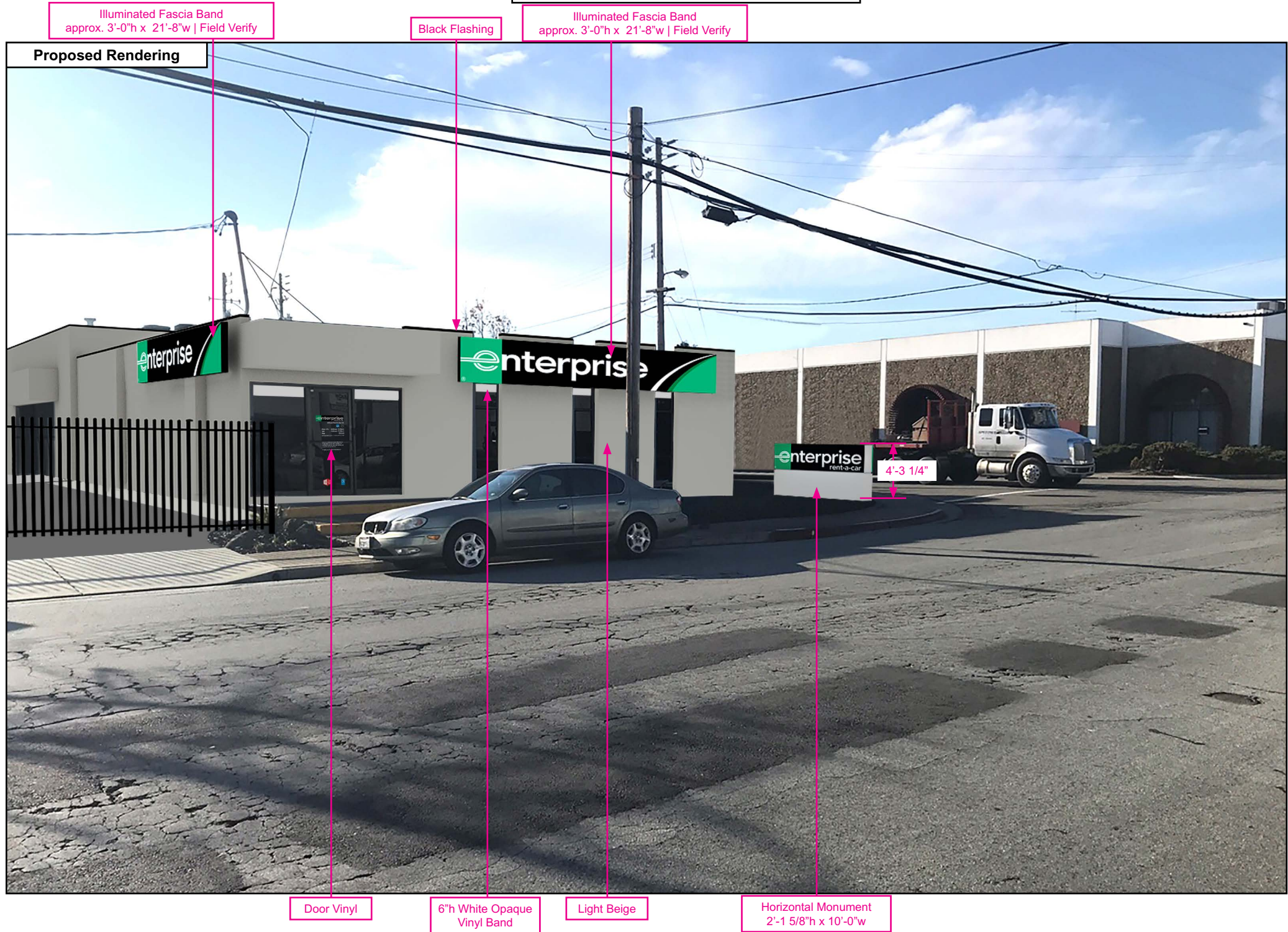




Exterior Rendering



Door Vinyl

enterprise

rent-a-car

Official Rent-A-Car Of

NCAA

NHL

Mon - Fri

6:00am - 8:00pm

Sat

7:00am - 5:00pm

Sun

Closed

enterprise.com • 1 800 rent-a-car

Artwork for hours of operation, phone # and URL will be localized



Tradedress Rendering

Date:

05/17/2017

Group:

23

Branch #s:

9C

Location:

San Leandro, CA

Artist:

Stephens

Specialist:

Villani

Job #:

H04359

Type:

HC

Attention: These renderings are intended to be used for conceptual Tradedress sign and site planning. They are not to be considered as construction drawings. Verification of dimensions, field conditions and local building codes is required.

In order to maintain brand consistency and integrity, for all significant tradedress upgrades please refer to the Facility and Vehicle Identification Manuals on the Operations Intranet or AdShop.

Corporate Resources are also available to help guide you on significant tradedress updates as necessary. For airport facilities consult with the Airport Facilities/Construction team or for home city locations consult your Corporate Operations team.

Specified Sherwin Williams® paints are listed below. The colors that are being recommended to complete the above rendering will be marked with a 'X'. Contact your local Sherwin Williams Representative for specific paint specifications and applications at 1-800-4SHERWIN.

Used	Swatch	Color	Sherwin Williams Color Name
ENTERPRISE EXTERIOR COLORS			
X		Light Beige	SW 6140 - Moderate White (Satin)
-		Dark Beige	SW 7038 -Tony Taupe (Satin)
X		Pure White	SW 7005 - Pure White (Satin)
-		Bright White	B66W300 Series, SherCryl Gloss Ultra White
X		Black	SW 6258 -Tricorn Black (building accents)
-		Black	B66B300 - Black (sign poles)
ENTERPRISE INTERIOR COLORS			
-		Light Beige	SW 6140 - Moderate White (Eggshell or Satin)
-		Light Blue	SW 6505 - Atmospheric (Eggshell or Satin)
-		Light Green	SW 1428 - Uphill (Eggshell or Satin)
-		Medium Brown	SW 7039 - Virtual Taupe (Eggshell or Satin)

Enterprise specified Tubelite paints anodized finished or equivalent for the mullions are listed below. The colors that are being recommended will be marked with a "X". Please note that this option is not applicable for every rendering.

ENTERPRISE MULLION COLORS			
-		Brushed Alum.	Tubelite Clear 2A or 20
-		Brown	Tubelite Light Amber 2K
-		Bronze	Tubelite Dark Bronze 3K
X		Black	Tubelite Black 0D

Site Location:
1922 Republic Ave, San Leandro, CA 94577

Signage Restrictions:
Total Signage: 321 sqft
Monument Sign: N/A sqft
Building Signage: N/A sqft

Proposed Signage
Total Signage: 151.4 sqft
Monument Sign: 21.4 sqft
Building Signage: 130 sqft

PLN17-0017
Exhibit E
June 1, 2017