

Office In A Box

Overview – October 2019

Life Is On Schneider Electric

Inside This Deck

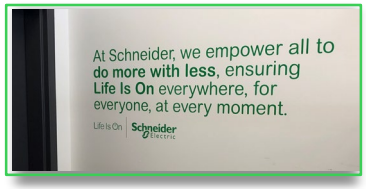
Learn the terminology of facility branding elements in The Basics.





Find a kit to refit your existing space with our Office Kits and Factory Kits.

Go Beyond and explore more options that the kit offers.





Evolve your showroom, demo space or experience center into an Innovation Hub.

Click on any topic below to see more:

- What is Office In A Box?
- The Basics - Product Definitions
- Office Kits
  - Small Office
  - Medium Office
  - Large Office
- Factory Kits
  - Small Factory
  - Medium Factory
  - Large Factory
- Engagement – How To Order
- Appendix
  - Go Beyond – More Options
  - Signage Basics
  - Imagery: Selecting Photos
  - Approved Paint Colors
  - The Innovation Hub
  - Large Facility Branding

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What is Office In A Box?

Up-To-Date Made Easy!

- The latest in company approved branding elements
- Produced by Schneider's internal shop, Print On Demand
- Customizable options to have a local feel
- Multiple options to meet your budgeted needs
- Remove the guesswork from being brand compliant
- Items come with easy to follow, self-install instructions

The options for Office In A Box will help locations send a clear message of the Schneider brand, be it just a small adjustment to the already installed base branding or a larger update to older branding elements that are no longer part of the approved visual package .



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The Basics

Before you see the options you need to know what we are talking about!

Here's a quick overview of the products included in most options.



Dimensional Lettering

Machine cut from dense foam and coated with a durable top layer of solvent based color, lettering comes with an easy to use installation template and ready to install with the included double sided tape.





Vinyl Decal

Digitally designed and cut from high quality, adhesive backed 3mm thick vinyl, decals are easily installed on most any flat surface and ship with a "how to" for installation along with the basic tools needed.

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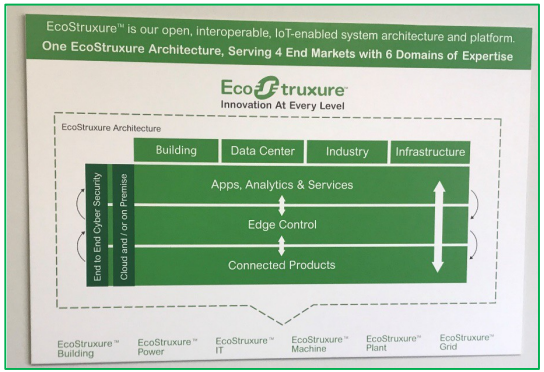
More Basics

PVC Print

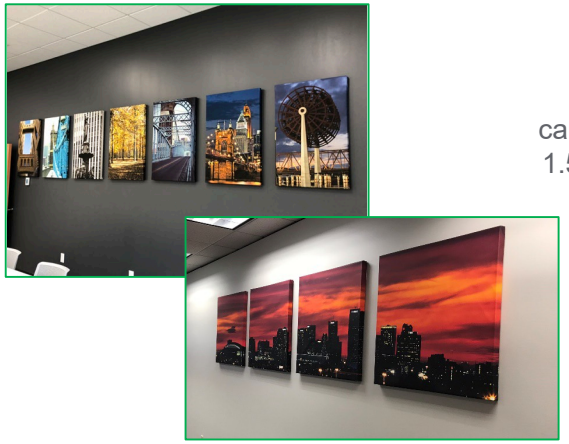
Made of a closed-cell PVC sheet, these prints are lightweight, durable and easy to install with the included 3M Command Strips.



Customer Personas



EcoStruxure Innovation Stacks

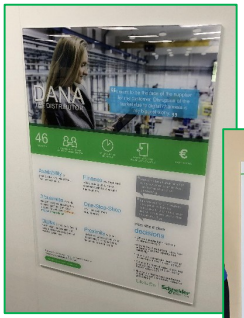


Canvas Wrap

Printed on premium linen based media, canvas prints come on 1.5” deep frames, fully wrapped with your selected image and ready to hang.

Acrylic Print

The higher priced end of rigid media, .75” thick acrylic prints are reverse printed to give your image an “under glass” appearance.



Customer Personas

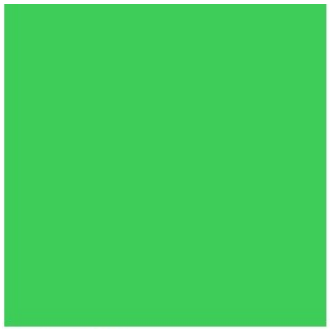


Internal Campaigns

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Basics of Paint Colors

Ideally you should use the lighter *Wall Street* and/or *White Diamond* for most of your space and use *Fresh Lime, Yellow Green* and *Temptation* for accent wall colors.



Benjamin Moore
2032-30 (Fresh Lime)

Matches SE Life Green



Benjamin Moore
2033-10 (Yellow Green)

Matches SE Logo Green



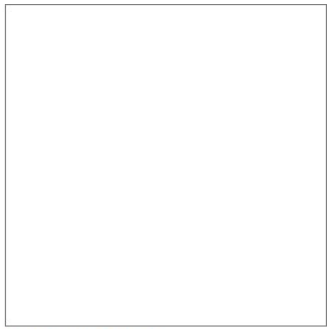
Benjamin Moore
1609 (Temptation)

Matches SE Dark Grey



Benjamin Moore
CSP-20 (Wall Street)

Matches SE Light Grey



Benjamin Moore
OC-61 (White Diamond)

Matches SE White

NOTE: If you are going to apply decals to a wall, the paint must be dry for at least 14 days prior to installation.

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Office Packages



Small

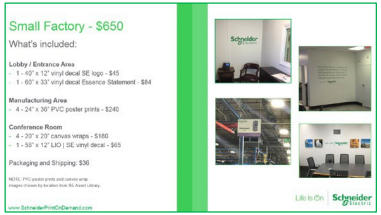


Medium



Large

Factory Packages







Pick your facility type from the slides to see more!

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Small Office - $675

What's included:

Lobby / Entrance Area

- 1 - 40" x 12" vinyl decal SE logo - $45
- 1 - 60" x 30" vinyl decal Essence Statement - $85

Common Area or Huddle Rooms

- 4 - 24" x 36" PVC poster prints - $300

Conference Room

- 4 - 20" x 20" canvas wraps - $180
- 1 - 58" x 12" LIO | SE vinyl decal - $65

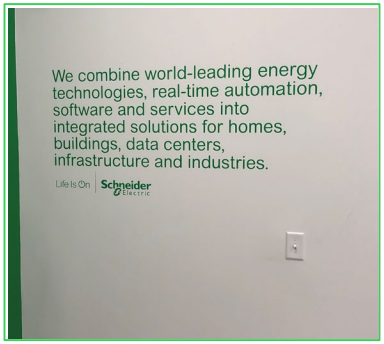
Packaging and Shipping Not Included In Pricing.

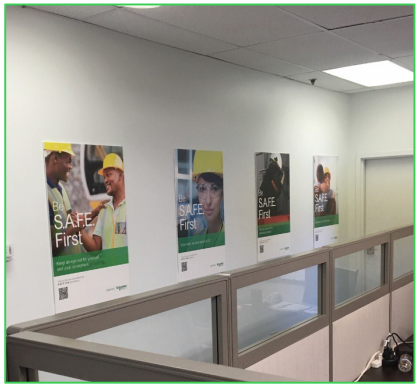
NOTES:

- PVC poster prints and canvas wrap images chosen by location from SE Asset Library.
- Your location may need additional surface prep (paint color change etc) beyond installing the items above. Remember to consider this cost in your budget planning.

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Medium Office - $1,280

What's included:

Lobby / Entrance Area

- 1 - 60" x 13" dimensional SE logo - $225
- 1 - 60" x 30" vinyl decal Essence Statement - $85

Common Area or Huddle Rooms

- 6 - 24" x 36" PVC poster prints - $450
- 2 - 84" x 15" vinyl decal quotes - $160

Conference Room

- 6 - 20" x 20" canvas wraps - $270
- 1 - 83" x 17" LIO | SE vinyl decal - $90

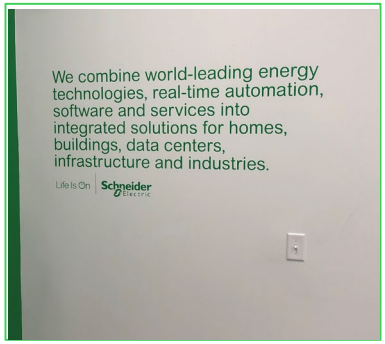
Packaging and Shipping Not Included In Pricing.

NOTES:

- Quote for Huddle Rooms, PVC poster prints and canvas wrap images chosen by location from SE Asset Library.
- Your location may need additional surface prep (paint color change etc) beyond installing the items above. Remember to consider this cost in your budget planning.

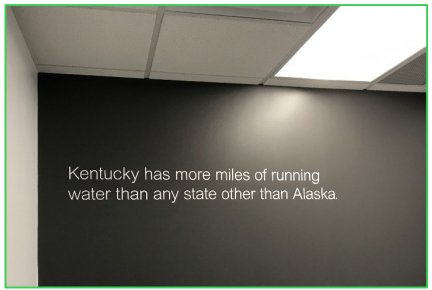
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Large Office - $1,860

What's included:

Lobby / Entrance Area

- 1 - 98" x 28" dimensional SE logo - $400
- 1 - 60" x 30" vinyl decal Essence Statement - $85

Common Area or Huddle Rooms

- 6 - 24" x 36" PVC poster prints - $450
- 4 - 84" x 15" vinyl decal quotes - $320

Conference Rooms

- 10 - 20" x 20" canvas wraps - $450
- 1 - 58" x 12" LIO | SE vinyl decal - $65
- 1 - 83" x 17" LIO | SE vinyl decal - $90

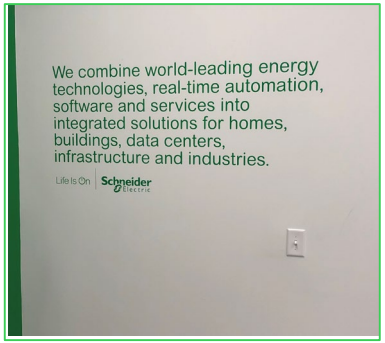
Packaging and Shipping Not Included In Pricing.

NOTES:

- Quote for Huddle Rooms, PVC poster prints and canvas wrap images chosen by location from the SE Asset Library.
- Your location may need additional surface prep (paint color change etc) beyond installing the items above. Remember to consider this cost in your budget planning.

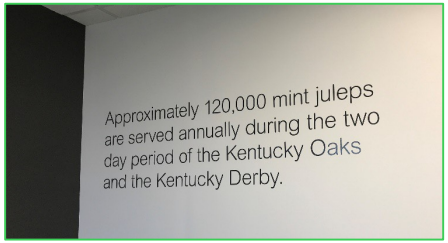
www.SchneiderPrintOnDemand.com













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Small Factory - $675

What's included:

Lobby / Entrance Area

- 1 - 40" x 12" vinyl decal SE logo - $45
- 1 - 60" x 30" vinyl decal Essence Statement - $85

Manufacturing Area

- 4 - 24" x 36" PVC poster prints - $300

Conference Room

- 4 - 20" x 20" canvas wraps - $180
- 1 - 58" x 12" LIO | SE vinyl decal - $65

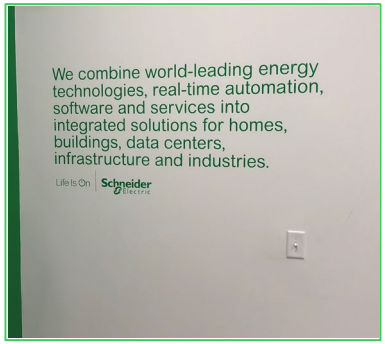
Use your PVC prints to be SPS compliant!

Packaging and Shipping Not Included In Pricing.

NOTES:

- PVC poster prints and canvas wrap images chosen by location from SE Asset Library.
- Your location may need additional surface prep (paint color change etc) beyond installing the items above. Remember to consider this cost in your budget planning.









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Medium Factory - $1,520

What's included:

Lobby / Entrance Area

- 1 - 60" x 13" dimensional SE logo - $225
- 1 - 60" x 30" vinyl decal Essence Statement - $85

Manufacturing Area

- 6 - 24" x 36" PVC poster prints - $450
- 4 - 42" x 72" Vinyl Rack Banners - $400

Use your PVC prints to be SPS compliant!

Conference Room

- 6 - 20" x 20" canvas wraps - $270
- 1 - 83" x 17" LIO | SE vinyl decal - $90

Packaging and Shipping Not Included In Pricing.

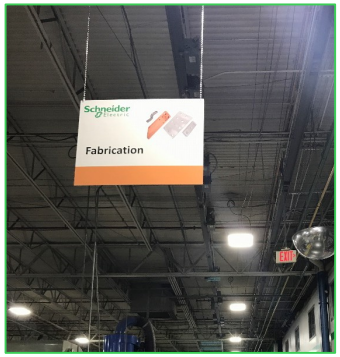
NOTES:

- PVC poster prints and canvas wrap images chosen by location from SE Asset Library.
- Templates available for signs and rack banners
- Your location may need additional surface prep (paint color change etc) beyond installing the items above. Remember to consider this cost in your budget planning.

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Large Factory - $2,840

What's included:

Lobby / Entrance Area

- 1 - 98" x 28" dimensional SE logo - $400
- 1 - 60" x 30" vinyl decal Essence Statement - $85

Common Area or Huddle Rooms

- 10 - 24" x 36" PVC poster prints - $750
- 10 - 42" x 72" Vinyl Rack Banners - $1,000

Use your PVC prints to be SPS compliant!

Conference Rooms

- 10 - 20" x 20" canvas wraps - $450
- 1 - 58" x 12" LIO | SE vinyl decal - $65
- 1 - 83" x 17" LIO | SE vinyl decal - $90

Packaging and Shipping Not Included In Pricing.

NOTES:

- PVC poster prints and canvas wrap images chosen by location from SE Asset Library.
- Templates available for signs and rack banners
- Your location may need additional surface prep (paint color change etc) beyond installing the items above. Remember to consider this cost in your budget planning.

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Next Step

Place Your Order

1. Download the Office In A Box Worksheet HERE.

2. Select images using:
   - The Stock Asset Guide HERE.
   - The full SE Asset Library HERE.

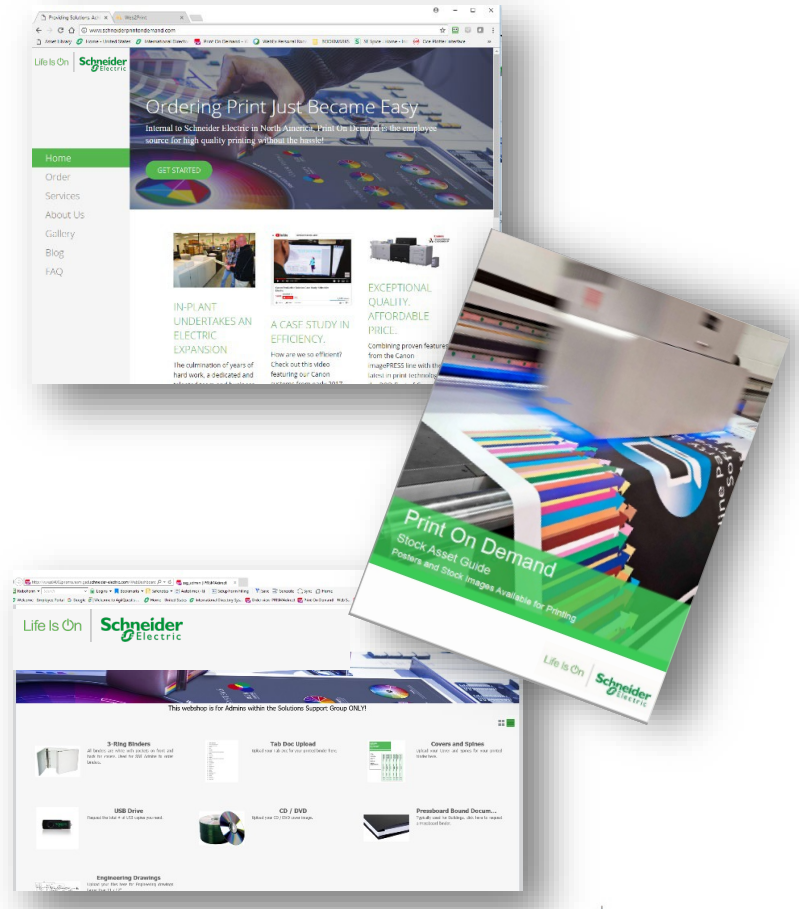
     Select EMPLOYEE LOGIN below the login dialogue for Single Sign On access.
   - 3rd Party provider www.Dreamstime.com

3. E-mail completed worksheet to Print On Demand.

NOTE:
Image selection is limited to ONLY the three options above due to commercial licensing restraints.

Questions or Need Assistance?

Contact John Key at SE Print On Demand at 615-844-8624 or via e-mail at John.Key@se.com.



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Appendix

Helpful Info You May Need / More Options To Go Further

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Go Beyond

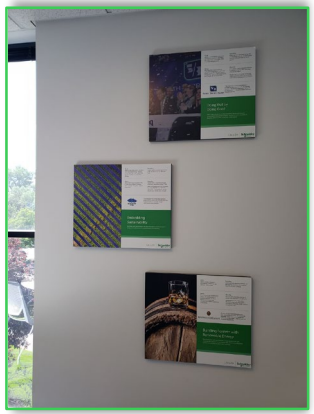
Custom Products for Custom Needs

- Custom Sized Decals
- Mixed Media Concepts
- Safety Signage
- Murals
- Acrylic Signs



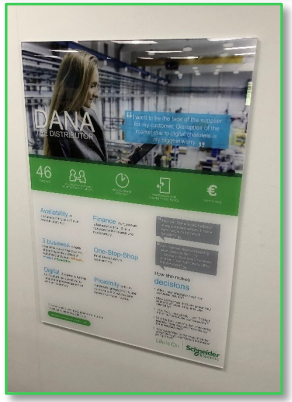
We have you covered for PoR, Core Values, Customer Personas and more!













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Signage Guidance

Ensure your facility logos are compliant!

Logo Application

For all exterior signage (e.g., on the building or directional signage) use the Schneider Electric logo only.

For the main reception area, use the Schneider Electric logo only.

For all other interior signage (i.e., the rest, other than the main reception area) use the Life Is On I Schneider Electric logo lock-up only.

Not Compliant? Contact **Print On Demand** in Outlook for assistance and options.







Imagery: What NOT to show

Selecting images for your location can be complicated and difficult. Here's some handy guidance to keep in mind.

Filter #1 – Local Relevance
Determine whether the imagery you are portraying fits with local culture. It should not go against any local norms. We need to reflect our local insights, and be mindful of our role in the community.

E.g. showing a couple holding hands in Middle East is a definite No-No amongst the Muslim communities.

Filter #2 – Global Relevance
Schneider Electric is a global company, hence we need to respect what is accepted across the different markets.

Our customers are becoming global citizens and when digitization breaks down actual geo-borders, this is becoming more important.

E.g. A devil or a demon may be something not offensive in certain markets, but could be inappropriate on the global scale.

Please note that these filters need to be applied together and in the above mentioned order. Any visual or imagery that does not pass these filters, cannot and should not be published.

NOTE

- Any images that suggest negative consequences of a certain decision (e.g. using counterfeit products, kills) or non-action (e.g. not taking precautionary steps) are **prohibited**. We will never use scare tactic in anything we do.
- Any images that potentially lead to misinterpretations e.g. a kid playing with a switch, covering a person's face and body with plastic to suggest protection, are **prohibited**. We will never use such images to add humor, to play on analogies because such misinterpretations can lead to very serious and dangerous consequences.

Religion



Politics



Culture



Sexual



Peril



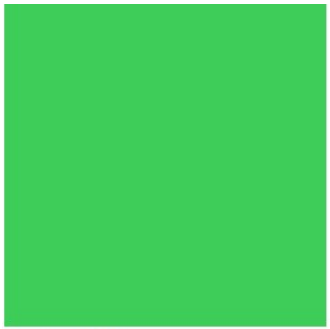
Disaster or negative consequences



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Approved Paint Colors

To ensure color consistency across mediums and to support our brand identity, use the following Benjamin Moore brand paint colors. Each color below is an exact match to our Schneider Electric brand pantone colors.



Benjamin Moore
2032-30 (Fresh Lime)

Matches SE Life Green



Benjamin Moore
2033-10 (Yellow Green)

Matches SE Logo Green



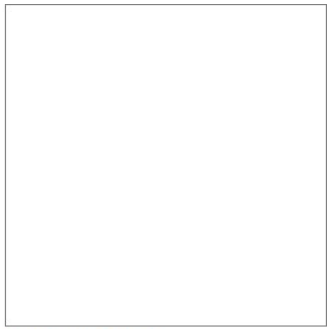
Benjamin Moore
1609 (Temptation)

Matches SE Dark Grey



Benjamin Moore
CSP-20 (Wall Street)

Matches SE Light Grey



Benjamin Moore
OC-61 (White Diamond)

Matches SE White

NOTE: If you are going to apply decals to a wall, the paint must be dry for at least 14 days prior to installation.

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THE INNOVATION HUB

The Innovation Hub: a space where Schneider Electric products and solutions are showcased.

All customer experience centers, showrooms, briefing centers, and demo rooms will be standardized with the name Innovation Hub.

This also includes external events either organized or participated in by Schneider Electric.

Want to find out more about transitioning your existing space, or fitting out a new space as an Innovation Hub? Read more in the Design Kit Guidelines.







NOTE: Innovation Hub is not part of the mandatory U.S. Real Estate update.

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Large Facility Branding

Moving into a new facility or rebranding your existing one, sometimes you have to call in an entire team of experts to design, manage and oversee installation of your project.

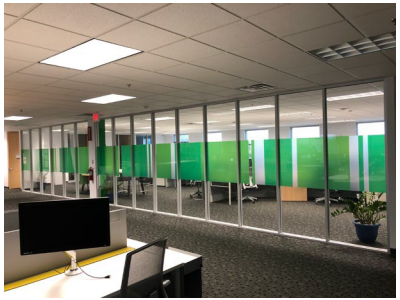
Through a partnership with ASTOUND, an award-winning design and fabrication company specializing in creating branded environments, you can work in conjunction with the Schneider Real Estate team as well as the Print On Demand team to transform your location into a showpiece that highlights the culture and passion of Schneider Electric.

Contact John Key with the Print On Demand team to get started!

John Key
Manager – Print On Demand
john.key@se.com
615.844.8624









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