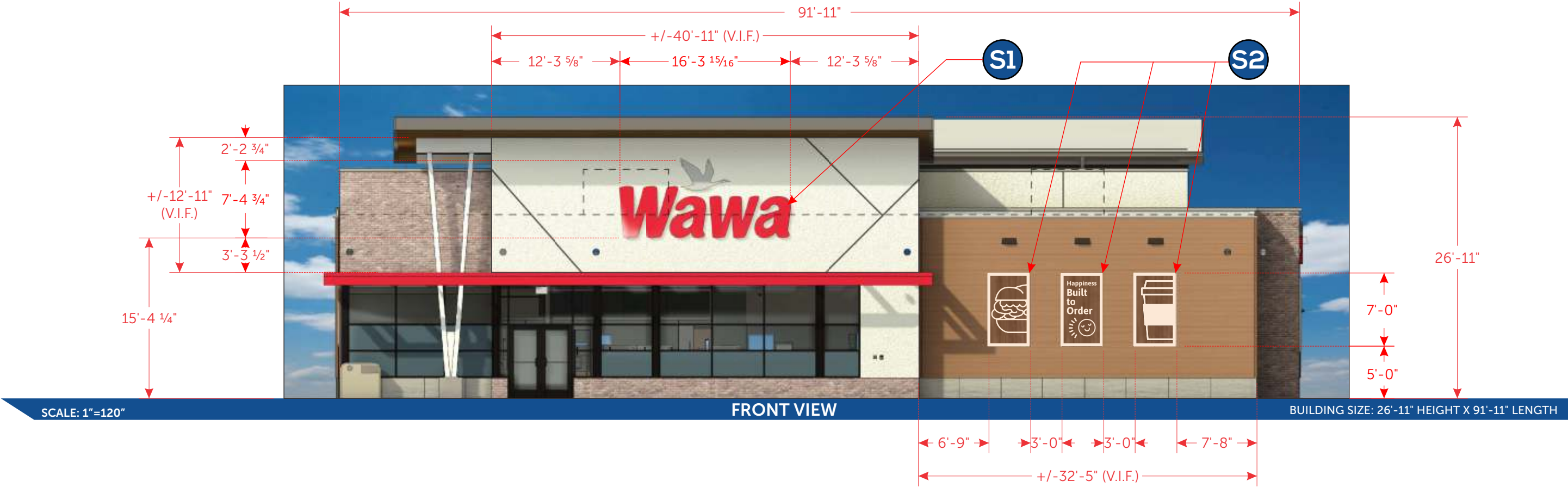
Rev: 1
Date: 1/18/2025
Doc #: AD-WAW-124378- Erlanger-REV1
Blair Project #: 124378
Blair Sales Order #: 96592

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P: (814) 949.8287
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BUILDING	ALLOWED SF	PROPOSED	VARIANCE (Y/N)	CODE	COMMENTS
Front Elevation Channel Letters (59" letters w/ goose)	182.8 sf	91.6 sf	N	Formula: 2 sq ft per lineal ft of building width on the side of the building which the sign is located. 1 per building street frontage	Permit process takes up to 2 weeks; Permit valid for 180 days Variances allowed, process can take 4-6 weeks
Front Elevation Art Panels (qty 3)		28 sf each	N		
Rear Elevation Channel Letters (44" letters w/ goose)	182.8 sf	51.46 sf	Y		
Rear Elevation Welcome Sign		20.83 sf	Y		
Left Elevation Art Panels (qty 2)	136 sf	28 sf each	N		
Right Elevation Channel Letters (35" letters w/ goose)	136 sf	32.34 sf	N		
Right Elevation Art Panels (qty 2)		28 sf each	N		
FREESTANDING	ALLOWED SF	PROPOSED	VARIANCE (Y/N)		
12" / 3 Product P-50 D/F Illuminated Pylon	25 sf	51.65 sf	Y	1 per street frontage 25 max sf, 20 ft max height LED pricers: Can't exceed 25% of the sign area. The area of a sign consisting of electronic or electro-mechanical message board elements shall not constitute more than 200 square feet of a sign. Directional signs allowed; 4sf max and 4 ft max height	
12" / 3 Product P-50 D/F Illuminated Pylon	25 sf	51.65 sf	Y		
CANOPY	ALLOWED SF	PROPOSED	VARIANCE (Y/N)		
Spanners (qty 2)	Structural	39.33 sf	N		
Pump Flags	N/A	1 SF each	N		

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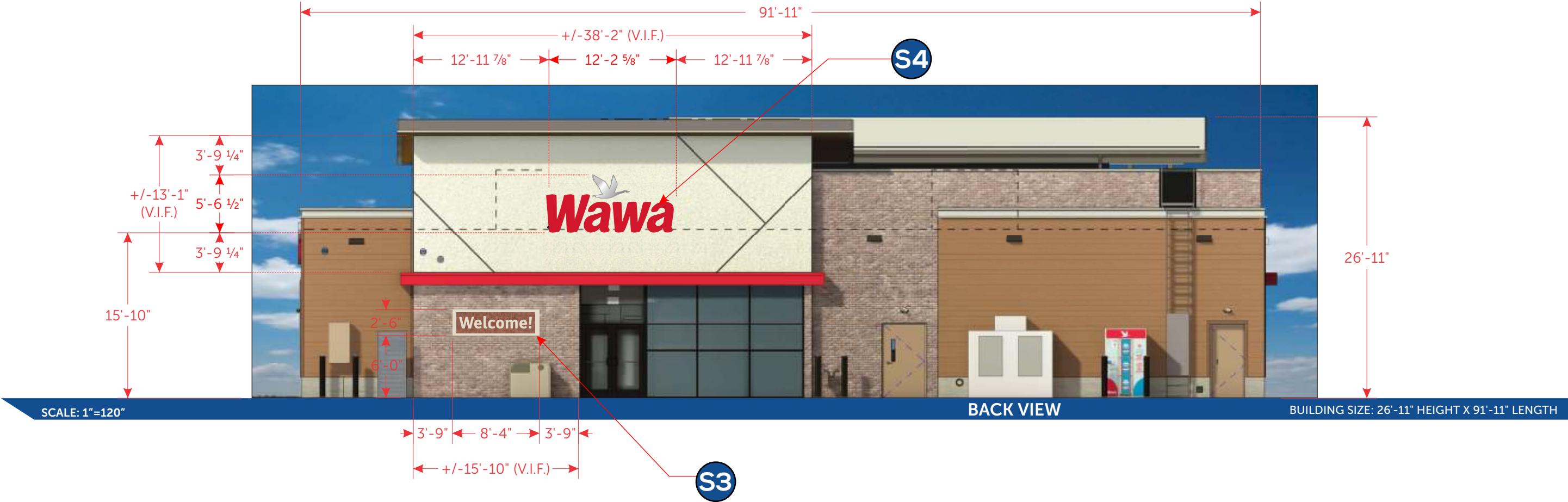
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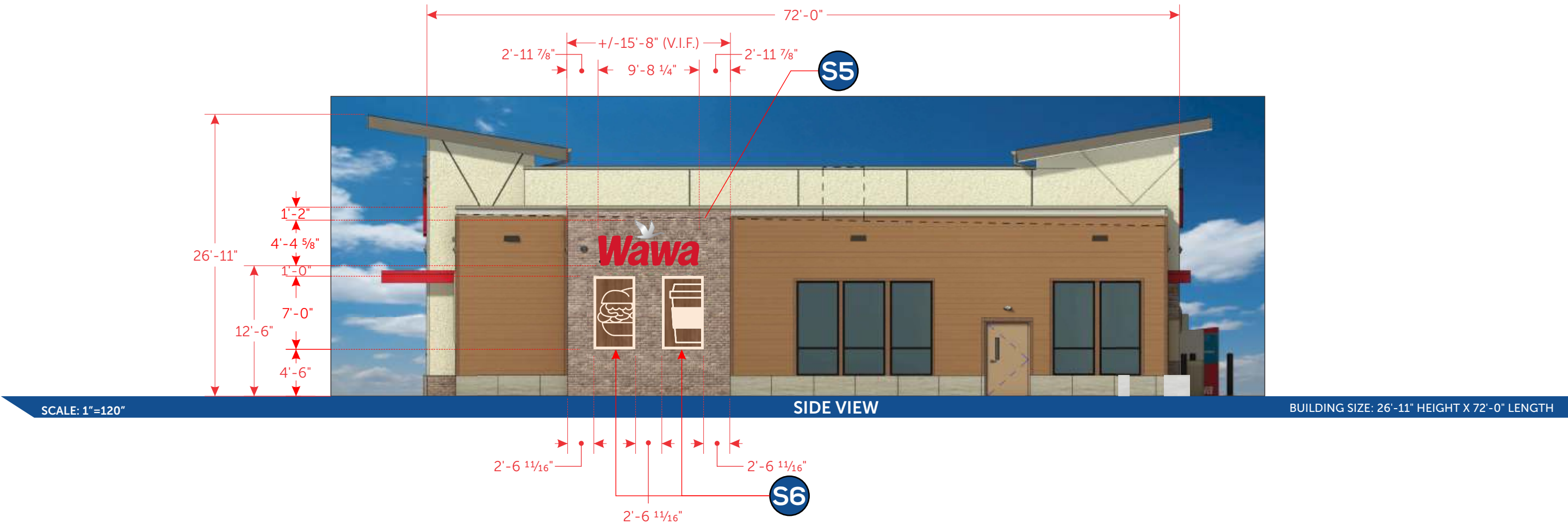




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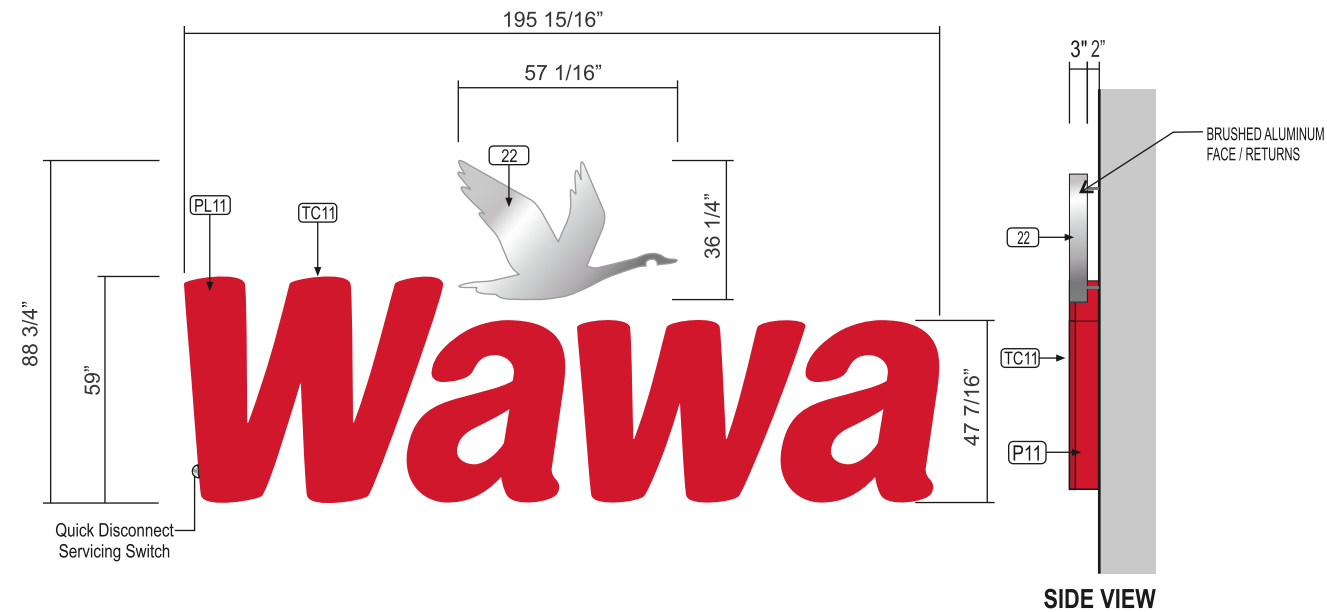




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59" ILLUMINATED CHANNEL LETTERS w/ HALO LIT GOOSE LOGO

SCALE: 1" = 50"

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY
SQ.FT. of ONE(1) GEOMETRIC SHAPE = **120.8 SQ FT**

WALL MATERIAL:
to vary per site

INSTALL:
Logo: Thru bolted w/2" standoff from wall
Letters Thru bolted flush; All w/ min 3/8" dia all thread into approved blocking; Spacers provided for logo; Painted to match wall
Note: Installer to provide all mounting hardware

QUANTITY:
(1) one set required

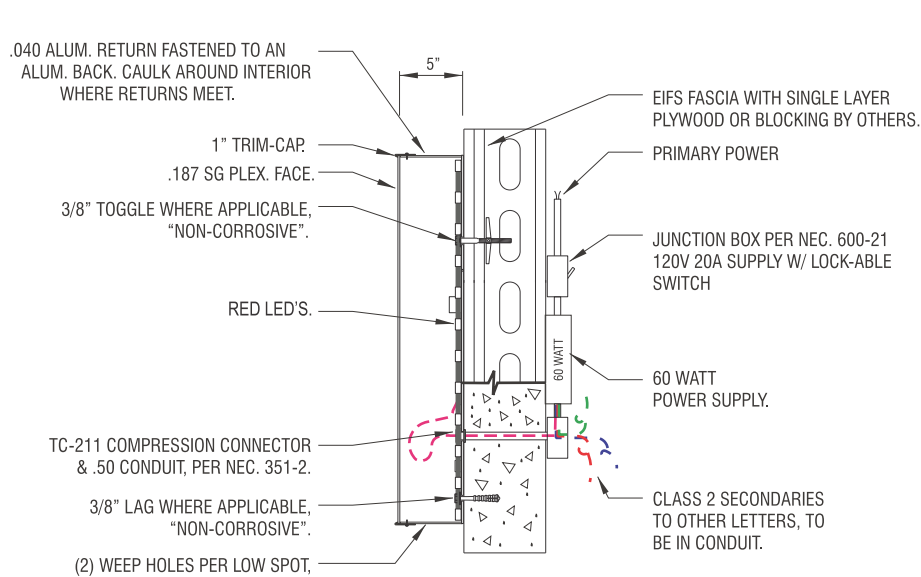
COLOR PALETTE

LOGO: 22
#12 Brushed Alum.
Metal finish

LETTER RETURNS: P11
Pantone 186 Red

TRIMCAP: TC11
Jewelite Red

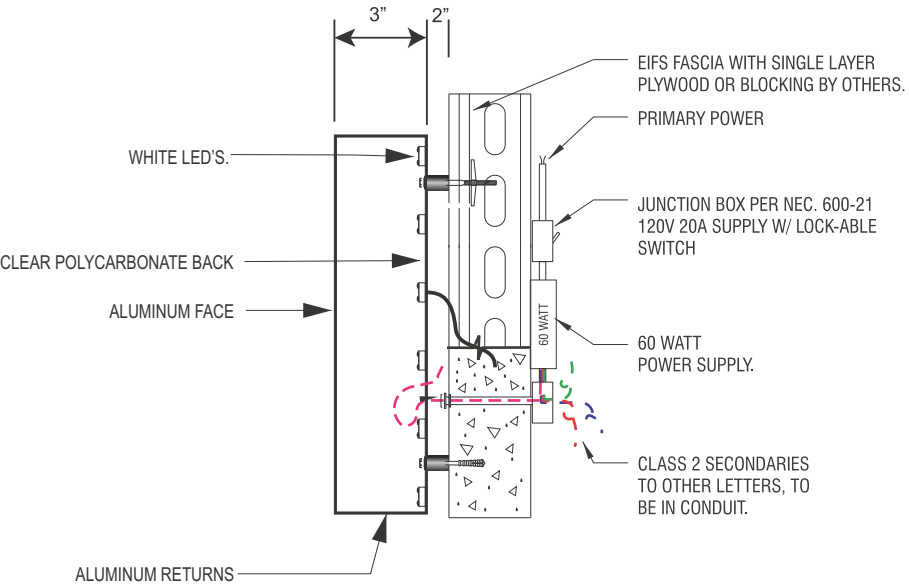
FACES: PL11
2793 Red acrylic



SECTION @ FACE-LIT CHANNEL LETTER

SCALE: NTS

Note: The power supply location shown in this detail in no way reflects the actual location when installed. In the field GC / Installer to determine appropriate mounting locations at site.



SECTION @ HALO-LIT GOOSE LOGO

SCALE: NTS

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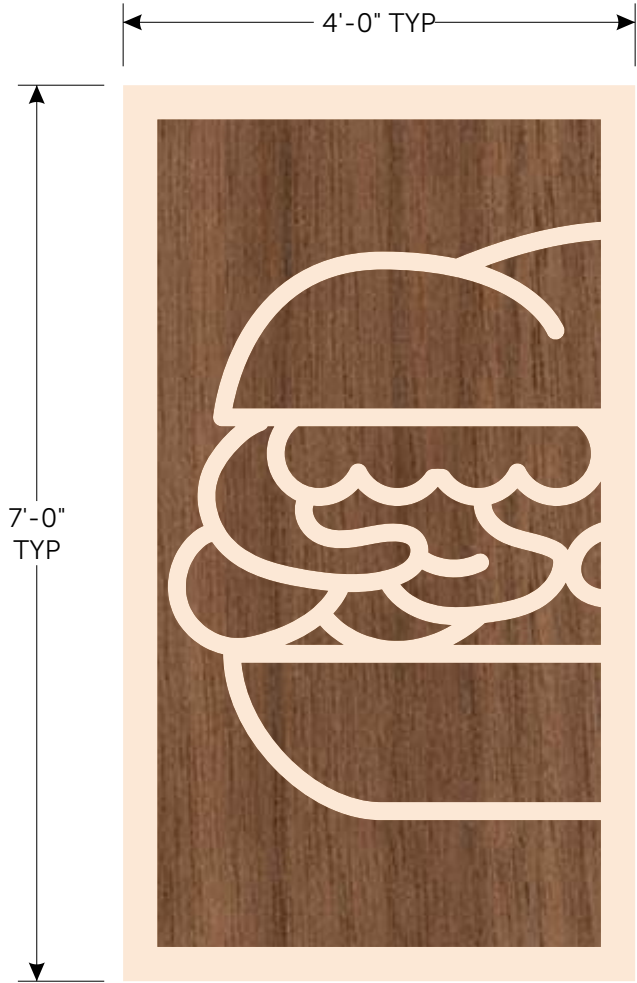
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Drawn By: Mike C.

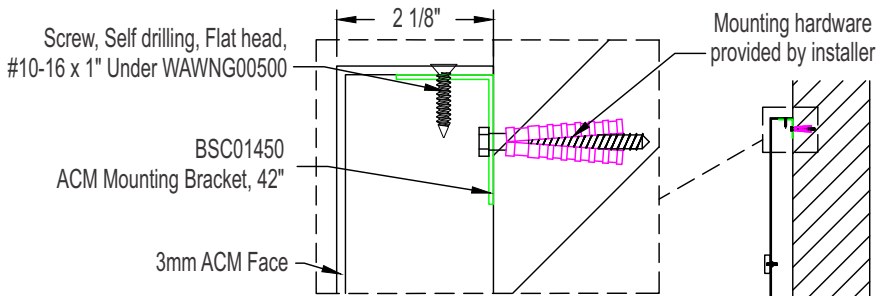
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Doc #: AD-WAW-124378- Erlanger-REV1
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Border to be digitally printed on same level as wood grain. Copy to be Sintra Border



Non Lit ACM Push Thru (28 SQ.FT. Each) SCALE: 1"=18"

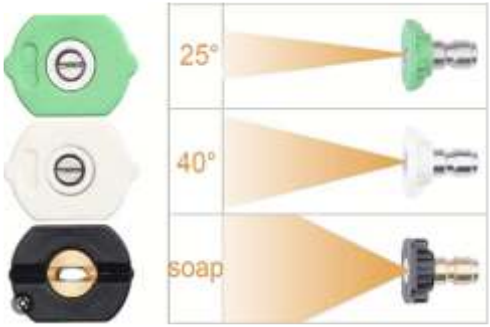
Note: ACM panel are 3mm white and digitally printed. All mounting hardware change to exposed hardware painted to match digitally printed tan.

COLOR REFERENCE

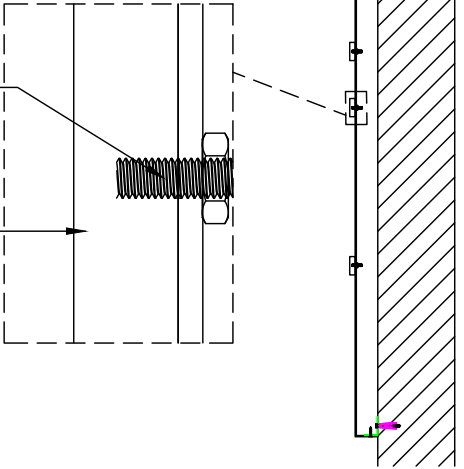
Digital Print Walnut Background

Paint to Match RAL 1013

CLEANING CRITERIA
Pressure Wash Acceptable if using 25° tip and over.
Use ONLY mild detergent soap and water.



Mount Letters to face panel using 568 tape applied before CNC
Tap mounting holes for #10-24 rod, Threaded, 10-24, 6' Length, Aluminum, All thread
1/2" Sintra Paint to match RAL #1013 1st surface, 1st layer (face and sides) mounted flush to ACM Panel



SECTION @ Non Lit ACM Push Thru

SCALE: NTS

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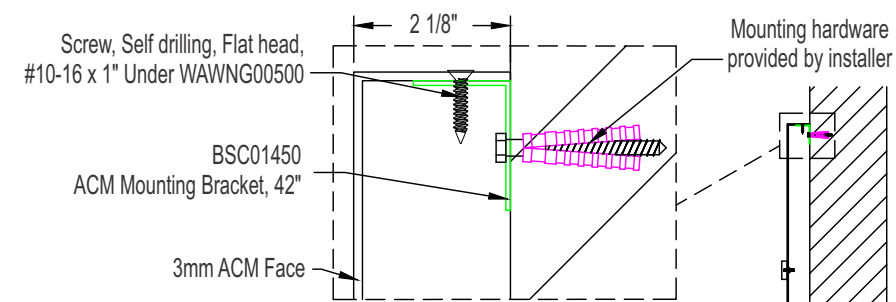
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Border to be digitally printed
on same level as wood grain.
Copy to be Sintra Border



FRONT VIEW (Non Lit ACM Panel, Push Thru)

SCALE: 1"=14"

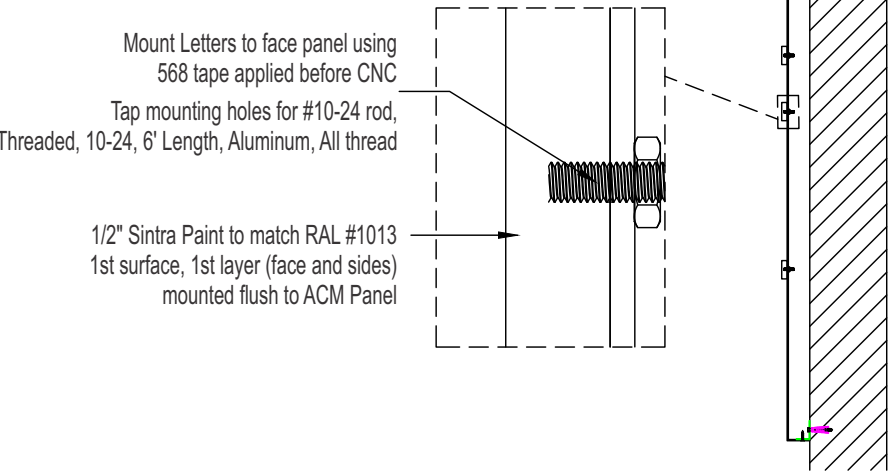
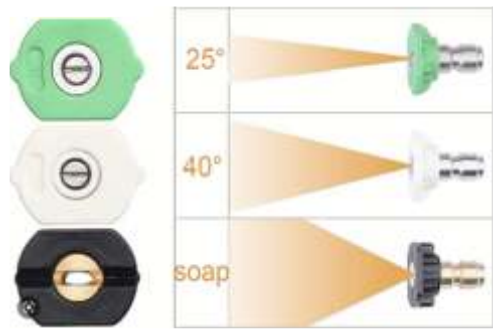
20.83 SQ.FT.

COLOR REFERENCE

Digital Print Walnut Background

Paint to Match RAL 1013

CLEANING CRITERIA
Pressure Wash Acceptable
if using 25° tip and over.
Use ONLY mild detergent soap and water.

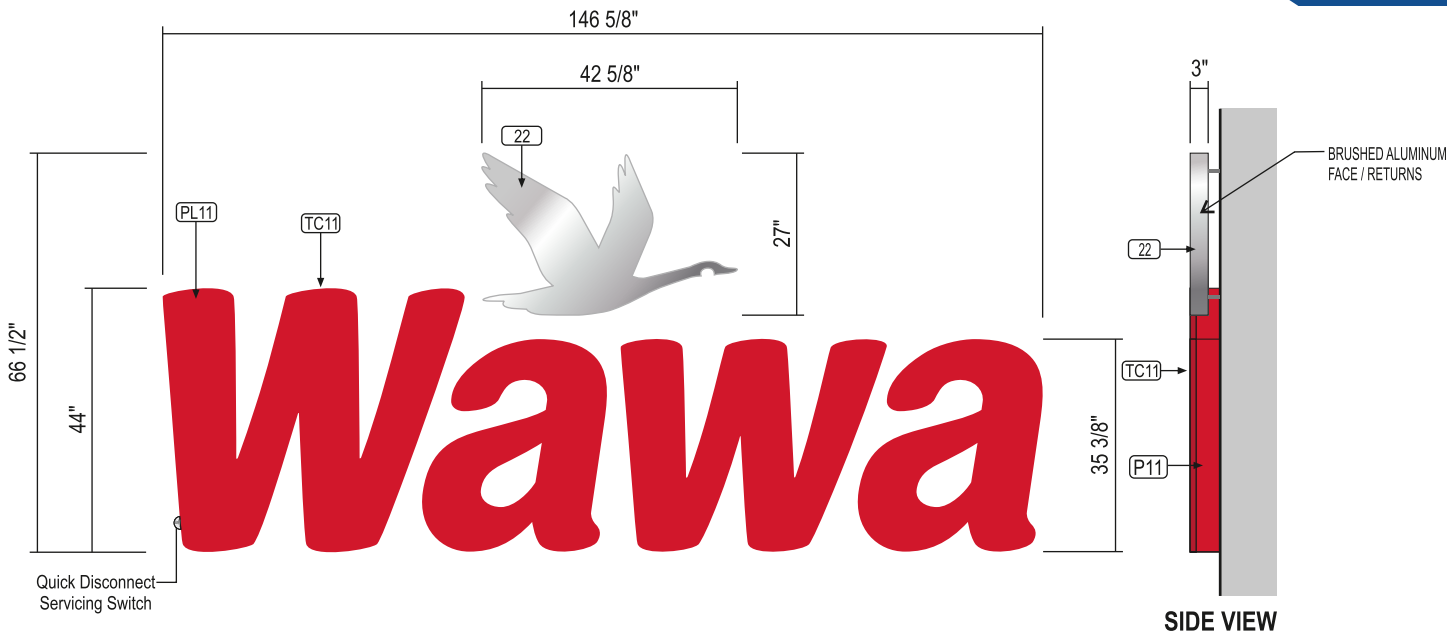


SECTION @ Non Lit ACM Push Thru

SCALE: NTS

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QTY: 1



44" ILLUMINATED CHANNEL LETTERS w/ HALO LIT GOOSE LOGO

SCALE: 3/8"=1'-0"

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY
SQ.FT. of ONE(1) GEOMETRIC SHAPE = 67.71 SQ. FT.

WALL MATERIAL:
to vary per site

INSTALL:
Logo: Thru bolted w/2" standoff from wall
Letters Thru bolted flush; All w/ min 3/8" dia all thread into approved blocking; Spacers provided for logo; Painted to match wall
Note: Installer to provide all mounting hardware

QUANTITY:
(1) one set required

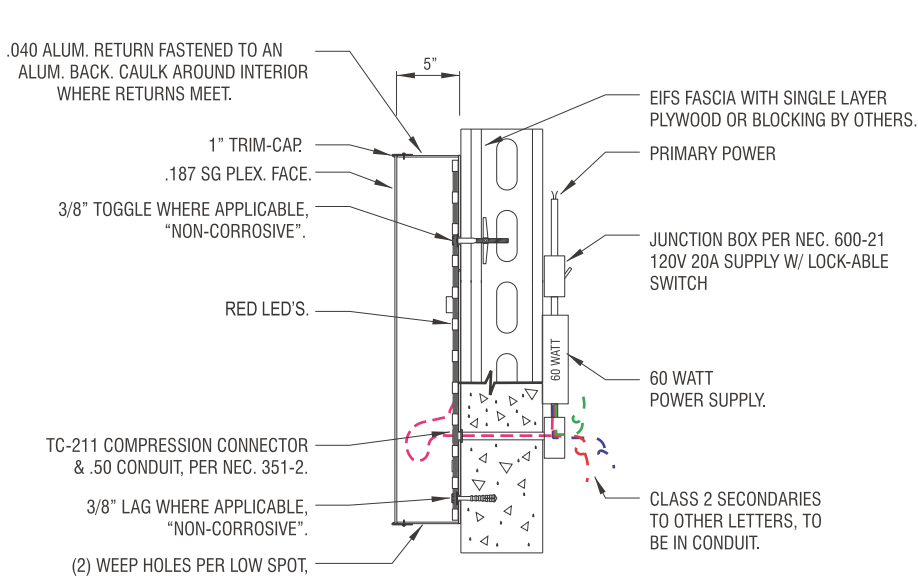
COLOR PALETTE

LOGO: 22
#12 Brushed Alum.
Metal finish

LETTER RETURNS: P11
Pantone 186 Red

TRIMCAP: TC11
Jewelite Red

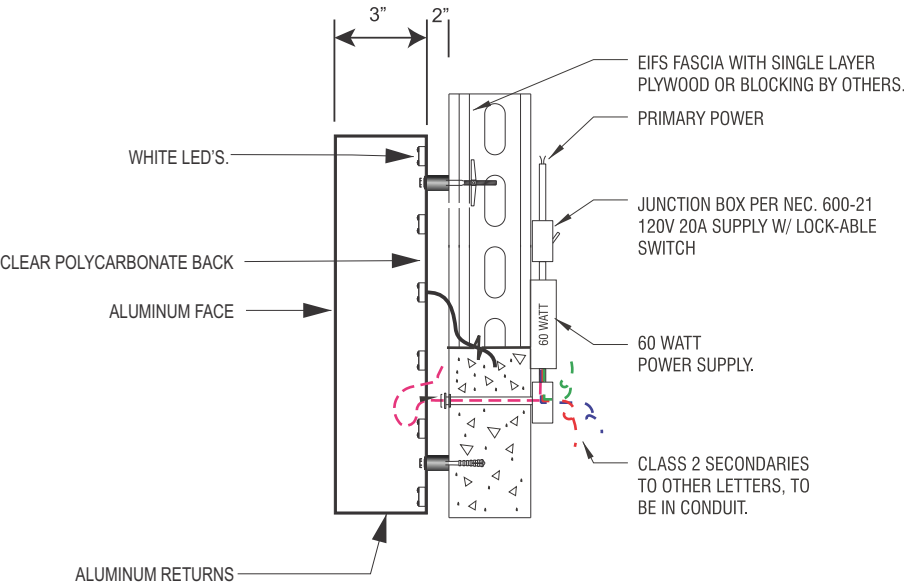
FACES: PL11
2793 Red acrylic



SECTION @ FACE-LIT CHANNEL LETTER

SCALE: NTS

Note: The power supply location shown in this detail in no way reflects the actual location when installed. In the field GC / Installer to determine appropriate mounting locations at site.



SECTION @ HALO-LIT GOOSE LOGO

SCALE: NTS

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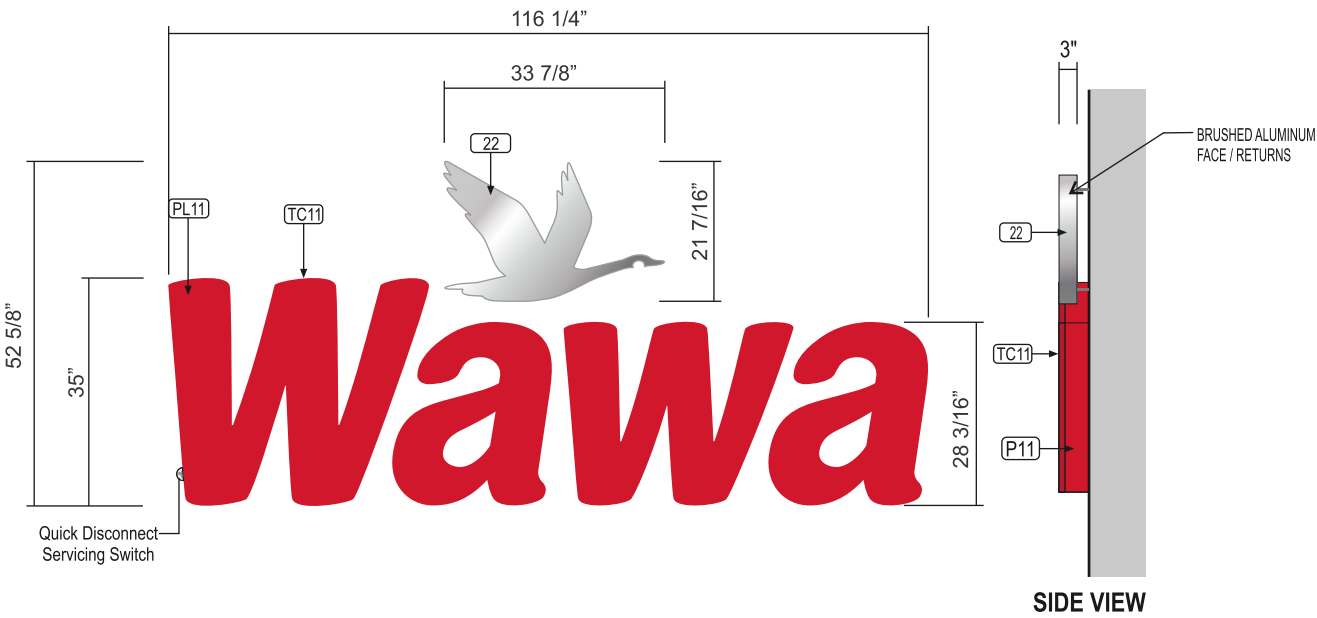
STORE #
7629

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Drawn By: Mike C.

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Blair Project #: 124378
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35" ILLUMINATED CHANNEL LETTERS w/ HALO LIT GOOSE LOGO

SCALE: 3/8"=1'-0"

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY
SQ.FT. of ONE(1) GEOMETRIC SHAPE = **42.5 SQ FT**

WALL MATERIAL:
to vary per site

INSTALL:
Logo: Thru bolted w/2" standoff from wall
Letters Thru bolted flush; All w/ min 3/8" dia all thread into approved blocking; Spacers provided for logo; Painted to match wall
Note: Installer to provide all mounting hardware

QUANTITY:
(1) one set required

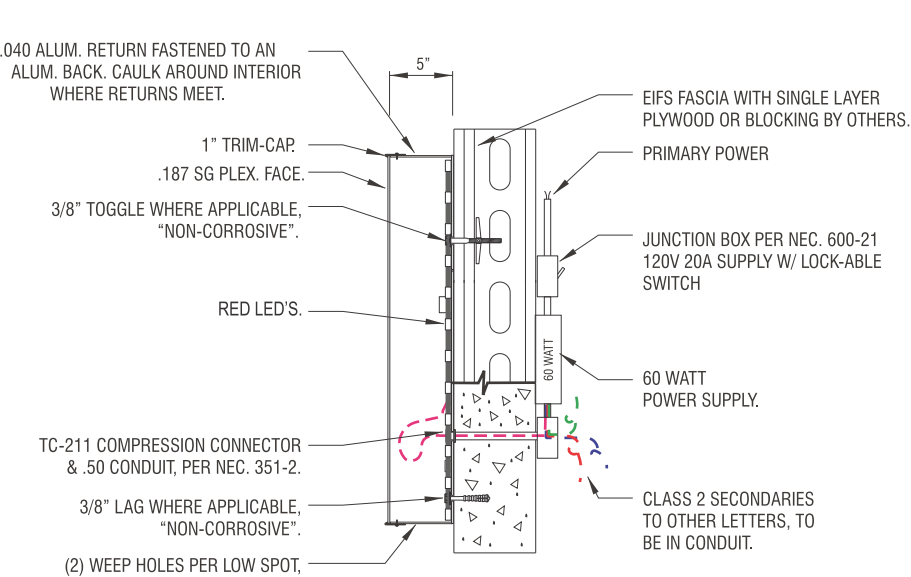
COLOR PALETTE

LOGO: 22
#12 Brushed Alum.
Metal finish

LETTER RETURNS: P11
Pantone 186 Red

TRIMCAP: TC11
Jewelite Red

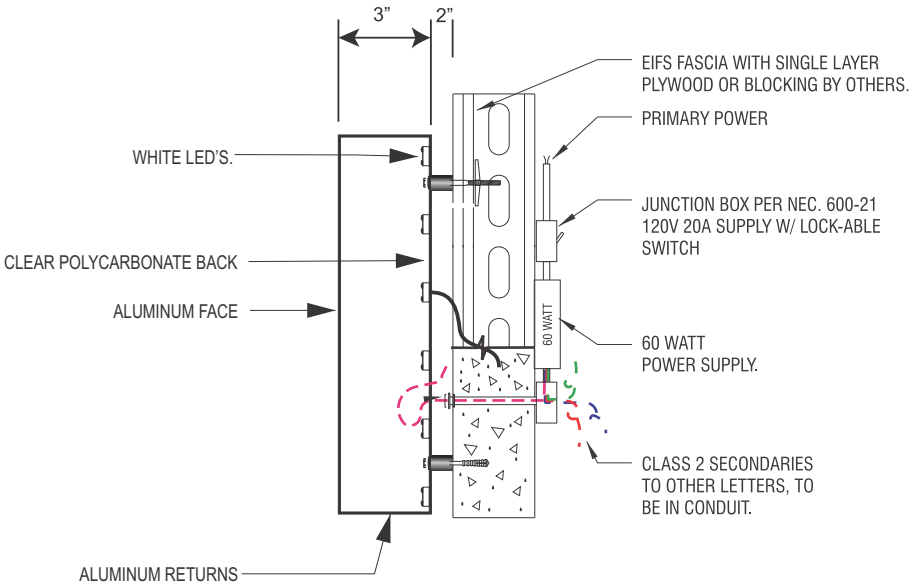
FACES: PL11
2793 Red acrylic



SECTION @ FACE-LIT CHANNEL LETTER

SCALE: NTS

Note: The power supply location shown in this detail in no way reflects the actual location when installed. In the field GC / Installer to determine appropriate mounting locations at site.



SECTION @ HALO-LIT GOOSE LOGO

SCALE: NTS

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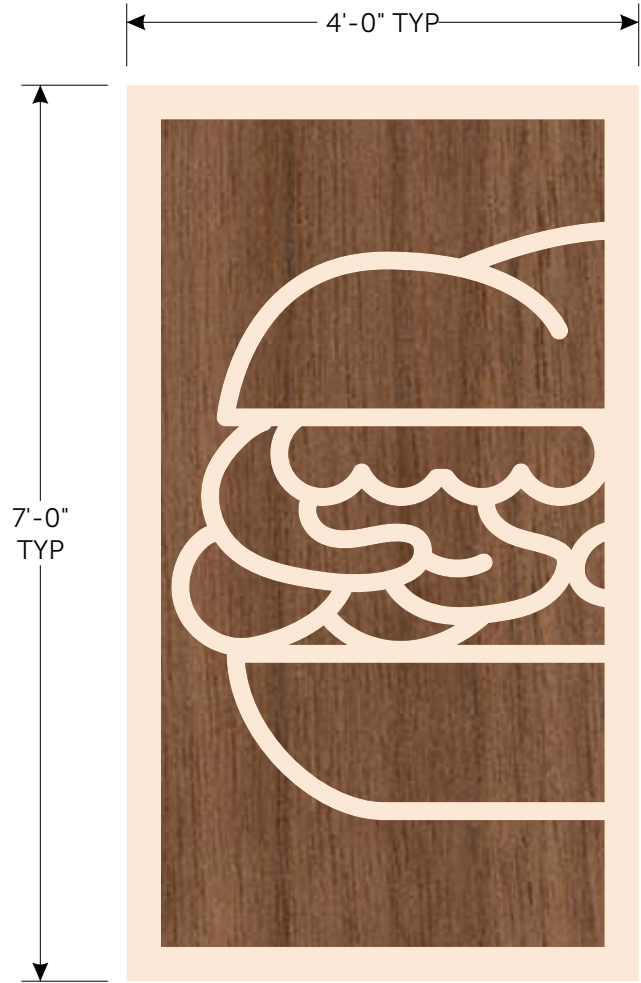
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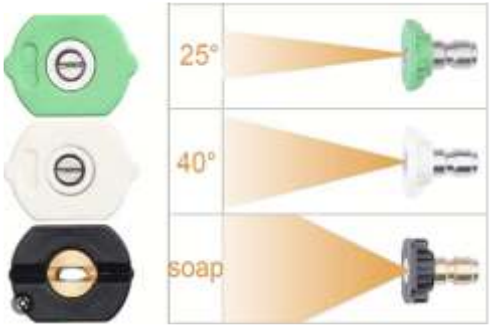


Non Lit ACM Push Thru (28 SQ.FT. Each) SCALE: 1"=18"

Note: ACM panel are 3mm white and digitally printed. All mounting hardware change to exposed hardware painted to match digitally printed tan.

CLEANING CRITERIA

Pressure Wash Acceptable if using 25° tip and over. Use ONLY mild detergent soap and water.



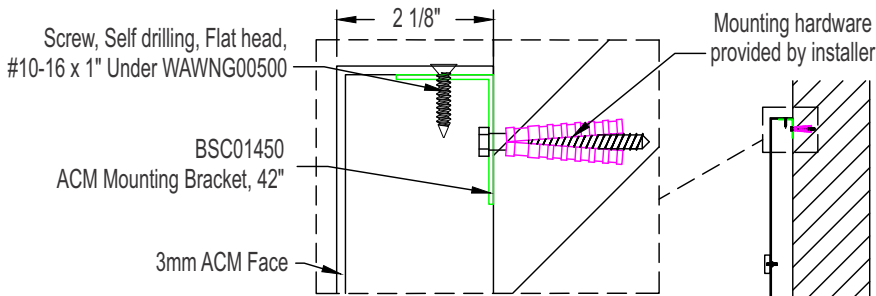
ISOMETRIC VIEW



COLOR REFERENCE

- Digital Print Walnut Background
- Paint to Match RAL 1013

Border to be digitally printed on same level as wood grain. Copy to be Sintra Border



Mount Letters to face panel using 568 tape applied before CNC Tap mounting holes for #10-24 rod, Threaded, 10-24, 6' Length, Aluminum, All thread

1/2" Sintra Paint to match RAL #1013 1st surface, 1st layer (face and sides) mounted flush to ACM Panel

SECTION @ Non Lit ACM Push Thru

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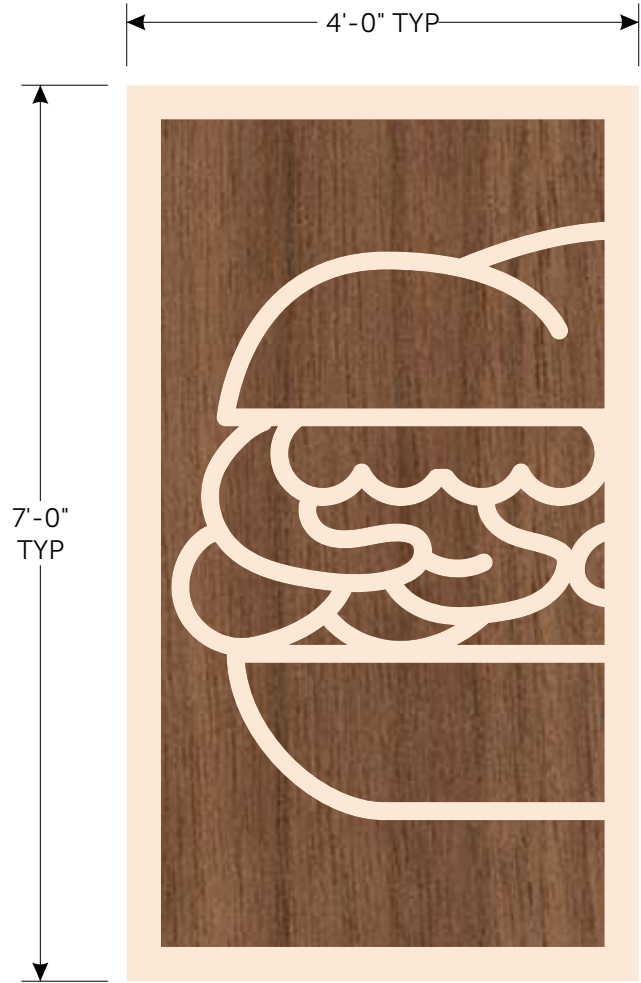
STORE #
7629

Issue Date: 4/11/2025
Drawn By: Mike C.

Rev: 1
Date: 1/18/2025
Doc #: AD-WAW-124378- Erlanger-REV1
Blair Project #: 124378
Blair Sales Order #: 96592

Blair Image Elements
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Altoona, PA 16601
P: (814) 949.8287
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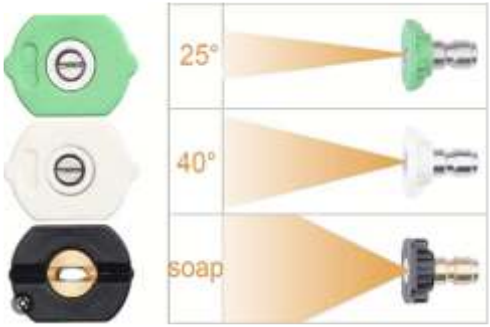


Non Lit ACM Push Thru (28 SQ.FT. Each) SCALE: 1"=18"

Note: ACM panel are 3mm white and digitally printed. All mounting hardware change to exposed hardware painted to match digitally printed tan.

CLEANING CRITERIA

Pressure Wash Acceptable if using 25° tip and over. Use ONLY mild detergent soap and water.



ISOMETRIC VIEW

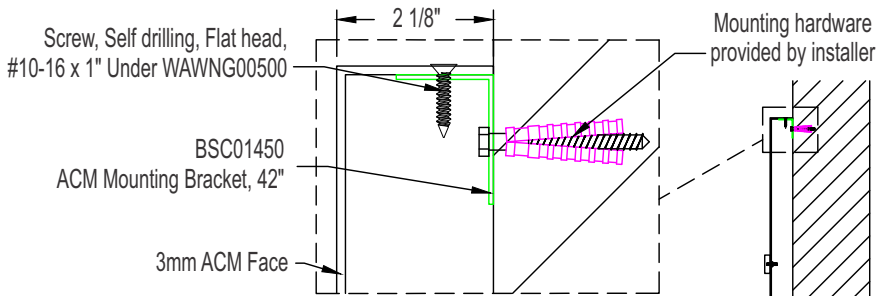


COLOR REFERENCE

Digital Print Walnut Background

Paint to Match RAL 1013

Border to be digitally printed on same level as wood grain. Copy to be Sintra Border



Mount Letters to face panel using 568 tape applied before CNC
Tap mounting holes for #10-24 rod, Threaded, 10-24, 6' Length, Aluminum, All thread
1/2" Sintra Paint to match RAL #1013 1st surface, 1st layer (face and sides) mounted flush to ACM Panel

SECTION @ Non Lit ACM Push Thru

SCALE: NTS

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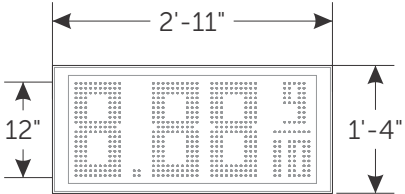
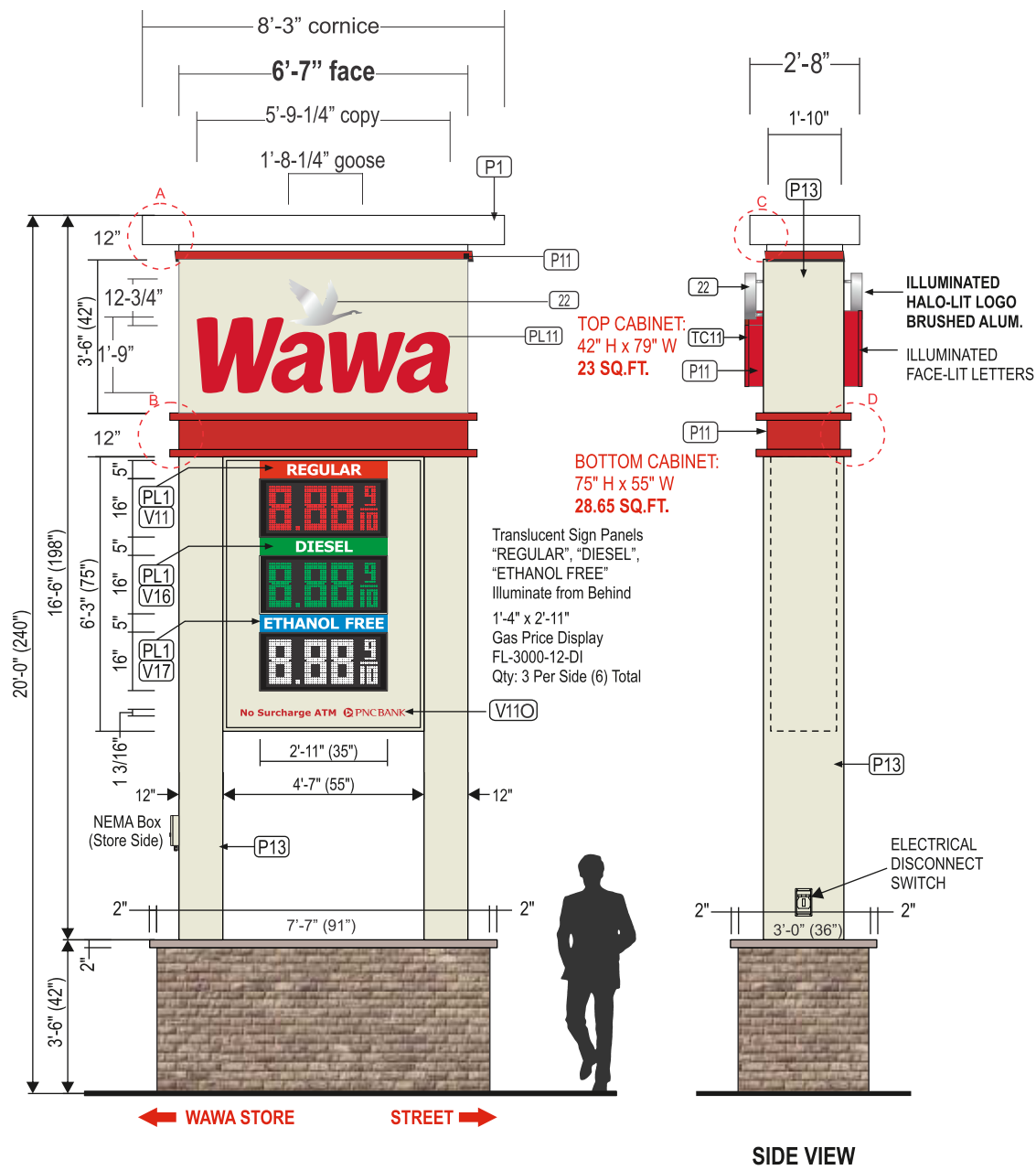
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12" LED DETAILS

1'-4" x 2'-11"
Gas Price Display
FL-3000-12-DI

12" / 3 PRODUCT
P-50 D/F ILLUMINATED PYLON SIGN (51.65 SQ. FT.)

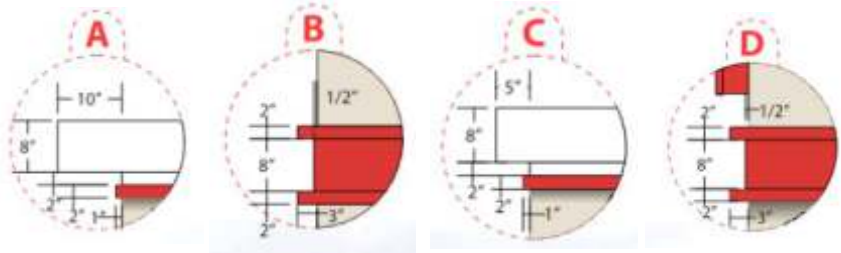
STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY

SCALE: 1/4"=1'-0"

COLOR REFERENCE

P11	TC11	PL11	V11	V16	V17	P13	P1	20	21	22	V11O
Paint to Match PMS 186 C	Jewelrite 'Red' Trim Cap	#2793 Red Acrylic	3M 3630-83 "Regal Red" Translucent	3M 3630-153 "Vivid Green" Translucent	3M 3630-57 "Olympic Blue" Translucent	RAL #1013 OYSTER WHITE	Painted White Smooth Satin	Limestone Cap By Others	Stone/Masonry Base By Others	Brushed Aluminum Metal Finish w/ Protective Clear Coat	3M 7725-263 "Perfect Match Red" Opaque

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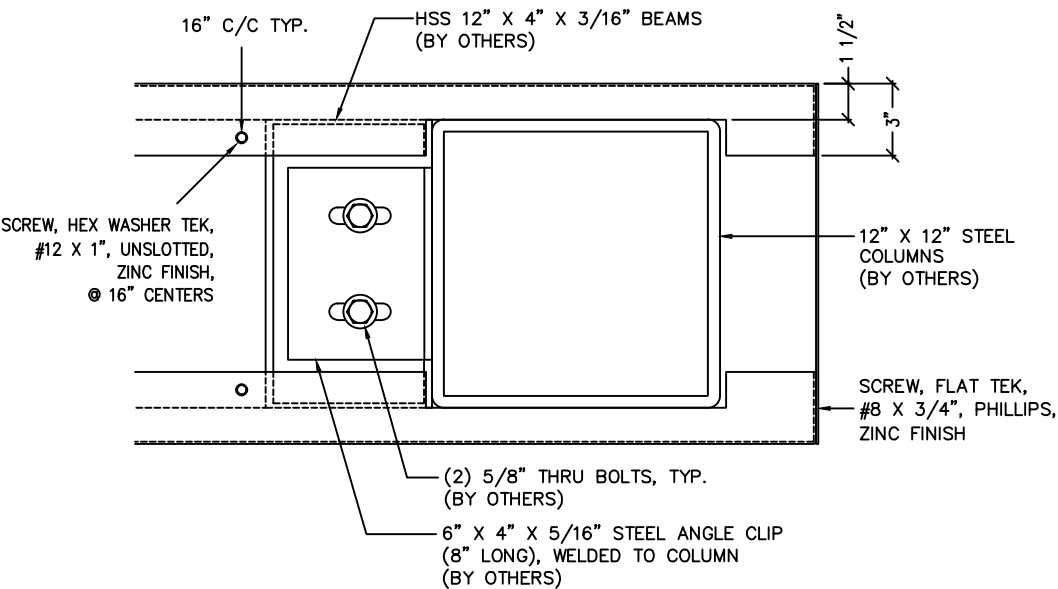
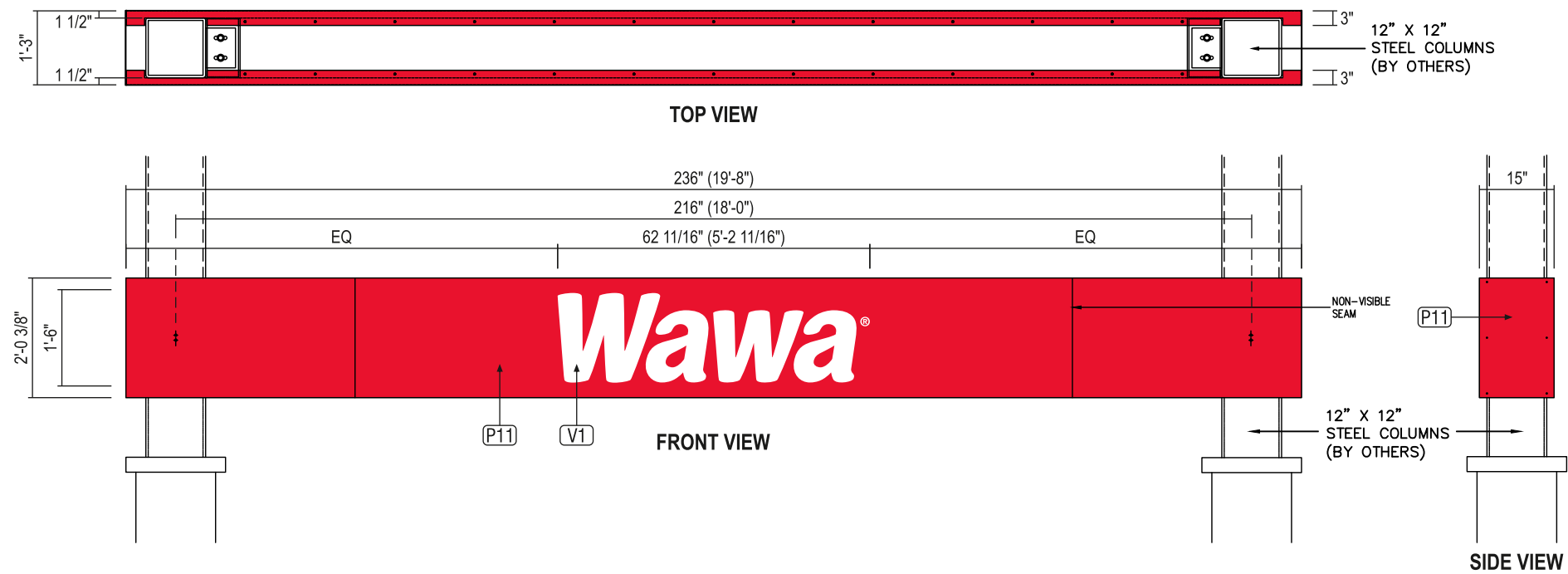
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QTY: 2



DETAIL @ TOP VIEW

SCALE:1 1/2 inch=1'-0 inch

2'-0 3/8 inch X 19'-8 inch DOUBLE SIDED NON-ILLUMINATED GAS PUMP SPANNER (STACKED PUMPS)

SCALE:3/8 inch=1'-0 inch

STANDARD SPECS - SEE COLOR SPECIFICATION LIBRARY



CANOPY END ELEVATION (STACKED PUMPS)

COLOR REFERENCE

P11

Paint to match
PMS 186 C

V1

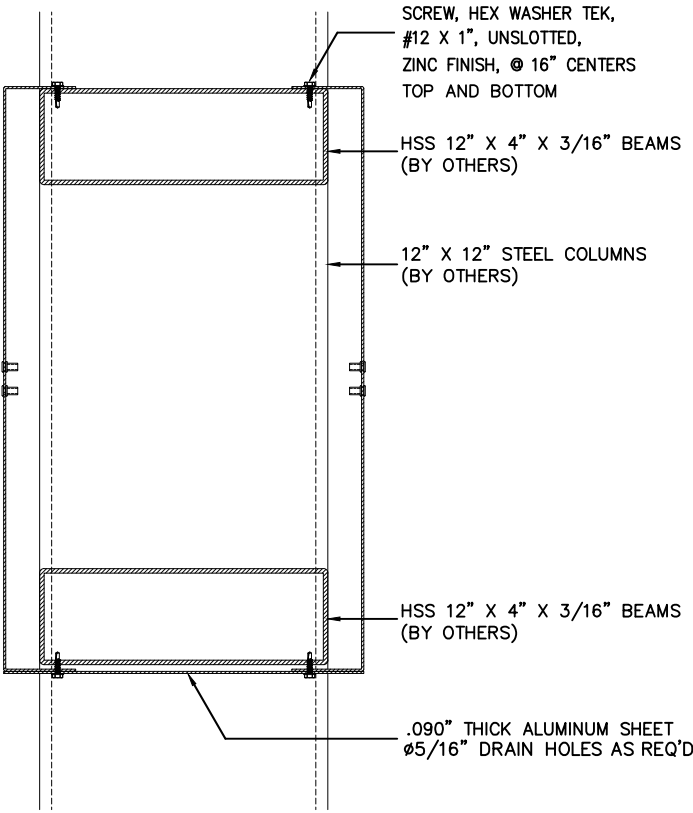
3M 7725-10
'White'
Opaque

AREA/WEIGHT

SIGN SQUARE FOOTAGE:
39.3 sq. ft.

ESTIMATED SIGN WEIGHT:
170 Lb. (HEADER)

TOLERANCE:± 1/16 inch ON
ALL DIMENSIONS



SECTION @ SPANNER SIGN

SCALE:1 1/2 inch=1'-0 inch

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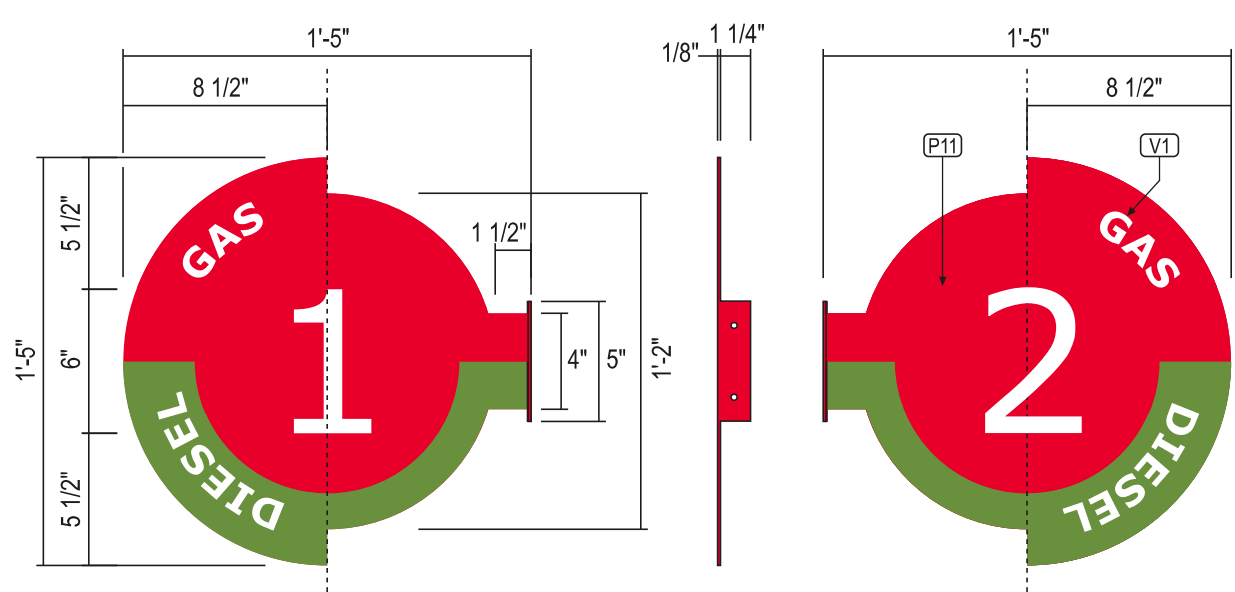
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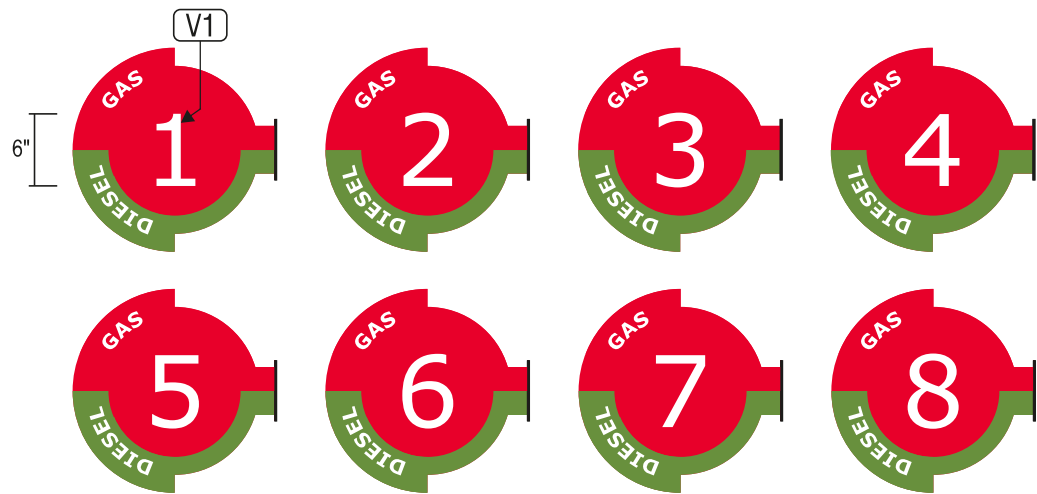
QTY: 8



DETAIL @ D/F PUMP INDICATOR SIGN - GAS & DIESEL

ALUMINUM FACES PAINTED RED & GREEN.
WHITE VINYL COPY & NUMBERS.
FONT STYLE: VERDANA

SCALE: 1 1/2"=1'-0"



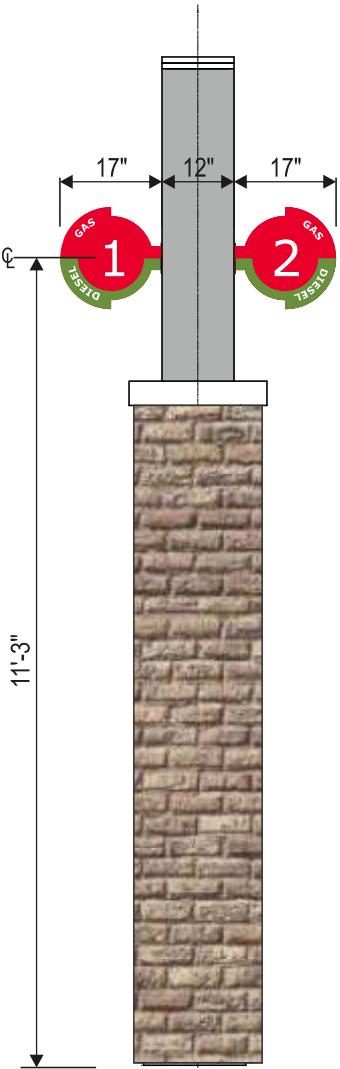
DETAIL @ WHITE VINYL PUMP NUMBERS - GAS & DIESEL

QTY: NUMBERS 1 - 16 x 2 (for D/F SIGNS)
WHITE VINYL NUMBERS.
FONT STYLE: VERDANA

SCALE: 3/4"=1'-0"

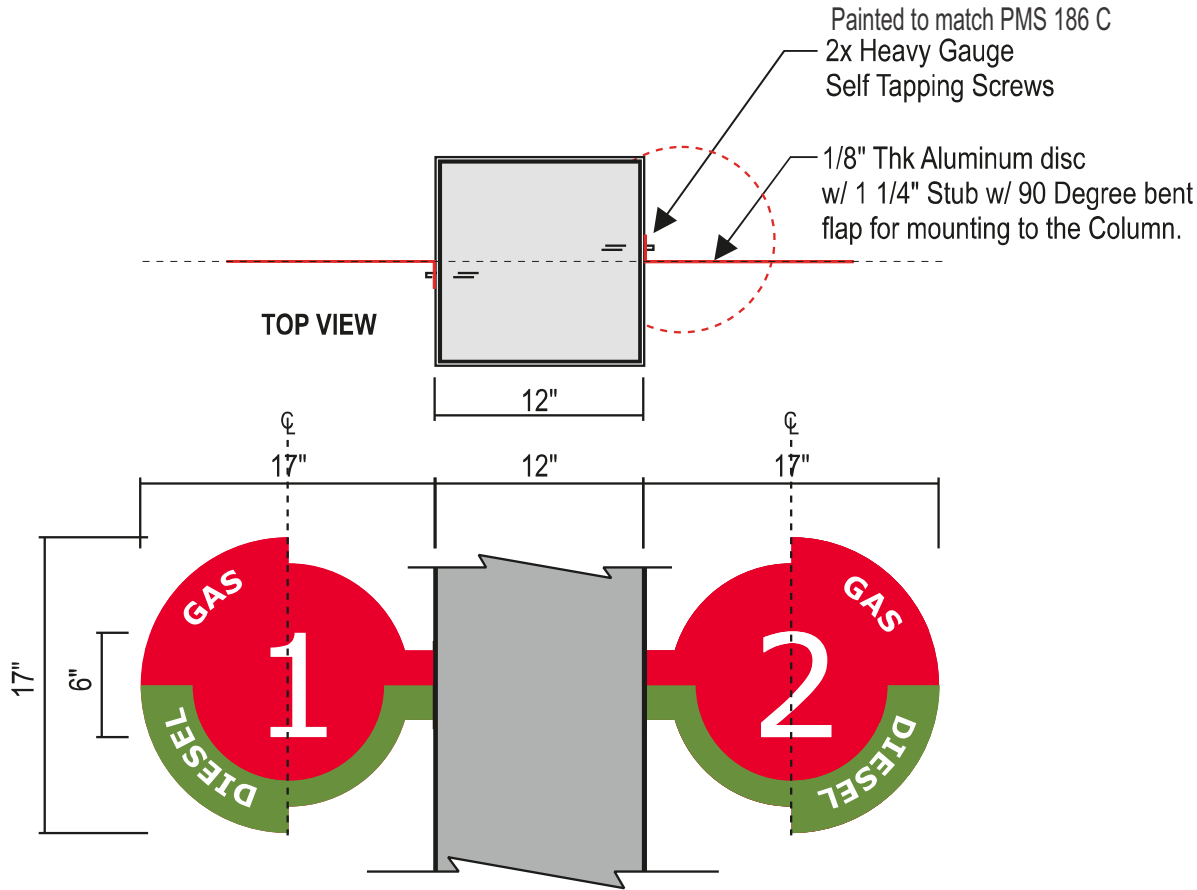
*** NOTE: CONFIRM PUMP NUMBER SEQUENCE PRIOR TO MANUFACTURING**

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SIDE ELEVATION DETAIL @ CANOPY COLUMN

SCALE: 3/8"=1'-0"



ATTACHMENT DETAIL @ D/F PUMP INDICATOR SIGN

SCALE: NTS

COLOR REFERENCE	
 Paint to match PMS 186 C	 Paint to match PMS 377C GREEN



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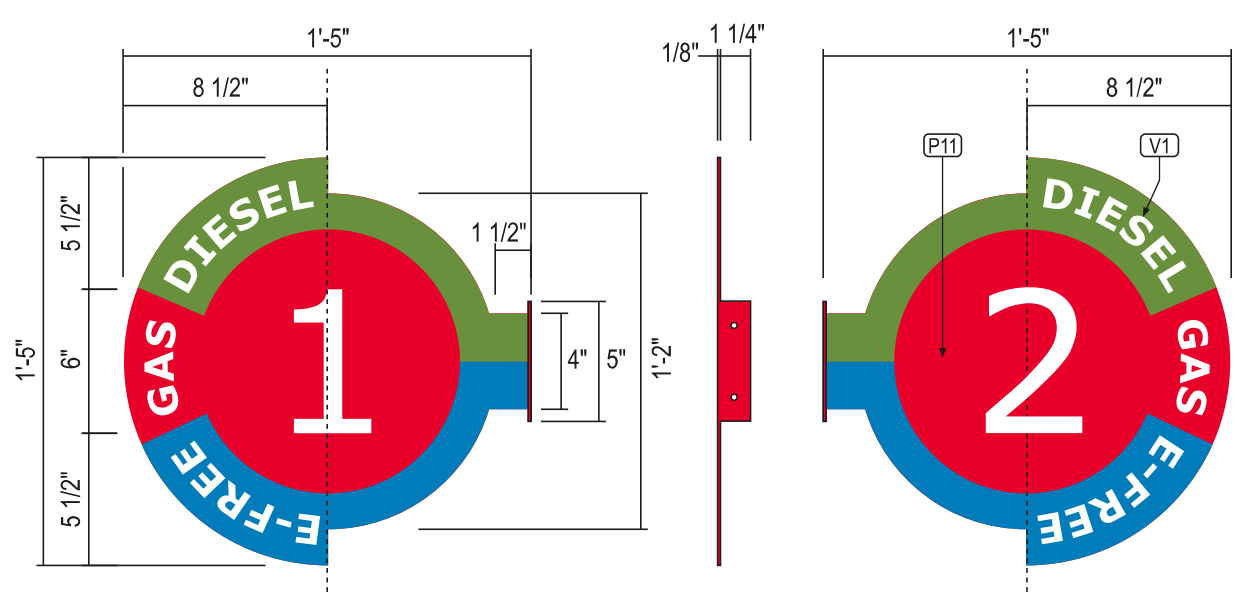
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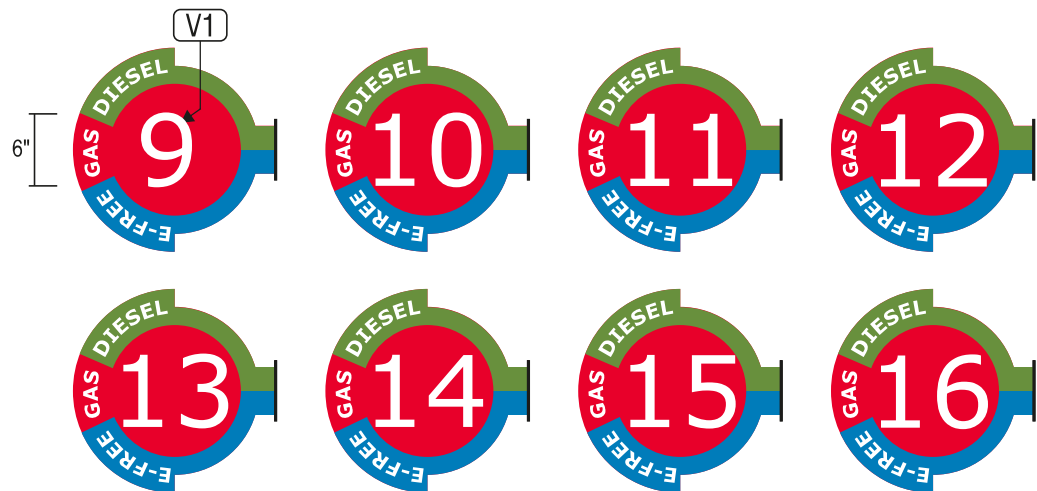
QTY: 8



DETAIL @ D/F PUMP INDICATOR SIGN - E-FREE, GAS & DIESEL

SCALE: 1 1/2"=1'-0"

ALUMINUM FACES PAINTED RED, BLUE AND GREEN.
WHITE VINYL COPY & NUMBERS.
FONT STYLE: VERDANA



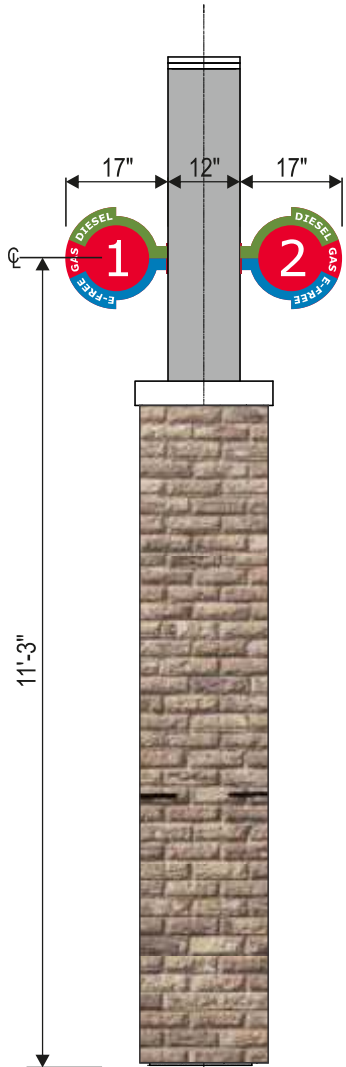
DETAIL @ WHITE VINYL PUMP NUMBERS - E-FREE, GAS & DIESEL

SCALE: 3/4"=1'-0"

QTY: NUMBERS 1 - 16 x 2 (for D/F SIGNS)
WHITE VINYL NUMBERS.
FONT STYLE: VERDANA

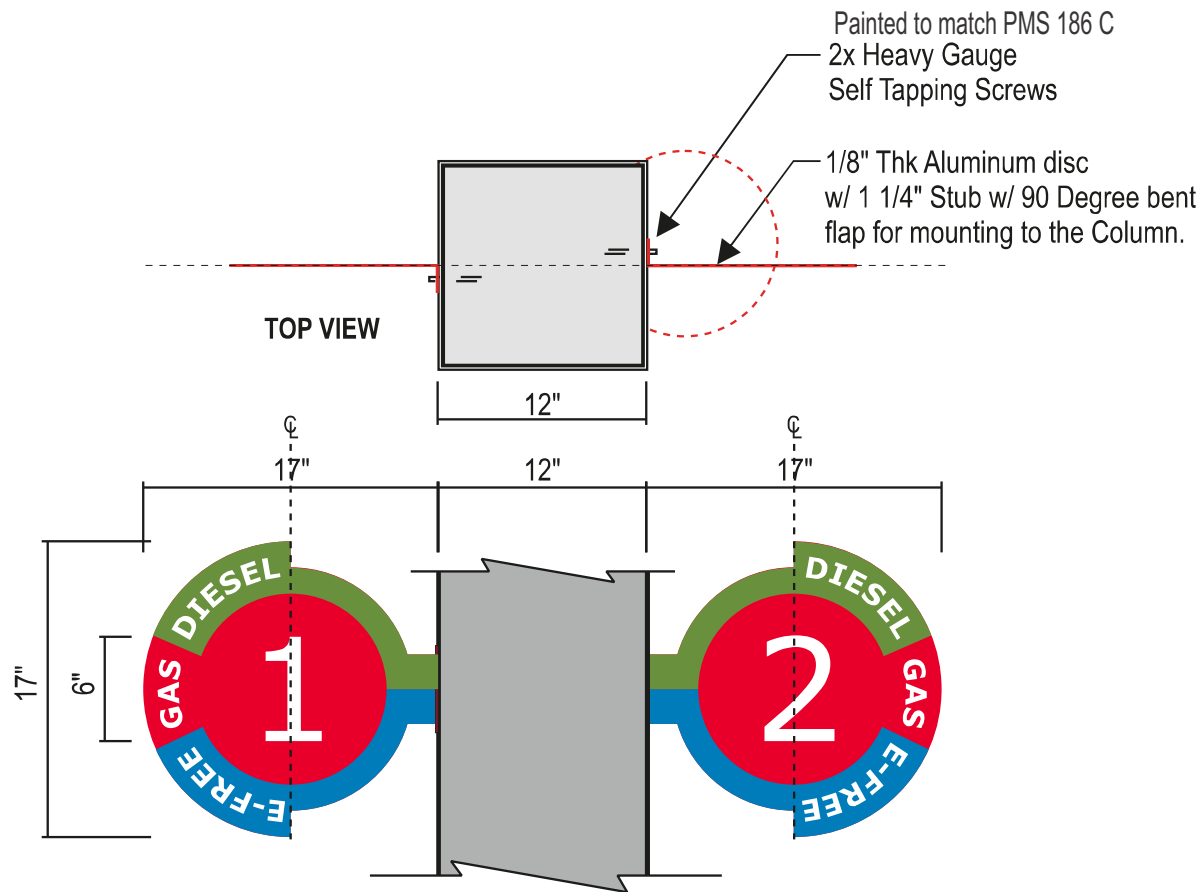
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SIDE ELEVATION DETAIL @ CANOPY COLUMN

SCALE: 3/8"=1'-0"



ATTACHMENT DETAIL @ D/F PUMP INDICATOR SIGN

SCALE: NTS

COLOR REFERENCE		
 Paint to match PMS 186 C	 Paint to match PMS 377C GREEN	 PMS 7461C BLUE



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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:**
 - Provide front, back, side, and angled views of all signage, including building signage (with art panels), freestanding signage, and gas canopy signage.
 - Include illuminated signage (featuring lit LEDs) or nighttime photos displaying the signs in operation.
 - Include photos that highlight the connection to the junction box and relevant electrical details.
 - Complete the Daktronics installation checklist and submit the corresponding photos as referenced in the checklist.

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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