

OFFICIAL CONTEST TERMS & CONDITIONS

1. No purchase is required—You must be a U.S. resident and 18 years of age or older to participate. You must provide complete information on your entry form. Incomplete entry forms will not qualify.
2. Only one store location may be entered and it must offer financial services in a multi-line or mono-line format.
3. The store location entered must be located in the Continental United States.
4. The store entered must have been in operation for a minimum of one year.
5. Winner will be notified by email and/or by phone.
6. The contest will commence on April 17th, 2017 and a winner will be announced on June 30th, 2017.
7. Winner must agree to complete the Retail Makeover by Grafico on or before September 1st, 2017.
8. Winner agrees to allow Grafico to photograph/videotape, document and publish the entire makeover process and the winning store's before/after financial performance statistics (by percentage only) for promotional purposes.
9. Grafico reserves the right to disqualify the winner and select a new winner if the original winner does not comply with the Official Contest Terms & Conditions.
10. The contest winner cannot reproduce, revise, giveaway or sell the design concepts created in the store makeover process beyond the location selected for the makeover without the express written consent of Grafico LLC.
11. Winners Retail Makeover Service Description: The winner is entitled to the following services and deliverables:

Branding Design:

1. The winner may choose to enhance their existing store brand or introduce a new one.
2. Services include assessment and advisory on the brand strategy.
3. Graphic design services to develop a new and fully-integrated brand identity (logo, master graphic treatment, master typographic treatment, master color scheme treatment, etc.)
4. Services do not include renaming the business.
5. A digitally formatted Brand Standards Design Manual is included in the winner's package.

Store Design:

1. Survey & Document Existing Location – measure all interior and exterior dimensions and develop computer generated drawings
2. Design of Retail Message Zones – define recommended placement and work with winner for content for the following elements:
 - Compliance Signage (if required)
 - Feature Products Signs
 - Menu Board Content & Layout
 - Environmental / Brand Identity Signage
 - Storefront Window Signage

3. Paint Plan – Develop dynamic paint plan & color specifications
4. Evaluate and recommend traffic flow patterns to maximize space and improve customer service efficiency
5. Merchandising Fixture Plan – Specify hardware for installation of wall poster system, window signage, menu boards and any other signage as appropriate
6. Accent Lighting Plan – Recommend and specify accent lighting to focus on merchandising selling zones (licensed electrical services not included)
7. Recommend design modifications for exterior signage and window graphics plan including design drawings.
8. Evaluate and recommend physical plant upgrades as necessary for flooring, ceiling, lighting, and fixtures.

Fabrication & Installation:

1. Prep and paint Lobby and/or back area according to paint plan
2. Install all Merchandising Fixtures
3. Production and installation of all signage and graphics (does not include primary exterior sign)
 - Compliance Signage
 - Feature Product Signage
 - Menu Board System
 - Environmental / Brand Identity Signage
 - Storefront Window Graphics