

#BETRUE DTC

CATEGORY ZONES

ROUND 9

5.15.14

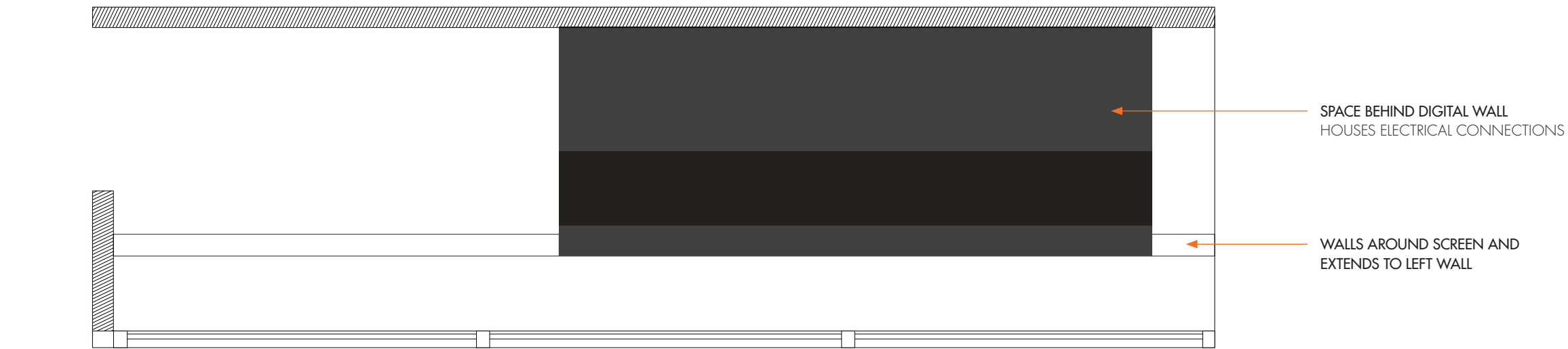


CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT
GRAPHIC ELEMENT: 5TH ST WINDOW
DATE: 5.9.14
ROUND:2
SCALE: 3/8" = 1'-0"

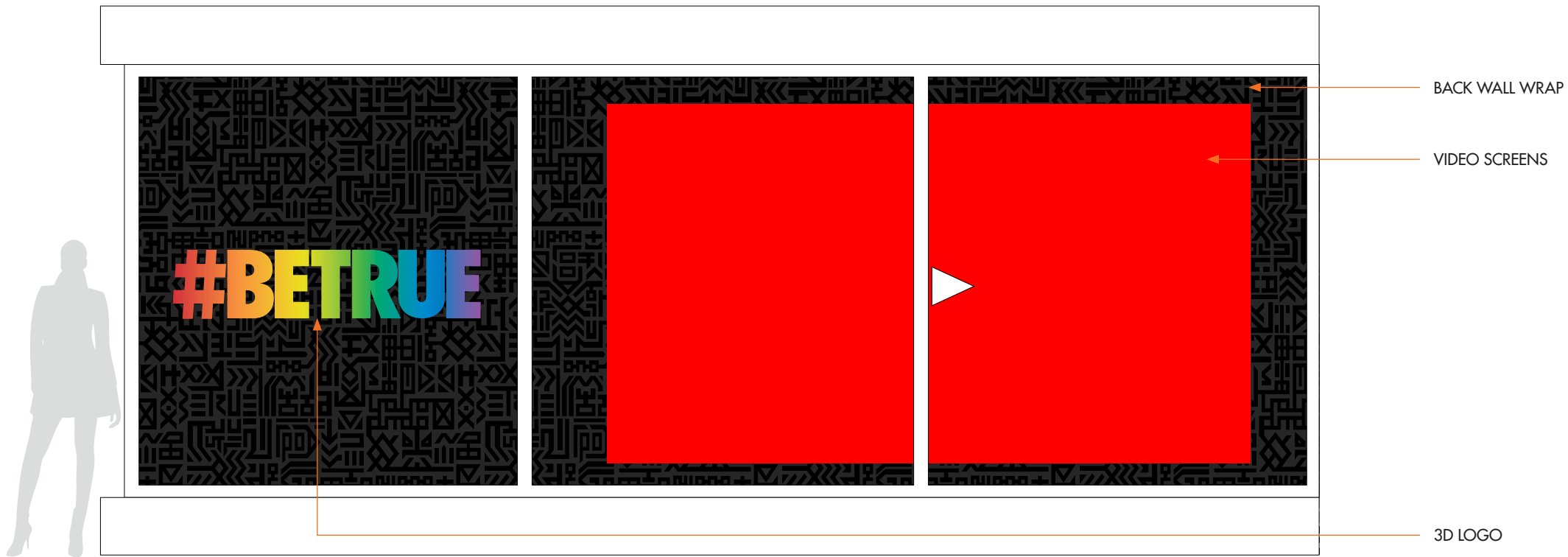
- ☐ APPROVED
- ☐ REVISED

JOB NUMBER: 20904
ID/SIZE: PORT
SPOT COLORS:

- NOTES:
1. REMOVE ALL EXISTING ELEMENTS, EXCEPT FOR PLASMA SCREENS (SAVE AND STORE IF REQUESTED).
 2. DO NOT MOVE OR DIS-ASSEMBLED PLASMA SCREENS.
 3. APPLY CUT VINYL 2ND SURFACE ON WINDOW.
 4. GRAPHIC CALLOUT XXXXXXXXXX.
 5. 3D CALLOUT XXXXXXXXXX (REFERENCE VISUAL FOR PLACEMENT).



PLAN



ELEVATION - 5TH ST WINDOW
SCALE: 3/8" = 1'-0"

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT
GRAPHIC ELEMENT: MORRISON ST WINDOW
DATE: 5.9.14
ROUND: 2
SCALE: 3/8" = 1'-0"

- ☐ APPROVED
- ☐ REVISED

JOB NUMBER: 20904
ID/SIZE: PORT
SPOT COLORS:

- NOTES:
1. REMOVE ALL EXISTING ELEMENTS (SAVE AND STORE IF REQUESTED).
 2. APPLY CUT VINYL 2ND SURFACE ON WINDOW.
 3. INSTALL GRAPHIC INTO LIGHTBOX FRAME.
 4. 3D CALLOUT XXXXXXXXXX (REFERENCE VISUAL FOR PLACEMENT).

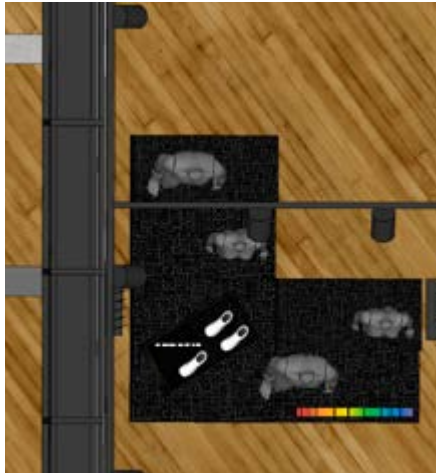


PLAN



ELEVATION - MORRISON ST WINDOW

SCALE: 3/8" = 1'-0"



PLAN VIEW



FRONT VIEW



3D LETTERS ON TOP
OF BLACK METAL MESH

3D LETTERS

PLATFORMS
4X4, QTY 3
2X4, QTY 2

EXPRESS CUBES
WITH GRAPHIC INSERTS
& BLACK METAL MESH

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT
GRAPHIC ELEMENT: INITIATIVE ZONE
DATE: 5.12.14
ROUND: 3
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. REMOVE ALL EXISTING ELEMENTS (SAVE AND STORE IF REQUESTED). 2. PLACE AND SECURE REGRIND MAT. 3. SEE ACME INSTALL GUIDES FOR APPAREL FIXTURE AND PLATFORM INSERT DIRECTION. 4. INSTALL GRAPHIC PANEL INTO FRAME AND RE-HANG WITH NEW POSITION. 5. ATTACH PLEX PANELS TO SIDES OF APPAREL FIXTURE. 6. APPLY MAG GRAPHIC TO TOP FACES OF FIXTURE. 7. APPLY MAG GRAPHIC TO FACE OF PLATFORM SIGN. 8. PLACE DESTROYER CASE IN ZONE. 9. INSTALL GRAPHIC INTO SPACE BELOW DIGITAL SCREEN.
PAGE: 4

SPORT
DOESN'T
CARE IF
YOU'RE

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT
GRAPHIC ELEMENT: 3D LETTERS
DATE: 5.14.14
ROUND:
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 5

#BETRUE

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT
GRAPHIC ELEMENT: 3D LETTERS
DATE: 5.14.14
ROUND:
SCALE:

☐ APPROVED

☐ REVISED

JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 6

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT
GRAPHIC ELEMENT: CUBE INSERT GRAPHICS
DATE: 5.6.14
ROUND: 1
SCALE:

- ☐ APPROVED
- ☐ REVISED

JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:

NOTES:
1. LOCATE AND DELIVER TO STORE
MANAGER ON-SITE.



CUBE INSERT GRAPHICS



BILLBOARD
KEYLINE SHOWS VIEW AND WILL NOT PRINT.



RENDERING

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

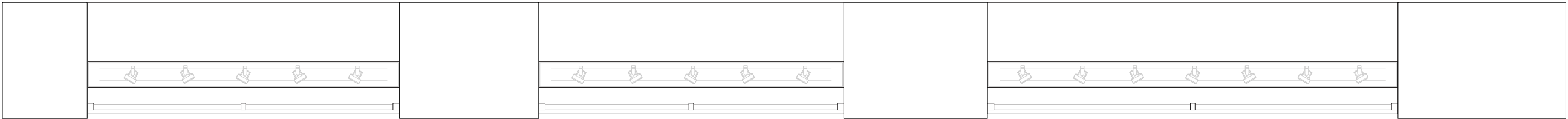
CLIENT: NIKE
PROJECT: #BETRUE DTC
SITE: SF
GRAPHIC ELEMENT: BILLBOARD
DATE: 5.15.14
ROUND: 4
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 8

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: SF
GRAPHIC ELEMENT: STOCKTON ST WINDOW WRAP
DATE: 5.15.14
ROUND: 9
SCALE:1/4" = 1'-0"

- ☐ APPROVED
- ☐ REVISED

JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:

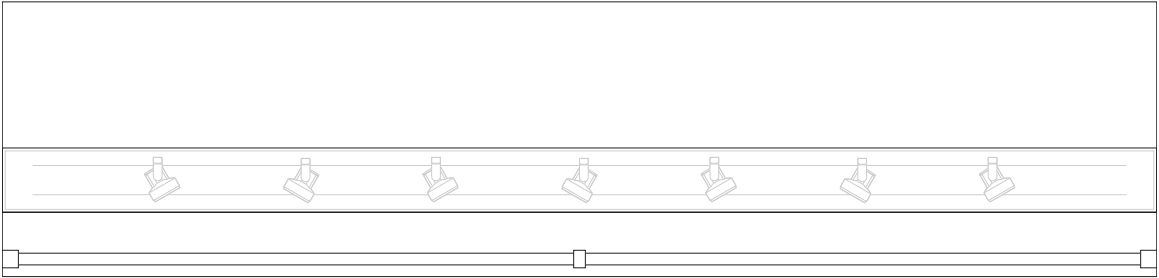


PLAN



ELEVATION - STOCKTON ST

SCALE: 1/4" = 1'-0"



PLAN



ELEVATION - POST ST - FRONT

SCALE: 3/8" = 1'-0"

CLIENT: **NIKE**

PROJECT:
#BETRUE DTC

SITE:
SF

GRAPHIC ELEMENT:
SF.600 WINDOW FRONT

DATE: **0.0.14**

ROUND: **1**

SCALE:

☐ APPROVED

☐ REVISED

JOB NUMBER: **20904**

ID/SIZE:

SPOT COLORS:

NOTES:



PLAN VIEW



FRONT VIEW



INITIATIVE ZONE

3D LETTERS ON TOP
OF BLACK METAL MESH
FRAME BOX GRAPHIC

PLATFORMS
4X4, QTY 2
2X4, QTY 1

EXPRESS CUBES
WITH GRAPHIC INSERTS
& BLACK METAL MESH

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: SF
GRAPHIC ELEMENT: INITIATIVE ZONE
DATE: 5.12.14
ROUND: 3
SCALE:
○ APPROVED ○ REVISED
JOB NUMBER: 20904
ID/SIZE: PORT
SPOT COLORS:
NOTES: 1. REMOVE ALL EXISTING ELEMENTS (SAVE AND STORE IF REQUESTED). 2. PLACE AND SECURE REGRIND MAT. 3. SEE ACME INSTALL GUIDES FOR APPAREL FIXTURE AND PLATFORM INSERT DIRECTION. 4. INSTALL GRAPHIC PANEL INTO FRAME AND RE-HANG WITH NEW POSITION. 5. ATTACH PLEX PANELS TO SIDES OF APPAREL FIXTURE. 6. APPLY MAG GRAPHIC TO TOP FACES OF FIXTURE. 7. APPLY MAG GRAPHIC TO FACE OF PLATFORM SIGN. 8. PLACE DESTROYER CASE IN ZONE. 9. INSTALL GRAPHIC INTO SPACE BELOW DIGITAL SCREEN.
PAGE: 11

SPORT
DOESN'T
CARE IF
YOU'RE

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: SF
GRAPHIC ELEMENT: 3D LETTERS
DATE: 5.12.14
ROUND: 3
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 12



BLEACHER WALL GRAPHIC

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: SF
GRAPHIC ELEMENT: BLEACHER WALL GRAPHIC
DATE: 5.14.14
ROUND: 3
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 13

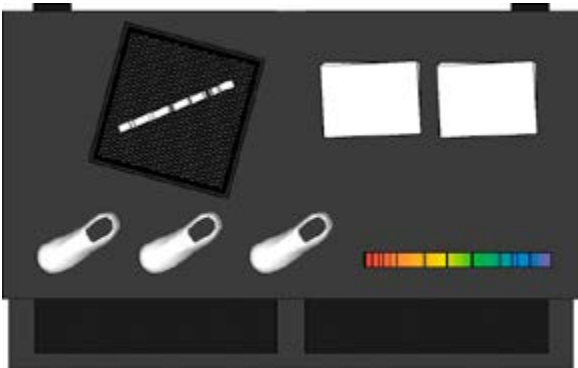


CUBE INSERT GRAPHICS

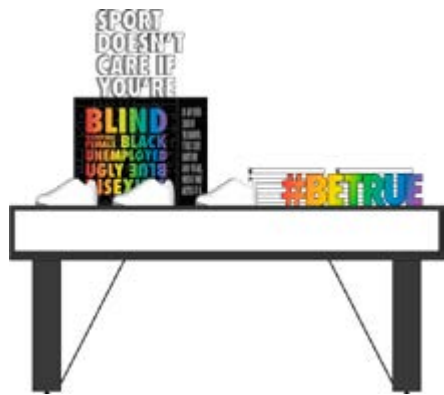
CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: SF
GRAPHIC ELEMENT: CUBE INSERT GRAPHICS
DATE: 5.6.14
ROUND: 1
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 14



PLAN VIEW



FRONT VIEW



LARGE WARDROBE TABLE - PINNACLE

3D LETTERS ON TOP OF
BLACK METAL MESH

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT: NIKE
PROJECT: #BETRUE DTC
SITE: PORT, SF
GRAPHIC ELEMENT: LARGE WARDROBE TABLE
DATE: 5.6.14
ROUND: 1
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 15

SPORT
DOESN'T
CARE IF
YOU'RE

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT, SF
GRAPHIC ELEMENT: LARGE WARDROBE TABLE
DATE: 5.6.14
ROUND: 1
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 16



CUBE INSERT GRAPHICS

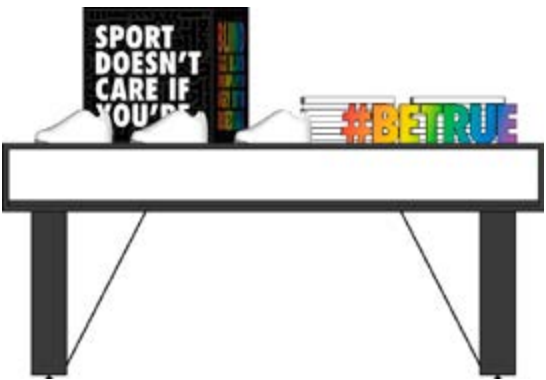
CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT, SF
GRAPHIC ELEMENT: CUBE INSERT GRAPHICS
DATE: 5.6.14
ROUND: 1
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 17



PLAN VIEW



FRONT VIEW



LARGE WARDROBE TABLE - TAKE DOWN

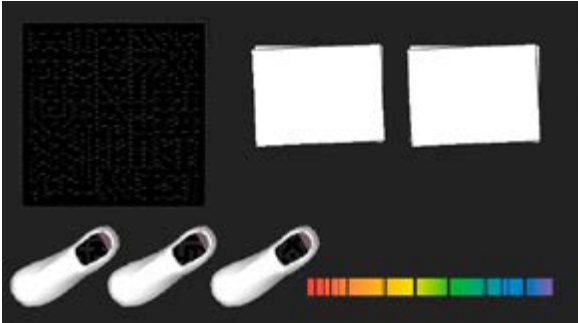
EXPRESS CUBE AND
BLACK METAL MESH ON TOP
WITH GRAPHIC INSERTS

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT: NIKE
PROJECT: #BETRUE DTC
SITE: BOS, CH, GT, LA, NTNY, MOA, SM, FI, TG, UNION
GRAPHIC ELEMENT: LARGE WARDROBE TABLE
DATE: 5.6.14
ROUND: 1
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 18



PLAN VIEW



FRONT VIEW



KMZ TABLE - TAKE DOWN

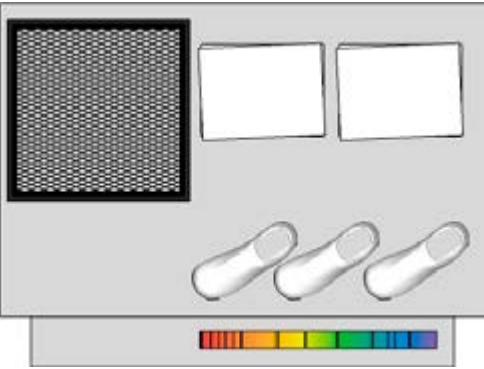
EXPRESS CUBE AND
BLACK METAL MESH ON TOP
WITH GRAPHIC INSERTS

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT: NIKE
PROJECT: #BETRUE DTC
SITE: SEA
GRAPHIC ELEMENT: KMZ TABLE
DATE:
ROUND:
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 19



PLAN VIEW



FRONT VIEW



PICNIC TABLE - TAKE DOWN

EXPRESS CUBE AND
BLACK METAL MESH ON TOP
WITH GRAPHIC INSERTS

3D LETTERS

CLIENT: NIKE

PROJECT:
#BETRUE DTC

SITE:
NCS

GRAPHIC ELEMENT:
PICNIC TABLE

DATE: 5.12.14

ROUND: 2

SCALE:

☐ APPROVED

☐ REVISED

JOB NUMBER: 20904

ID/SIZE:

SPOT COLORS:

NOTES:
1. LOCATE AND DELIVER TO STORE
MANAGER ON-SITE.



CUBE INSERT GRAPHICS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: BOS, CH, GT, LA, NTNY, MOA, SEA, SM, FI, TG, UNION, NCS
GRAPHIC ELEMENT: CUBE INSERT GRAPHICS
DATE: 5.6.14
ROUND: 1
SCALE:
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 21

#BETRUE

3D LETTERS

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE: PORT, SF, BOS, CH, GT, LA, NTNY, MOA, SEA, SM, FI, TG, UNION, NCS
GRAPHIC ELEMENT: LARGE WARDROBE TABLE
DATE: 5.6.14
ROUND: 1
SCALE:

☐ APPROVED

☐ REVISED

JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES:
PAGE: 22



UHV

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE:
GRAPHIC ELEMENT: UHV
DATE: 5.15.14
ROUND: 4
SCALE:1/0" = 1'-0"

☐ APPROVED

☐ REVISED

JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 23

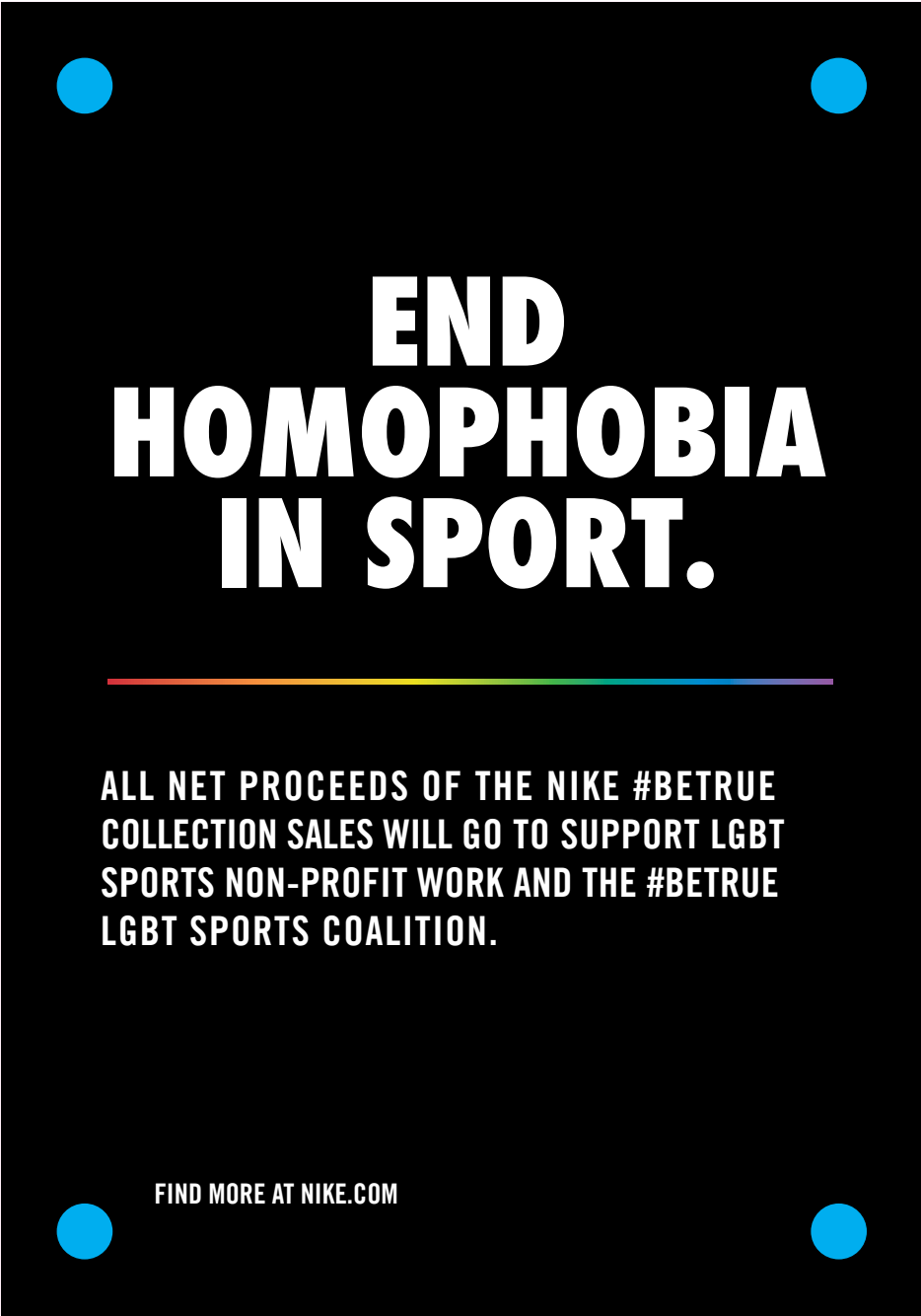


OPTION 2

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE:
GRAPHIC ELEMENT: UHS
DATE: 5.15.14
ROUND: 4
SCALE:1/0" = 1'-0"
☐ APPROVED ☐ REVISED
JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 24



OPTION 2

CITY COLOR[™]
VISUAL SOLUTIONS

15725 SW GREYSTONE COURT, STE 120
BEAVERTON, OR 97005
503.646.5750

CLIENT:NIKE
PROJECT: #BETRUE DTC
SITE:
GRAPHIC ELEMENT: VS
DATE: 5.15.14
ROUND: 4
SCALE:1/0" = 1'-0"

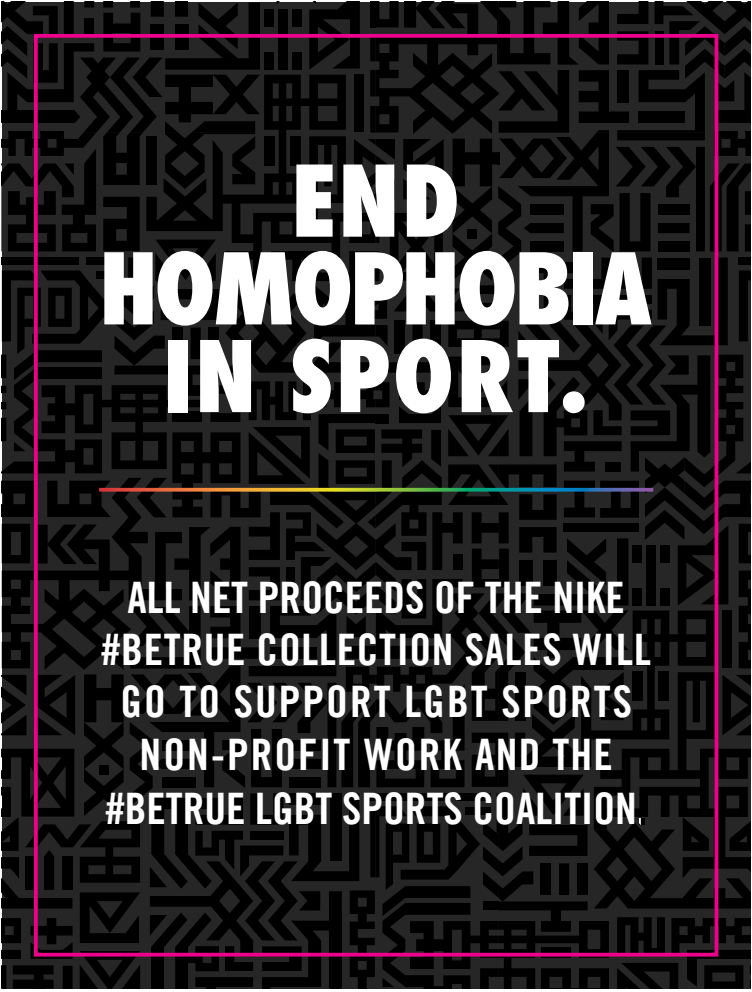
☐ APPROVED

☐ REVISED

JOB NUMBER: 20904
ID/SIZE:
SPOT COLORS:
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.
PAGE: 25



LANYARD - FRONT



BACK

KEYLINE USED TO SHOW TRIM AND WILL NOT PRINT.

CITY COLOR[™] VISUAL SOLUTIONS 15725 SW GREYSTONE COURT, STE 120 BEAVERTON, OR 97005 503.646.5750	
CLIENT: NIKE	
PROJECT: #BETRUE DTC	
SITE:	
GRAPHIC ELEMENT: LANYARD	
DATE: 5.12.14	
ROUND: 3	
SCALE: 1/0" = 1'-0"	
☐ APPROVED ☐ REVISED	
JOB NUMBER: 20904	
ID/SIZE: LAN01 2.5" X 3.375"	
SPOT COLORS:	
NOTES: 1. LOCATE AND DELIVER TO STORE MANAGER ON-SITE.	
PAGE: 26	