

IKEA Hunt Valley PaOP Window Graphics

IKEA® Hunt Valley Plan and Order Point

Coming soon graphic communication

March 2025



For installation

Windows:

- 14 different windows in different sizes
- Graphics chosen from IKEA PaOP Coming Soon Guideline
- ABV vinyl on exterior windows produced in-house (sintra was considered, but decided that ABV would be the best option, especially in a time-limited project.
Sintra would be harder to keep up, longer to mount, and sticky tape or velcro would be seen outside the store along edges)
- Highly advise to reach out to Image Options for installation and proper window material in the future, as IKEA College Park did for their store windows (according to Allyson Racadio - Graphics Leader in College Park)
- **Add-ons:** Store doors graphics (store hours, no solicitation, weapons free, etc)

Communication details

Entrance doors and windows

Material:

- Standard ABV vinyl graphics (in-house)
- Window vinyl

Installation:

- Placed on exterior store windows
- Window mullions may protect graphics from rain and snow
- Highly advised to reach out to Image Options for professional installation of proper window graphics in the future

Measurements:

- Front doors - 30 $\frac{3}{4}$ x 77 in
- Top windows - 31 $\frac{1}{2}$ x 49 $\frac{3}{4}$ in
- Bottom windows - 31 $\frac{1}{2}$ x 27 in

Total spaces for graphics being applied:

- 6 total graphics in entrance



Communication details

Entrance doors and windows

Communication:

- **"New Swedes on the Block"** - The IKEA Plan and order point opens soon. We can't wait for you to see how we stack up"
- "Visit us today at [IKEA.us/Baltimore](https://ikea.us/Baltimore) (original file used link "IKEA-USA.com")
- IKEA Buggee with boxes graphic
- Plan and Order Point store hours (needs to be disussed)
- Ways to Pay sticker
- MD non-smoking stickers (eng & spa)
- "No soliciting sticker
- "Service dogs are welcome vinyl" (?)
- "Weapon-free environment" vinyl
- IKEA logo sticker

Material:

- Standard ABV vinyl graphics (in-house)
- Window vinyl

Installation:

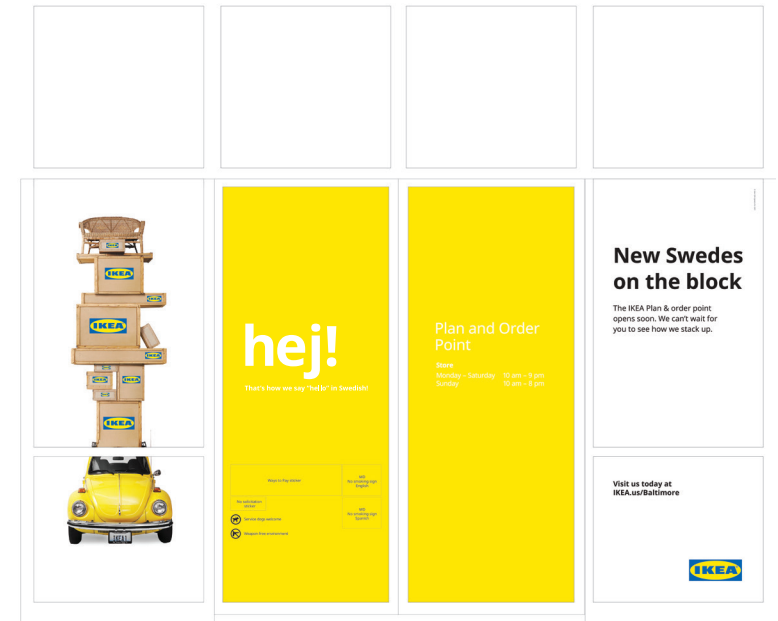
- Placed on exterior store windows
- Window mullions may protect graphics from rain and snow
- Highly advised to reach out to Image Options for professional installation of proper window graphics in the future

Measurements:

- Front doors (yellow) - 30¾ x 77 in
- Top windows (left and right) - 31 ½ x 49 ¾ in
- Bottom windows - 31 ½ x 27 in

Total graphics applied:

- 6 total graphics in entrance





Communication details

Side windows

Material:

- Standard ABV vinyl graphics (in-house)
- Window vinyl

Installation:

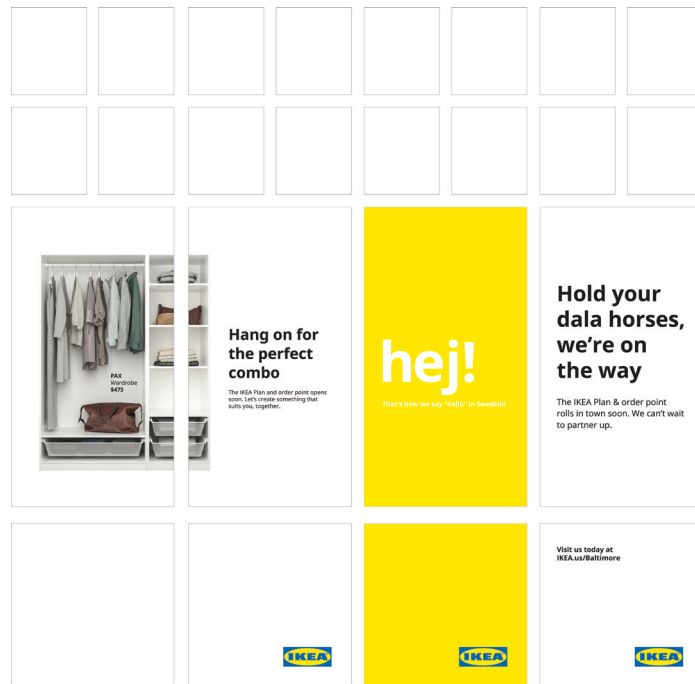
- Placed on exterior store windows
- Window mullions may protect graphics from rain and snow
- Highly advised to reach out to Image Options for professional installation of proper window graphics in the future

Measurements:

- Top windows - 27 x 49 $\frac{3}{4}$ in
- Bottom windows - 27 x 27 in

Total spaces for graphics being applied:

- 8 total graphics on side of building



Communication details

Side windows

Communication:

- **“New Swedes on the Block** - The IKEA Plan and order point opens soon. Lets create something that suits you, together.”
- “Visit us today at **IKEA.us/Baltimore** (original file used link “IKEA-USA.com”) ”
- PAX graphic
- **“Hold your dala horses, we’re on the way** - The IKEA Plan and order point rolls in town soon. We can’t wait to partner up.”

Material:

- Standard ABV vinyl graphics (in-house)
- Window vinyl

Installation:

- Placed on exterior store windows
- Window mullions may protect graphics from rain and snow
- Highly advised to reach out to Image Options for professional installation of proper window graphics in the future

Measurements:

- Top windows - 27 x 49 ¾ in
- Bottom windows - 27 x 27 in

Total spaces for graphics being applied:

- 8 total graphics on side of building

TACK!

Questions? Comments? Ideas?
Please contact:

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