



2015

Basic Graphic Design for LEO Advertising Items In Shop

plan 1

Shop front banner



Item No.: BANNER-01

Size: Customized

Material: PVC

Shape: Rectangle

Color: Full color, PANTONE 322C

Feature: Waterproof and UV-resistant

Technology: Digital printing

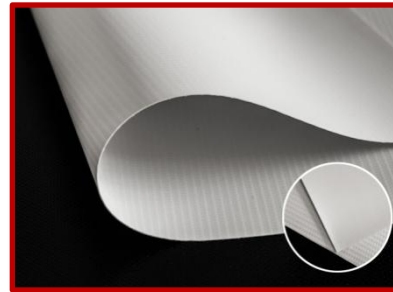
Drawings: According to AI/PDF artwork file

Who shall use it?

It's designed for exclusive and key shops who sell exclusively/mainly LEO pumps.

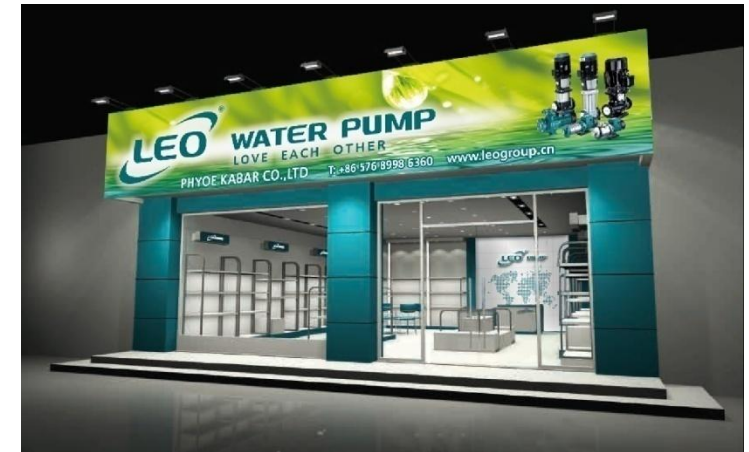
How to use it?

The dealers shall print it locally and put it on the top of the shop's front door .



Material: PVC

Fixed design



Information here can be revised on request.

Shop _ Shop front banner



Light box

Item No.: LIGHTBOX-01

Size: 80*80 cm

Material: Aluminum and Acrylic

Shape: Round

Color: P/T 322C, P/T 382C and White

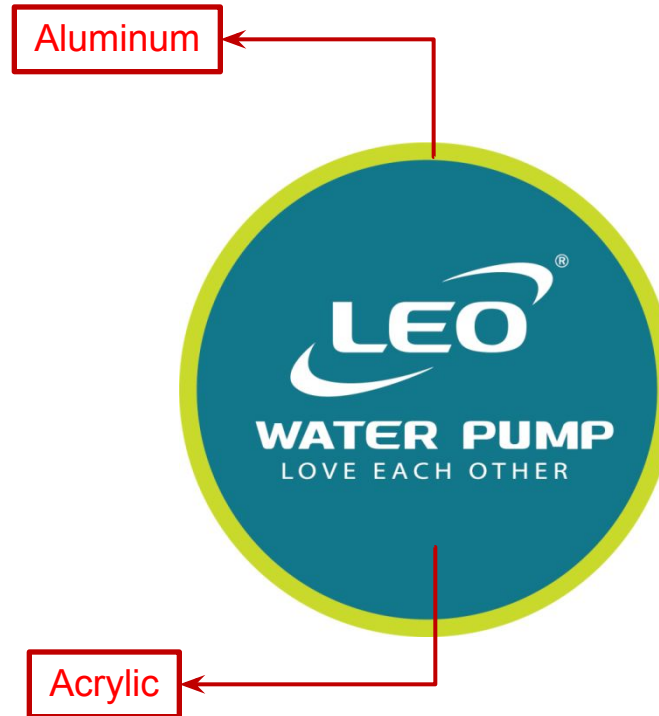
Feature: Waterproof

Who shall use it?

It's designed for key shops and level 2 shops who sell mainly LEO pumps or pumps under other brands.

How to use it?

The dealers shall buy it from LEO and fix it on the wall outside the shop.



Shop _ Light box



Glass sticker

Item No.: STICKER-01/02/03

Material: Vinyl/PVC

Shape: Round/Square/Rectangle

Color: Full color

Thickness: 0.15 - 0.3 mm

Drawing: According to AI/PDF artwork file

Who shall use it?

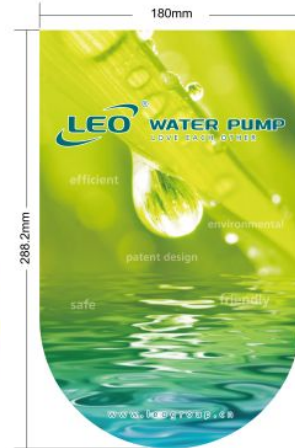
It's designed for all kinds of shops.

How to use it?

The dealers may print them locally or buy from LEO in case the cost is lower. The stickers shall be stuck on the door and window of the shop.



STICKER-01



STICKER-02



STICKER-03



Shop _ Glass sticker



Image wall

Item No.: WALL-01

Material: Aluminum roll coated with PE/PVDF (Front side);
Plastic fireproof material (Inside)

Aluminum thickness: 0.1 - 0.5 mm

Panel thickness: 2 - 6 mm

Size: 450*450 mm

Color: White or Grey

Feature: Fireproof

Drawing: According to AI/PDF artwork file

Who shall use it?

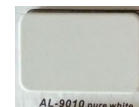
It's designed for exclusive shops.

How to use it?

The dealers shall buy it from LEO and install it correctly in exclusive shops.



COLOR CHART:



Shop _ Image wall



Shelf



Item No.: SHELF-01/02

Material: Metal

Size: 100*51*260 cm; 100*51*136.5 cm

Color: Full color, White

Finish: Varnishing, UV coating

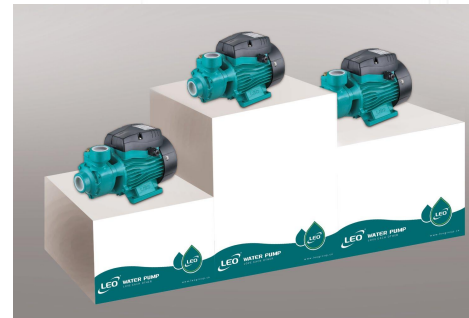


Who shall use it?

It's designed for exclusive shops, key shops and level 2 shops.

How to use it?

The dealers shall buy them from LEO. Two shelves are basically required for each shop.



SHELF-03



SHELF-01

SHELF-02

Shop _ Shelf



Shelf label

Item No.: LABEL-01

Material: White cardboard

Surface: Screen printing

Size: ? cm

Color: Full color

Drawing: According to AI/PDF artwork file



Who shall use it?

It's designed for exclusive shops, key shops and level 2 shops.

How to use it?

The dealers shall print it locally and insert it into the label clip on the shelf.

Shop _ Shelf
label



Poster



Item No.: POSTER-01/02/03

Material: Paper & Paperboard

Size: 800*1000 mm

Color: Full color

Finish: Film lamination

Drawing: According to AI/PDF artwork file

Who shall use it?

It's designed for all kinds of shops.

How to use it?

The dealers may print them locally or buy them from LEO in case of lower cost. All 3 posters shall be put on the shop wall in case of sufficient space.



POSTER-01



POSTER-02



POSTER-03

Shop _
Poster



Poster stand

Item No.: STAND-01

Material: Metal

Size: 850*1200 mm

Color: Black, White, Grey

Drawing: According to AI/PDF artwork file

Who shall use it?

It's designed for all kinds of shops.

How to use it?

The dealers shall buy it from LEO. Insert a poster into the stand and display it outdoors.



Shop _ Poster stand



Catalogue for domestic pumps

Item No.: CATALOGUE-01

Material: Paper & Paperboard

Size: 210*285 mm

Color: Black, White, Grey

Design: According to AI/PDF artwork file

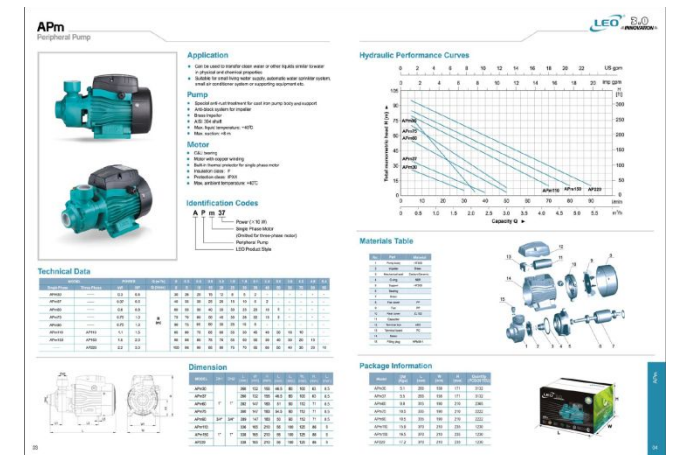
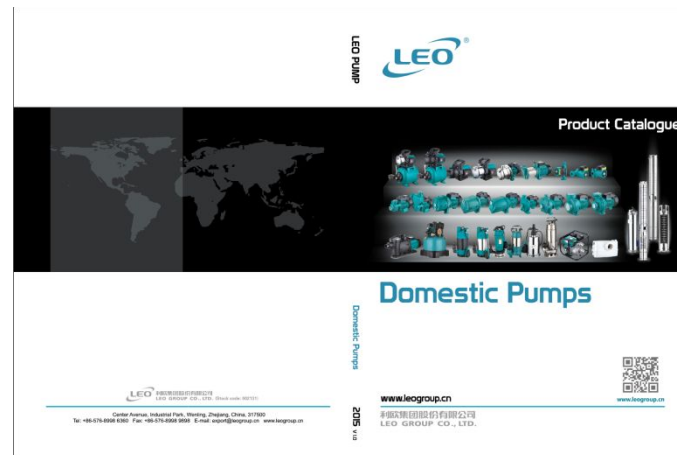


Who shall use it?

It's designed for all kinds of shops.

How to use it?

The dealers shall buy it from LEO. Show a full set of catalogues on each shop.



Shop _ Domestic pumps catalogue



Catalogue for commercial pumps

Item No.: CATALOGUE-02

Material: Paper & Paperboard

Size: 210*285 mm

Color: Black, White, Grey

Design: According to AI/PDF artwork file

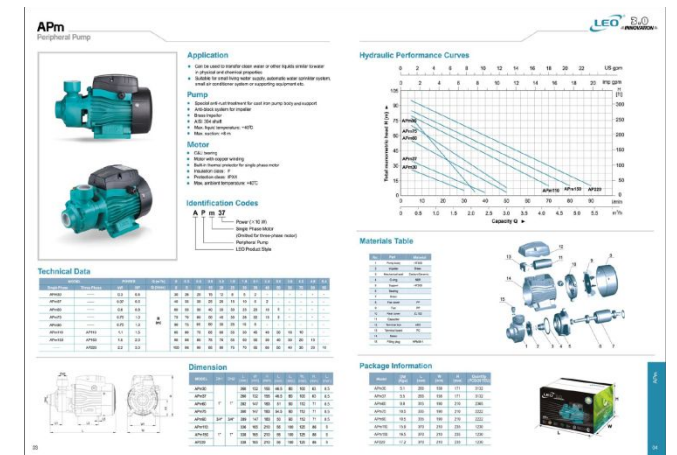


Who shall use it?

It's designed for all kinds of shops.

How to use it?

The dealers shall buy it from LEO. Show a full set of catalogues on each shop.



Shop _ Commercial pumps catalogue



Price list

Item No.: PRICELIST-01

Material: Paper & Paperboard

Size: 210*285 mm

Color: Black, White, Grey

Design: According to AI/PDF artwork file

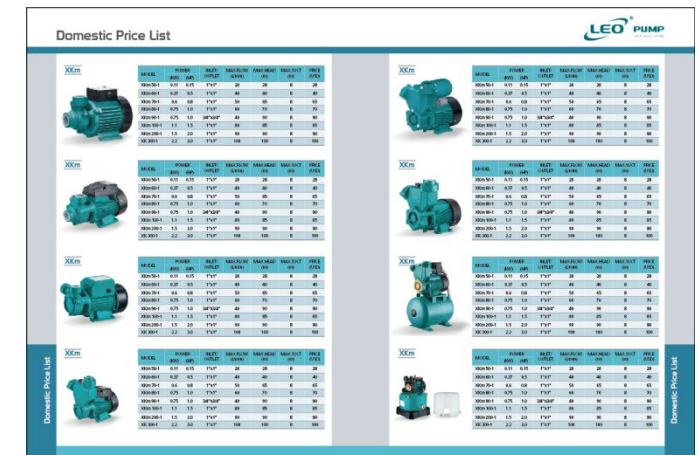


Who shall use it?

It's designed for all kinds of shops.

How to use it?

The dealers shall print it locally and give it to sales managers and retail persons.



Shop _ Price list



Brochure

Item No.: BROCHURE-01

Material: Paper & Paperboard

Size: 210*148 mm

Color: Black, White, Grey

Design: According to AI/PDF artwork file



Who shall use it?

It's designed for all kinds of shops.

How to use it?

The dealers shall buy it from LEO. The end users may take it away from the shops.



Shop _ Brochure



Authorization



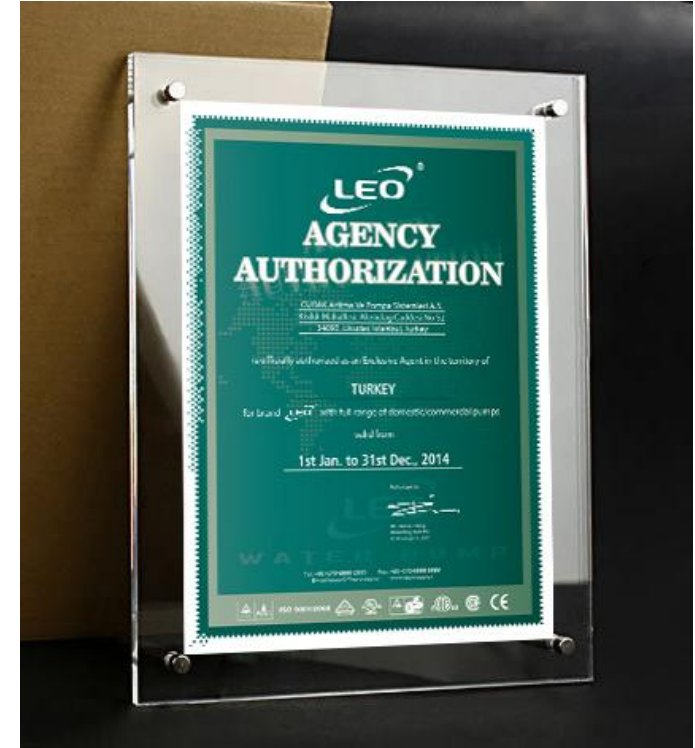
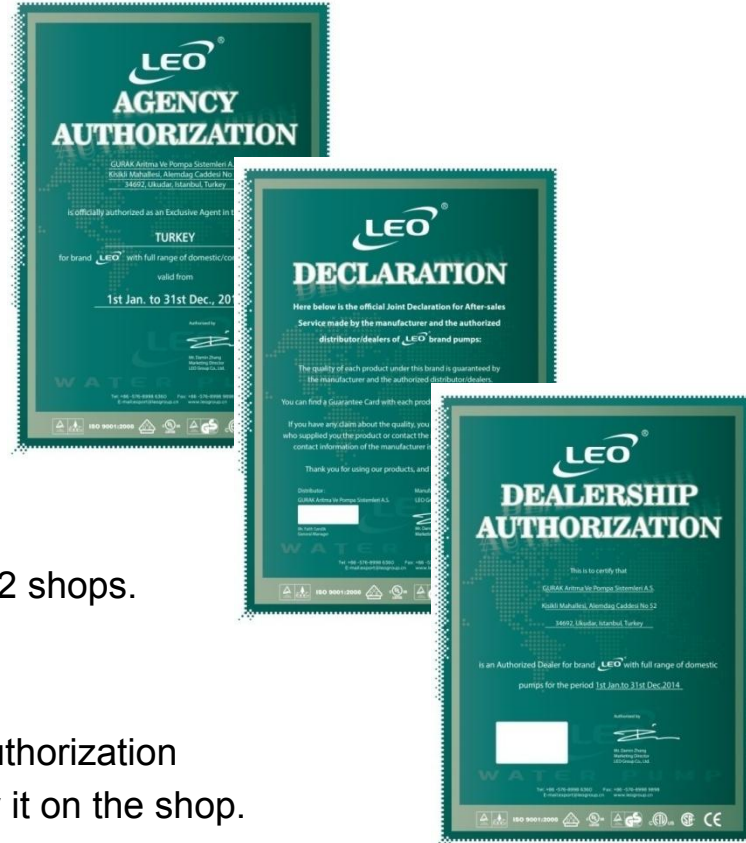
Item No.: AUTHORIZATION-01

Material: Acrylic

Size: **TBD**

Color: Transparent

Design: According to AI/PDF artwork file



Who shall use it?

It's designed for exclusive shops, key shops and level 2 shops.

How to use it?

The dealers shall buy the frame from LEO. Print the authorization on A4 paper locally and insert it into the frame. Display it on the shop.

Shop _ Authorization



Chest card



Item No.: CHESTCARD-01

Material: Metal

Size: 7*2.8 cm

Color: Transparent

Design: According to AI/PDF artwork file



Who shall use it?

It's designed for exclusive shops.

How to use it?

The dealers shall buy it from LEO and send it to the retail persons in the shop.



Shop _ Chest
card





END

LEO GROUP CO.,LTD.

2015