



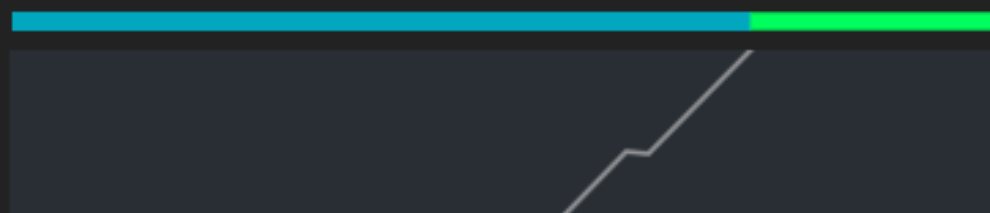
MONTRA
— ELECTRIC —

Retail Front Fascia Guidelines & Material Specs

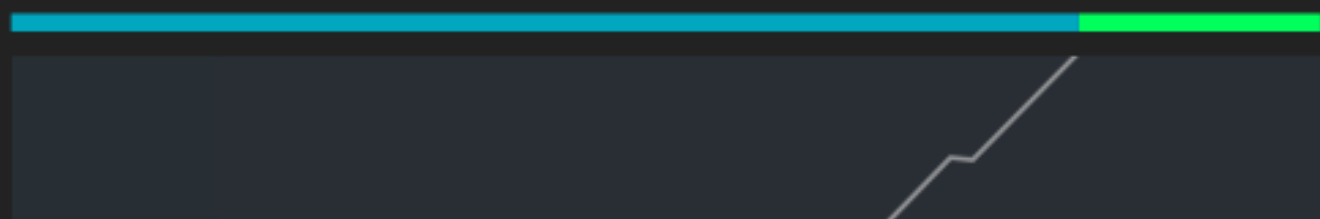
Scaling up is Easy, Scaling down is Difficult.

- To maintain a consistent look, we took the smallest possible ratio (**1:6**) for a façade, and set the guidelines in place knowing that once the metrics were set for a smaller format, scaling up to larger ratios is easier.
- The same amount of area is used in all as a consistent proportion, irrespective of the ratio

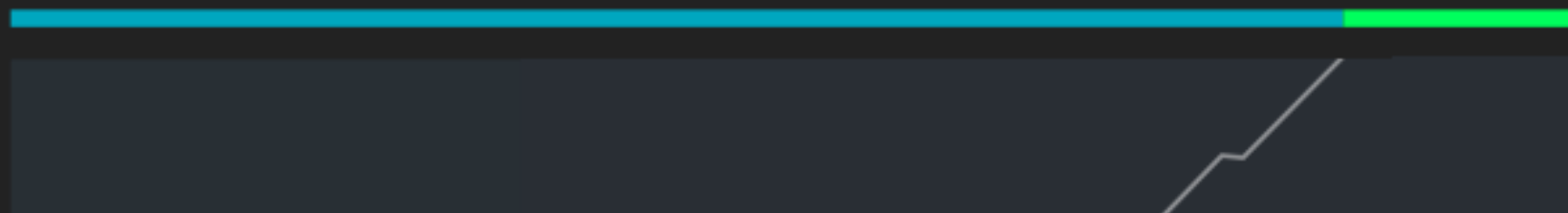
1:6



1:8



1:10



Signage Design



MONTRA
— ELECTRIC —



मॉन्ट्रा
— इलेक्ट्रिक —

भगवती मोटर्स
Bhagawati Motors

Store Signage



MONTRA
— ELECTRIC —



मॉन्ट्रा
— इलेक्ट्रिक —

SERVICE 

भगवती मोटर्स
Bhagawati Motors

For Service Only Facility

Signage design in different ratios

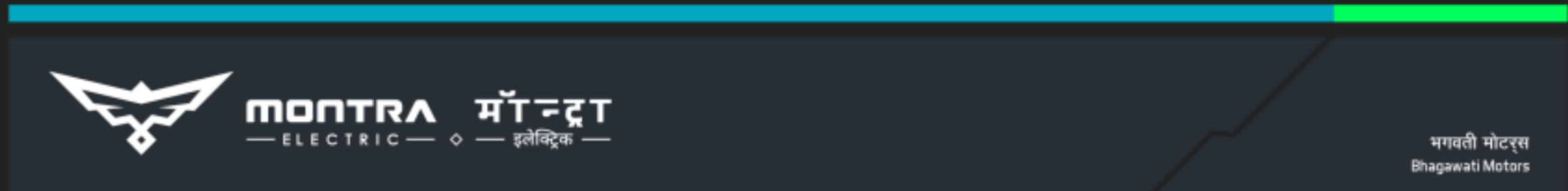
1:6



1:8

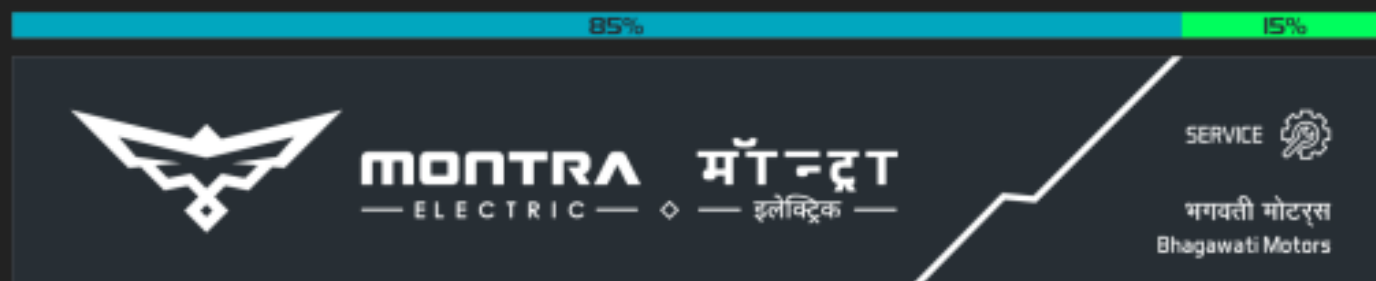


1:10



Signage design in different ratios- Service Only

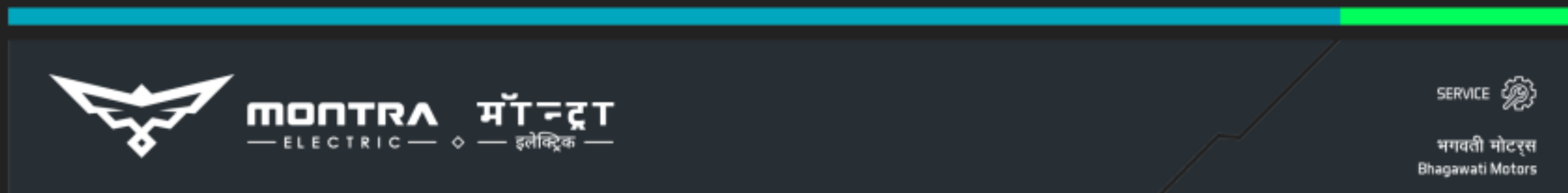
1:6



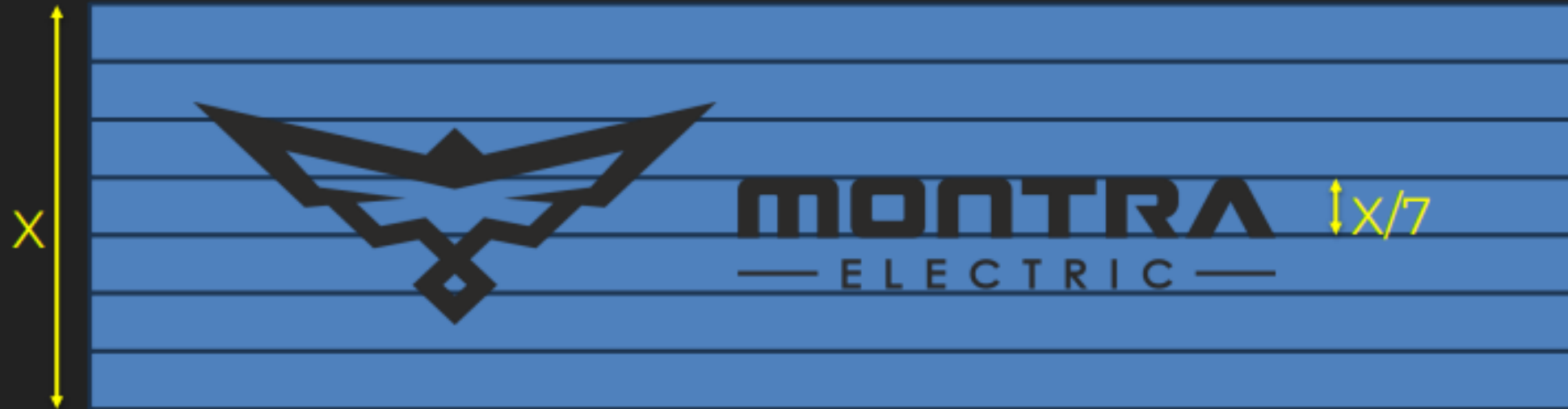
1:8



1:10



Standardising the O



Signage Guideline



Signage 1:6



Signage Guideline

Service Only Facility



Signage 1:6



Signage Dimensions



S.NO.	WIDTH	HEIGHT
1	15'-25'	3'-0"
2	25'-35'	4'-0"
3	35'-45'	5'-0"
4	45'-60'	6'-0"

Store Front Fascia- 3' Height



All dimensions is mm, stated otherwise.

Signage Guideline

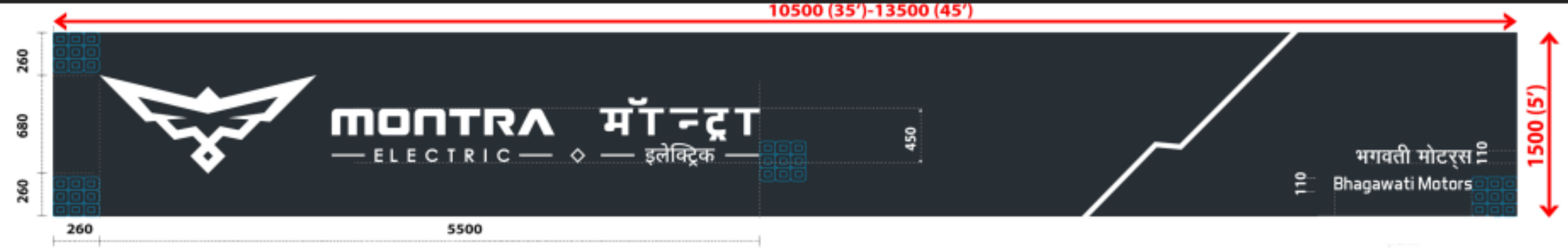
Store Front Fascia- 4' Height



All dimensions is mm, stated otherwise.

Signage Guideline

Store Front Fascia- 5' & 6' Height



All dimensions is mm, stated otherwise.

Signage Adaptation in Standard sizes



Signage 3D Views



Material Board



- 1.) Board in Metal structure & ACP Cladding 100mm thickness. ACP Make- Viva-261 Skoda Gray 'or' Alu decor AD-305.
- 2.) Groove Width-25mm & Depth 25mm, Edge lit with front finish in Anodized Aluminum ACP Sheet- Alu decor AD-1001 Light temperature-8000K
- 3.) Montra Eagle, Montra-English & Regional in 40mm Raising, Edge Lit. 3D letters in 040 Acrylic & ACP Cladding on it with Anodized Aluminum ACP Sheet- Alu decor AD-1001
- 4.) Electric-English & Regional in 15mm 040 Acrylic, 8mm Projected from board finished with Anodized Aluminum ACP Sheet- Alu decor AD-1001
- 5.) Dealer letters in flush cut letters, Back lit
- 6.) Signage font-Nata Sans

Flange Design



MONTRA
— ELECTRIC —

Front Side



मॉन्ट्रा
— इलेक्ट्रिक —

Back Side

Flange Guideline



Front Side



Back Side

Flange 3D Views



Material Board-Flange



1.) Board in Metal structure & ACP Cladding 100mm thickness. ACP Make- Viva-261 Skoda Gray 'or' Alu decor AD-305.

2.) Dealer letters in flush cut letters, Back lit

3.) Signage font-Nata Sans

Thank You

