

Goal: Create and maintain clear surfaces & wall space

GENERAL

Storefront (Doors/Windows)

- Only the below is authorized. All other items must be removed.
 - Branded office hours decal
 - Remote Management QR Code should be centered and placed 2" below or above the office hours on the entrance door
 - U-Haul key drop decals (only at approved locations, no other U-Haul collateral)
 - Temporary Toys for Tots Signage (must be removed day after drive is over)
 - Temporary Holiday Closed Signage (follow guidelines)
 - Short-term Will Return Signage (follow guidelines)
- Windows and door mats to be clean (authorized door mat from the Branding site)
 - Security Public Storage door mats have been discontinued

Front/Customer Counter

- Only the below is authorized. All other items must be removed.
 - Pens in a black, gray, silver or clear pen holder
 - One business card holder (can be tiered to accommodate several employees)
 - Promo Item Display (follow guidelines on Branding site)
 - Small stack of calendars (okay from Oct to Feb 1st)
 - Minimal holiday decor (follow guidelines)
 - All items must remain clear of the 24" Customer Welcome Zone (demonstrated in video)

Back Counter & Workspace Area

- Should be neat and as clear as possible
- Only what is necessary for current day operations should be out
- Utilize the grouping technique (demonstrated in video)

Merchandise Display

- Merchandise should be fully stocked, each item labeled with a price tag, and match the branded plan-o-gram provided

Coffee Station (if applicable)

- Tabletop should be clean and clear of debris, spills or trash
- Coffee supplies should be clean, tidy, and stocked in an approved organizer
 - Shown on the right
 - No boxes or bowls of condiments
- Food not permitted



Displayed Awards

- Up to 4 authorized awards can be displayed at each site (Chamber, Best of, SPS Local Marketing, recognition from the City, etc.)
 - Must be tastefully grouped together on one non-dominant wall/counter (not a focal point)

Cord Management

- Multioutlet strips should be placed out of view (work with maintenance)
- Loose cords should be tucked out of view or hidden with a cord cover/channel
 - These can be painted to match the wall color

DIY Signs

- No handmade or computer-generated signage anywhere on the property (only exclusion: temporary emergency maintenance issues like an inoperable gate, etc.)

DECOR

Personal Decor

- Minimize all personal decor it is not visible to the customer (decorations, photos, plants, etc)
- Plants
 - 1-2 fake plants permitted (one floor plant & one customer table plant)
 - Must be approved by the branding team, and dusted/maintained regularly

Holiday Decor

- Can be displayed on or after dates below. ALL DECOR MUST BE REMOVED 1 DAY AFTER HOLIDAY.
- No decor on the windows, storefront doors, or hanging from the ceiling
- Merchandise displays should not be decorated
- The 24" Customer Welcome Zone should remain completely clear (demonstrated in video)
- Decor to be tasteful and of reasonable quality
- Remember less is more!!
- All items are subject to RM discretion

Holiday	Can decorate on or after...
New Year's Day	December 26th
Valentine's Day	January 24th
St. Patrick's Day	February 24th
Easter	3 weeks prior to Easter Sunday
Independence Day	June 13th
Diwali/Halloween/Day of the Dead	October 1st
Thanksgiving	November 1st
Holiday Season	Black Friday

U-HAUL

Equipment

- 1-2 UD or KO dollies allowed in the office at one time
- All other supporting equipment must be stored elsewhere

Rental Boxes

- Key return and 24/7 boxes are permitted and should be positioned in the best location possible (review with RM)

Signage/Collateral

- 1-2 "U-Haul Rental" signs permitted per site
 - Never to be affixed to a monument sign
 - Building application highly discouraged
 - Gate application encouraged
- No U-Haul marketing collateral or signage permitted
 - Reach out to the Branding Team for decals or other items that may be required