



STORE SIGNAGE INSTALLATION GUIDE



2019

IGA BRAND STORE SIGNAGE KIT

IGA is proud to release this store signage kit as part of our effort to elevate our in-store branding. This kit includes a series of signs based on the typical shopper journey and is intended to reveal our story as shoppers move through your store. We believe that story will differentiate us from other retailers, and that the visuals will resonate with shoppers.

In developing this kit, we listened to store owners and shoppers alike who told us what was important to them. Both perspectives are represented here, and we are confident that this kit will add value to your store.

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BEFORE YOU BEGIN THE INSTALLATION OF THIS KIT, WE HAVE A FEW BEST PRACTICES FOR YOU TO KEEP IN MIND:

1. **Don't be afraid to remove pre-existing signage.**
2. **Fewer consistently branded signs are better** and more helpful to shoppers than a store that is covered with many randomly designed and sized signs.
3. **Additional signs are available.** Check IGA.com/signage for additional signage packages and à la carte offerings.
4. **Do not hang damaged signage.** If any signage arrives damaged, please contact the shipper for a replacement.
5. **Hang signage according to how shoppers move through your store.** Don't overwhelm them with competing signage. Consider placing signage so that shoppers can take it in little by little and with plenty of space to rest.
6. **Be careful not to mix messages.** For example, avoid putting Local Equals Fresh mini blades in areas of the store where items aren't local or fresh, such as adjacent to household cleaners or processed food.

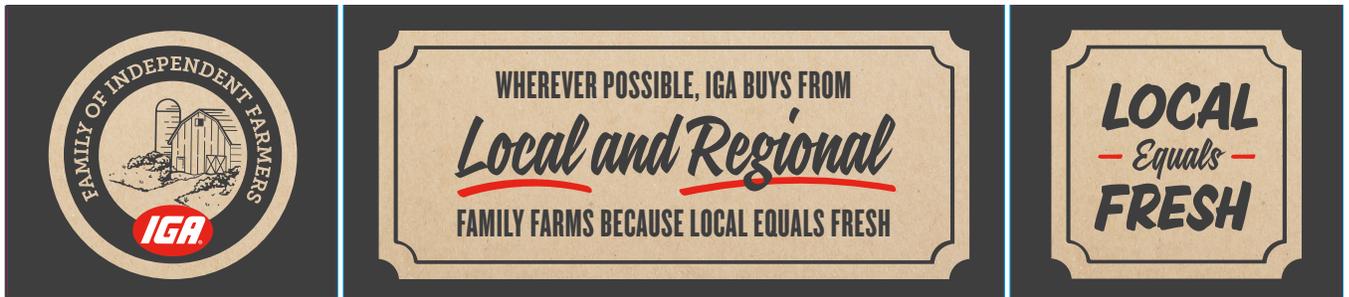
HOW DO YOU LIKE YOUR SIGN KIT? GOT FEEDBACK FOR IGA?

Contact IGA Creative Services Manager Joel Widmer at jwidmer@igainc.com. Joel can connect you with designers and/or determine if your custom sign is one that we should consider for future kits.

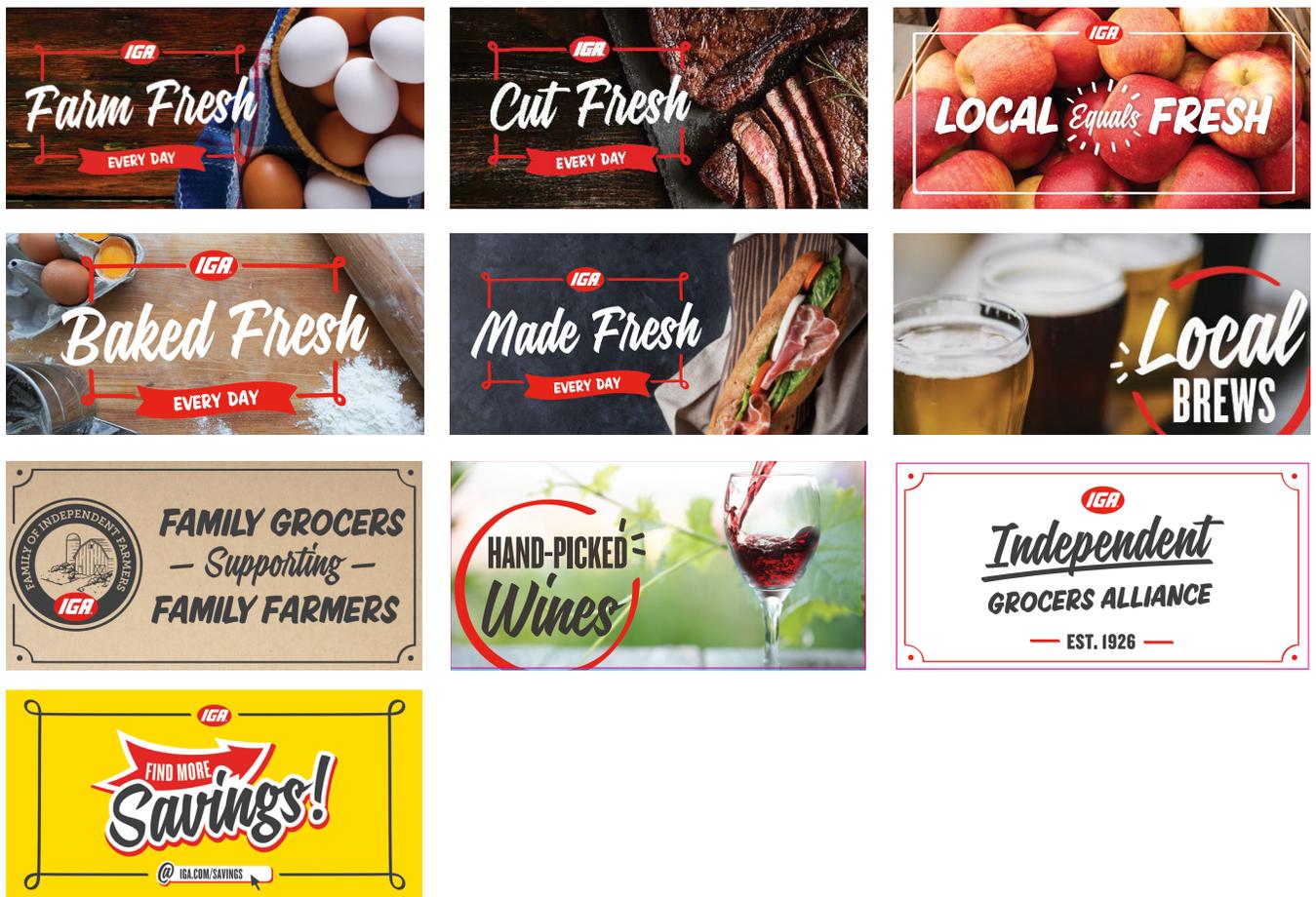


SIGN INDEX

This index offers an at-a-glance view of the IGA Signage Launch Kit organized by sign type and includes simple guidelines for installing each. All measurements are in inches unless otherwise specified.



Hanging Sign: (Left) 30x30, (Center) 60x30, (Right) 30x30



Hanging Signs: 60x30

SIGN INDEX



Window Signs: 30x40



Stanchion Signs: 22x28

*Meat Cutter option available



Vertical Blades: 6x22.5



Case Clings: 26x3



Mini Blades: 3x3



Stickers: 1.5x1.5

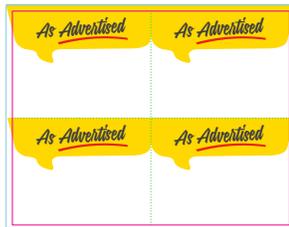
SIGN INDEX



Product Tag: 5x3



Display Sign #1: 11x8.5



Display Sign #2: 3x5



Ceiling Clip Hardware (26)



Shelf Clips (300)



Window Sign Hardware (3)



Vertical Blade Hardware (15)

STORE ENTRANCE



This is your first impression with shoppers. The large three-section sign should be prominent when shoppers walk in to declare and support our Local Equals Fresh message.



Hanging Sign (1)



Hanging Sign (1)

STORE ENTRANCE

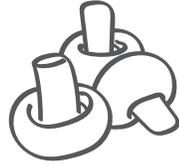


Stanchion Sign (1)



Window Signs (3)

PRODUCE DEPARTMENT



The produce department is our place to really showcase our partnership with local and regional family farms. Our biggest message here is that we believe Local Equals Fresh.

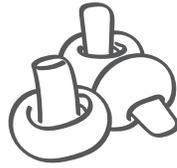


Vertical Blades (3 each)



Hanging Sign (1)

PRODUCE DEPARTMENT



Mini Blade (20)



Mini Blade (10)



Mini Blade (10)



Mini Blade (10)

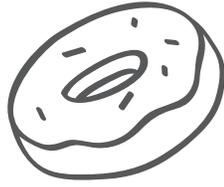


Sticker (1,000)



Display Sign (400)

BAKERY DEPARTMENT



Believe it or not, shoppers often don't realize how many bakery items we make fresh every day. This is our chance to show them.



Hanging Sign (1)



Mini Blade (20)



Mini Blade (10)



Mini Blade (10)



Mini Blade (10)



Sticker (1,000)



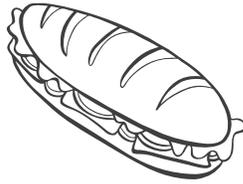
Case Cling (3)



Product Tag (10)



DELI DEPARTMENT



As with the bakery, shoppers are looking for fresh-made products, and the best place to find them is the IGA deli. Use signage to help draw attention to your store's fresh offerings.



Hanging Sign (1)



Product Tag (10)



Case Cling (1)



Mini Blade (10)



Mini Blade (10)



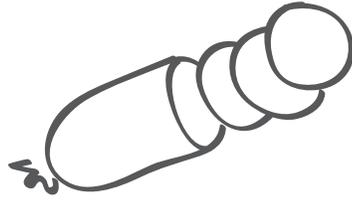
Mini Blade (10)



Sticker (1,000)



MEAT DEPARTMENT



In many of our stores, the butcher is a local superstar, and local meat is always fresh at hand. Signage can help remind shoppers how so much of our meat department is local and cut fresh.



Hanging Sign (1)



Stanchion Sign (1)
*Meat Cutter option available



Case Cling (1)



Mini Blade (20)



Mini Blade (10)



Mini Blade (10)



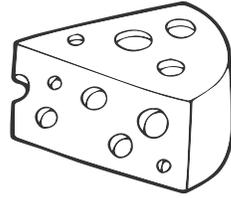
Mini Blade (10)



Sticker (1,000)



DAIRY DEPARTMENT



Farm fresh dairy is a cornerstone of our stores. Use signage and mini blades to call out local products.



Hanging Sign (1)



Vertical Blades (3 each)



Mini Blade (10)



Mini Blade (10)



CRAFT BEER & WINE



Many of our stores have started to ramp up their craft beer and wine department with local brews and hand-picked wines. Signage will help showcase the variety.



Hanging Sign (1)



Hanging Sign (1)



Mini Blade (10)



CENTER STORE



The center of our stores is busy and often crowded. Therefore, our messaging is light. Use the signage provided to highlight any items, like honey or pasta sauce, that are local. The center of the store is also a great place to highlight sale items.



Hanging Sign (1)



Mini Blade (30)



Mini Blade (50)



Display Sign #1 (100)



Display Sign #2 (400)



MORE IN STORE

APRONS

Allow your team members to shout your Local Equals Fresh message right from their aprons! Aramark is offering department-specific color options. Contact Aramark to order:

WWW.IGA.COM/BRANDING

NAME BADGES

Each kit comes with (30) “Here to Help” name badges. Additional name badges are available to order online at WWW.IGA.COM/SIGNS



MORE SIGNS

Congratulations on getting started! Your Local Equals Fresh story is now more clear than ever, and your customers will immediately begin to recognize the value that their IGA store offers!

Now, take a walk around your store and evaluate other areas that should be highlighted. For example, supplemental signage should be used to showcase:

- Partnerships with local farmers
- Store team leaders
- Additional specialty departments

If you're looking for additional signage, there's plenty more at IGA.com/signs



