

# Welcome To The Coldwell Banker Commercial Signage & Decor Playbook!



Coldwell Banker Commercial & our signage vendor, VGS / Visual Graphic Systems, Inc have worked together to develop this comprehensive interior and exterior playbook of signage standards. VGS will be a single-source vendor for coordination of the permitting, fabrication and installation for all signage and branding for your upcoming renovation and relocation projects. This playbook defines specifics on signage and interior wall graphics/coverings, display fixtures, decor and interior signage (cut letters, framed wall art, distraction markings and piracy films), and lettering to consider on your projects.



# GRAPHIC COMMUNICATION SYSTEM

COLDWELL BANKER COMMERCIAL

## RECEPTION AREA

All reception area branding options can include either embossed branding of:  
“BE PATHFINDERS” as space look and feel allows.

OPTION A - CLASSIC - DETAILS

**Please Note:**

All graphics are custom produced to order based on location wall sizes and finishes.  
Please contact VGS for your custom proposal.



OPTION B - ART DECO - DETAILS

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**Please Note:**

Project team to confirm final color, size, look & feel with VGS team.

A

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# **GRAPHIC COMMUNICATION SYSTEM**

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**OUR VALUES GALLERY - FULL SIZE OPTIONS**

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**Please Note:**

This is framed art. Hanging hardware is included. Installation by owner

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**Please Note:**

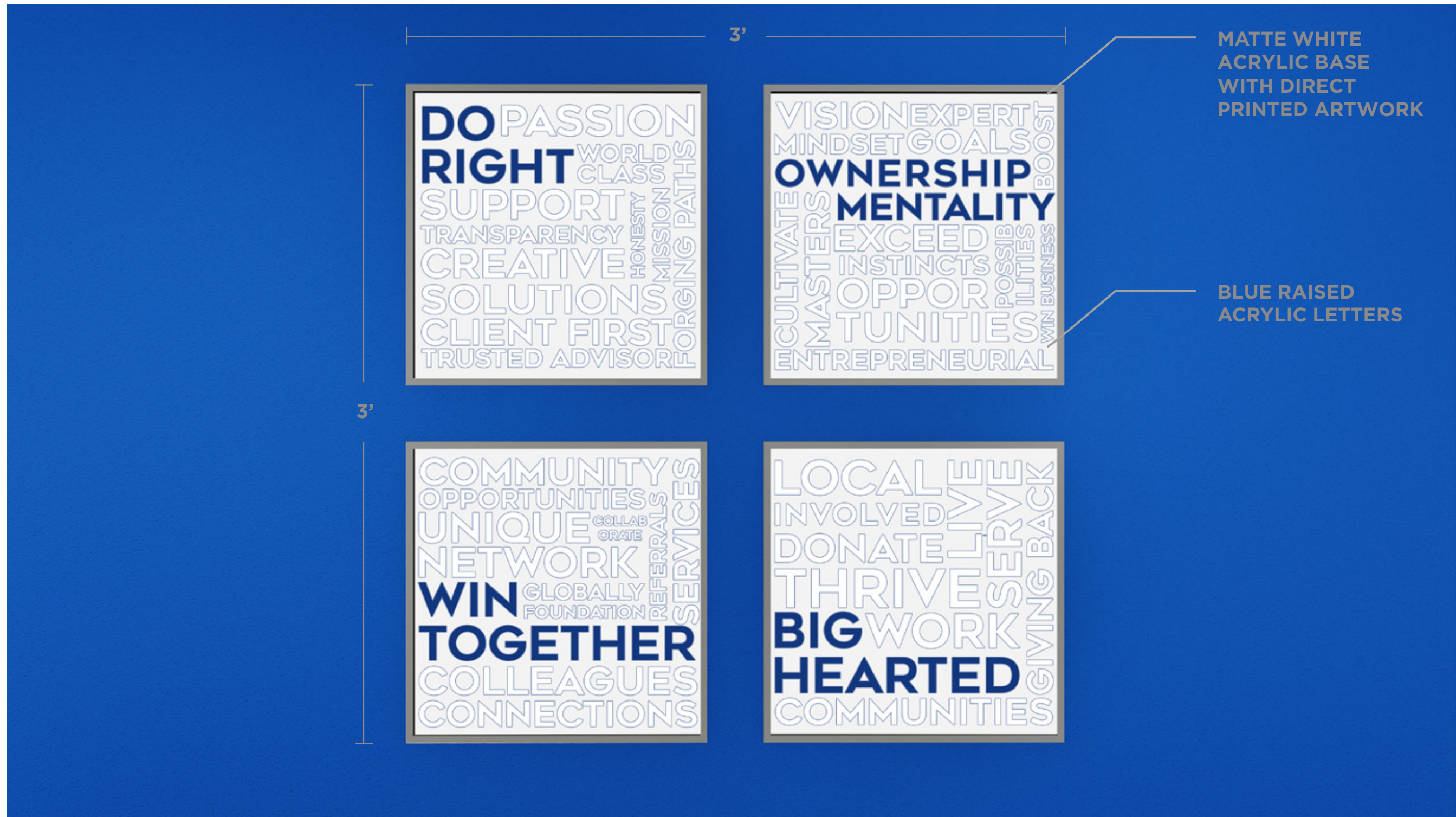
Hanging hardware is included. Installation by owner



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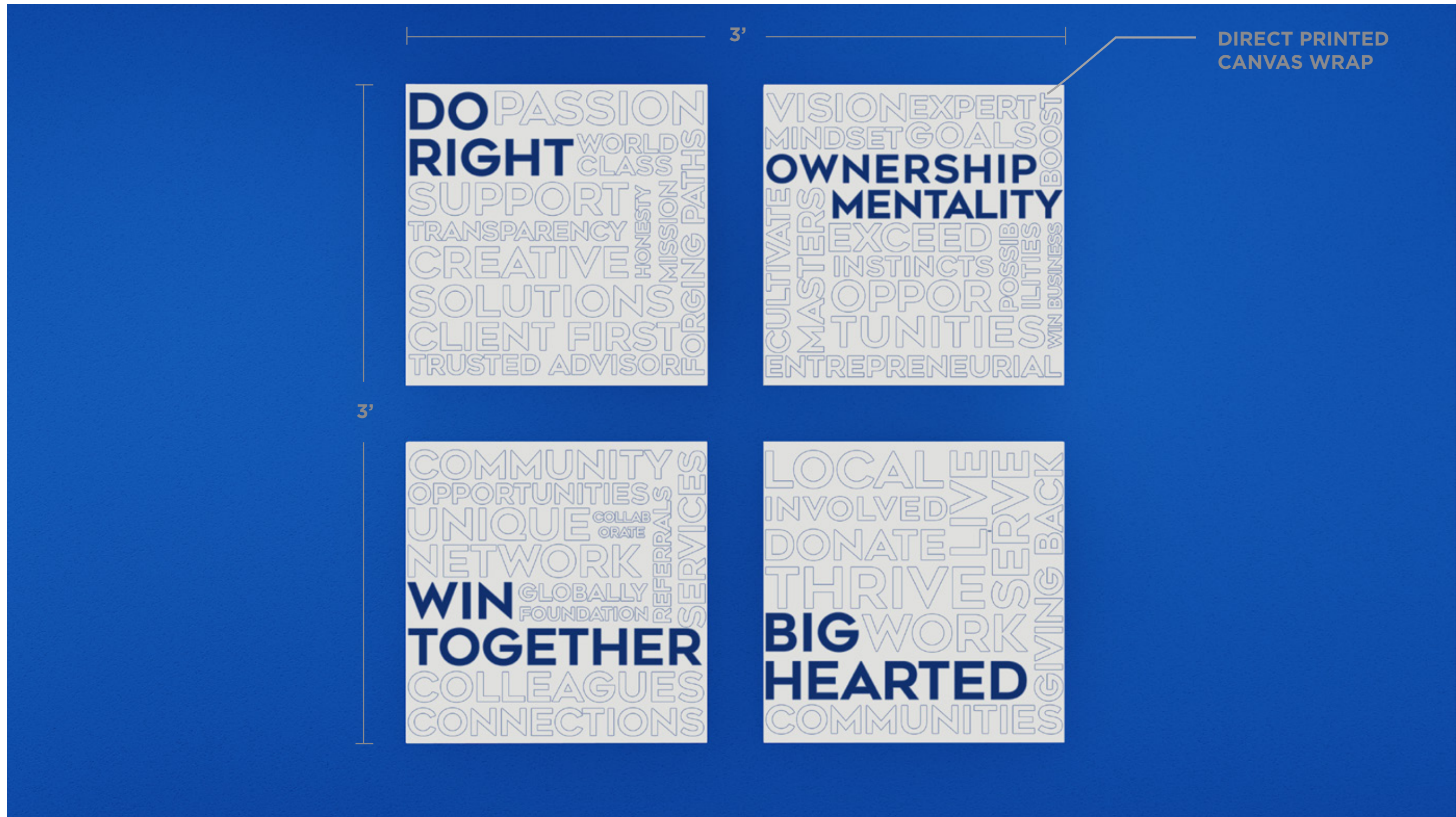


**Please Note:**

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**Please Note:**

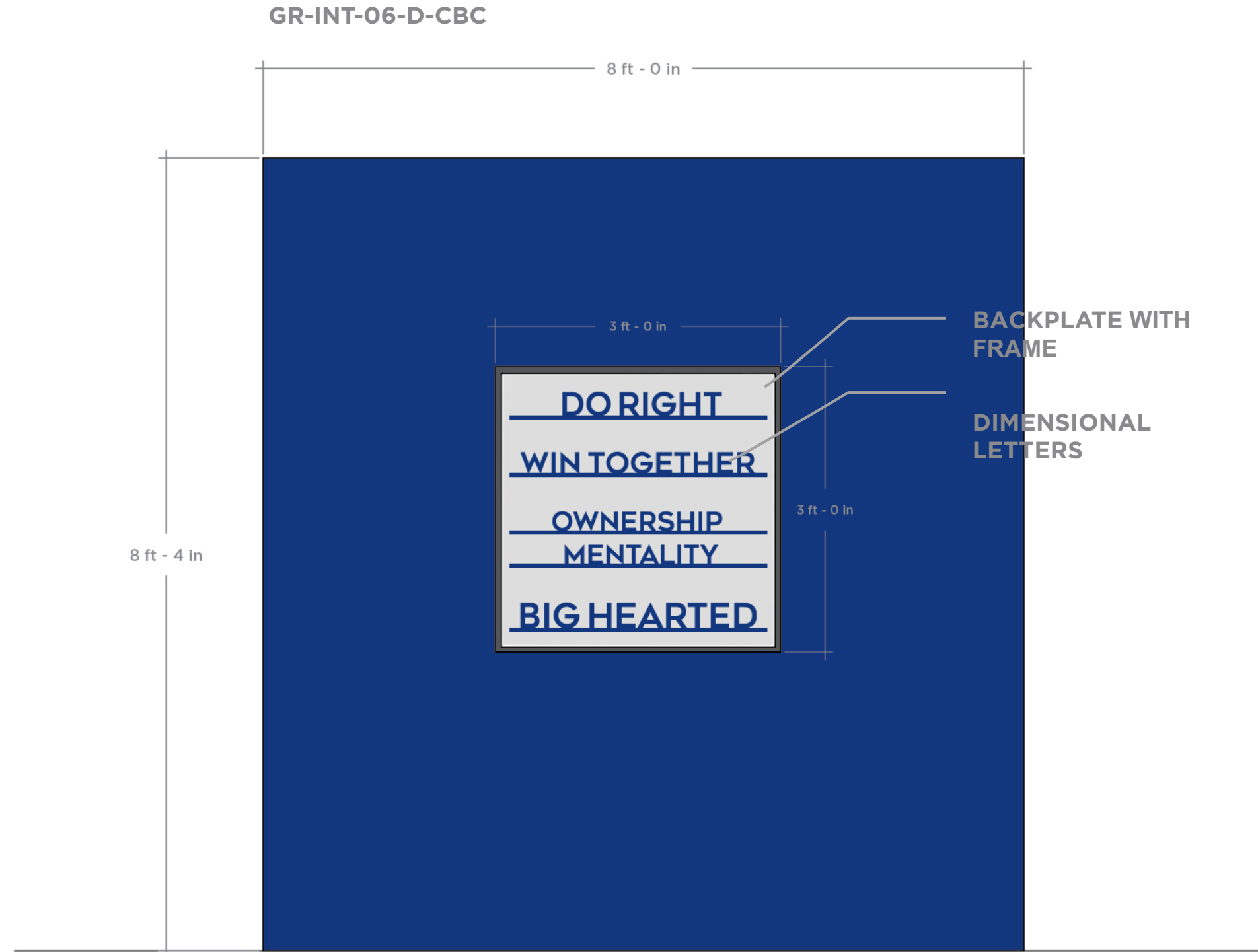
Hanging hardware is included. Installation by owner

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GR-INT-06-D-CBC



**Please Note:**

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# **GRAPHIC COMMUNICATION SYSTEM**

COLDWELL BANKER COMMERCIAL

**LEGACY WALL**

# LEGACY WALL

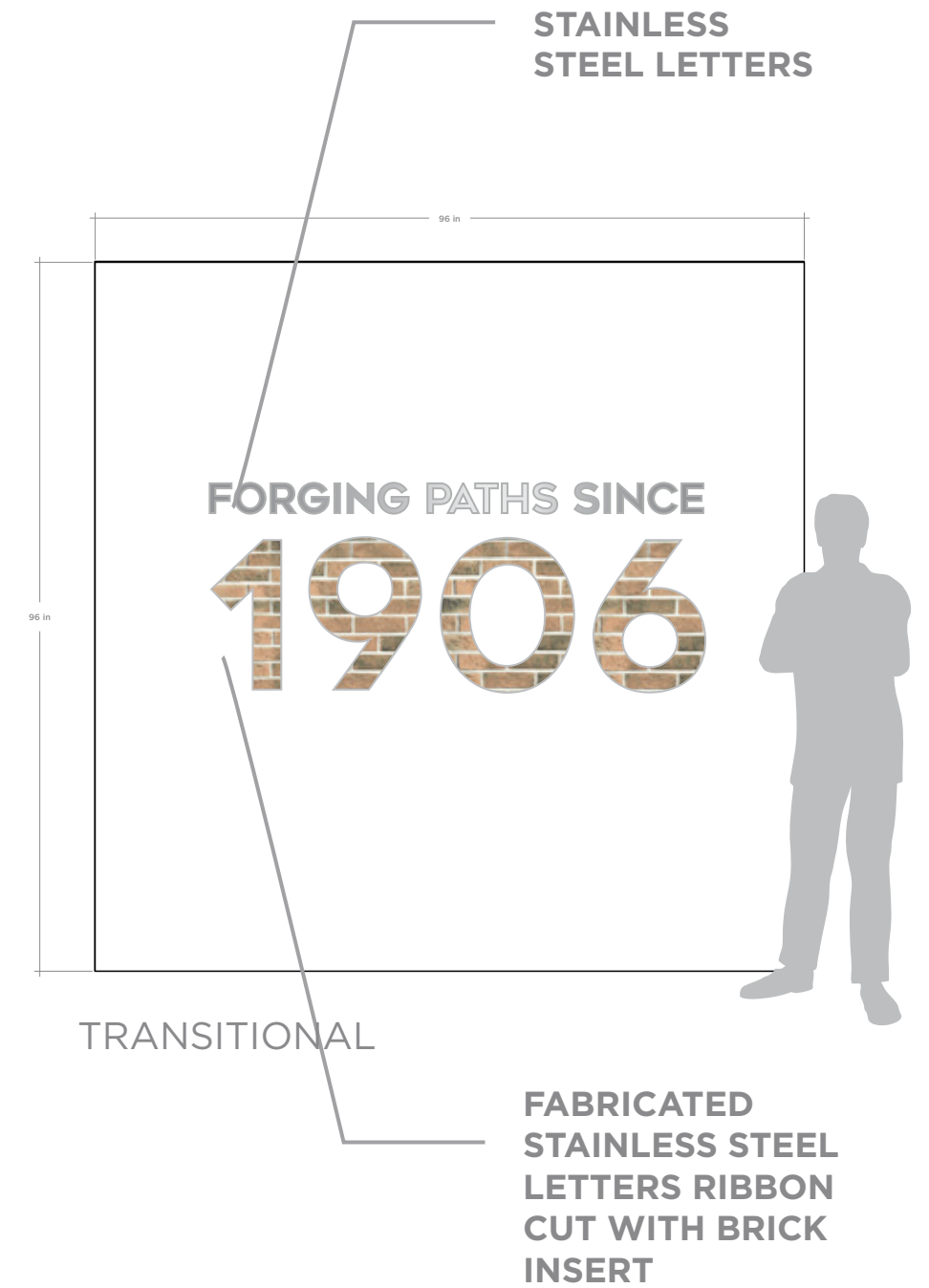
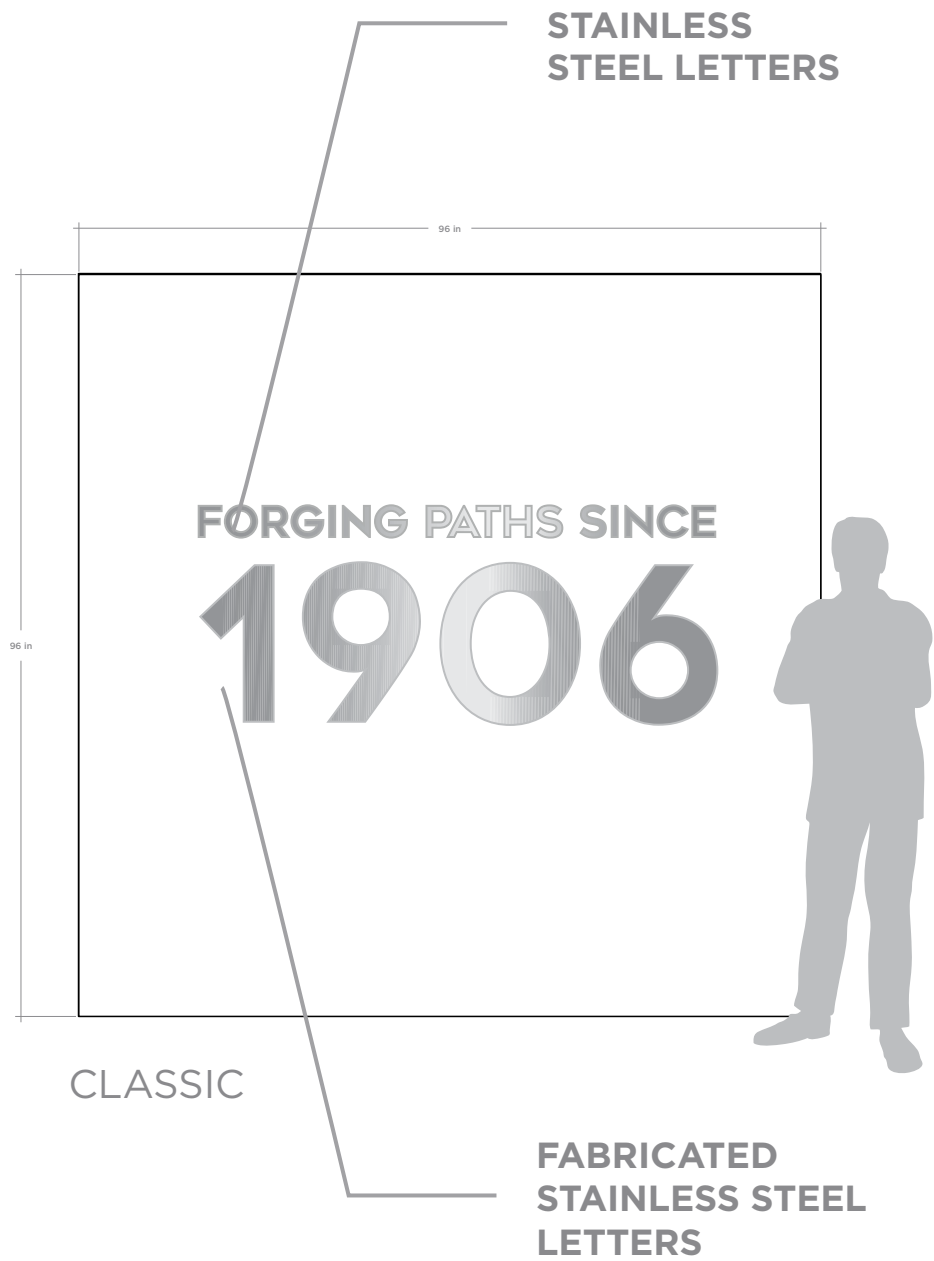
LEGACY WALL GRAPHIC IS AN OPTION DEPENDING ON WALL AREA FOR THIS AND/OR OUR VALUES BRANDING.

## Please Note:

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GR-INT-07-CBC



# **GRAPHIC COMMUNICATION SYSTEM**

COLDWELL BANKER COMMERCIAL

**MISSION WALL**

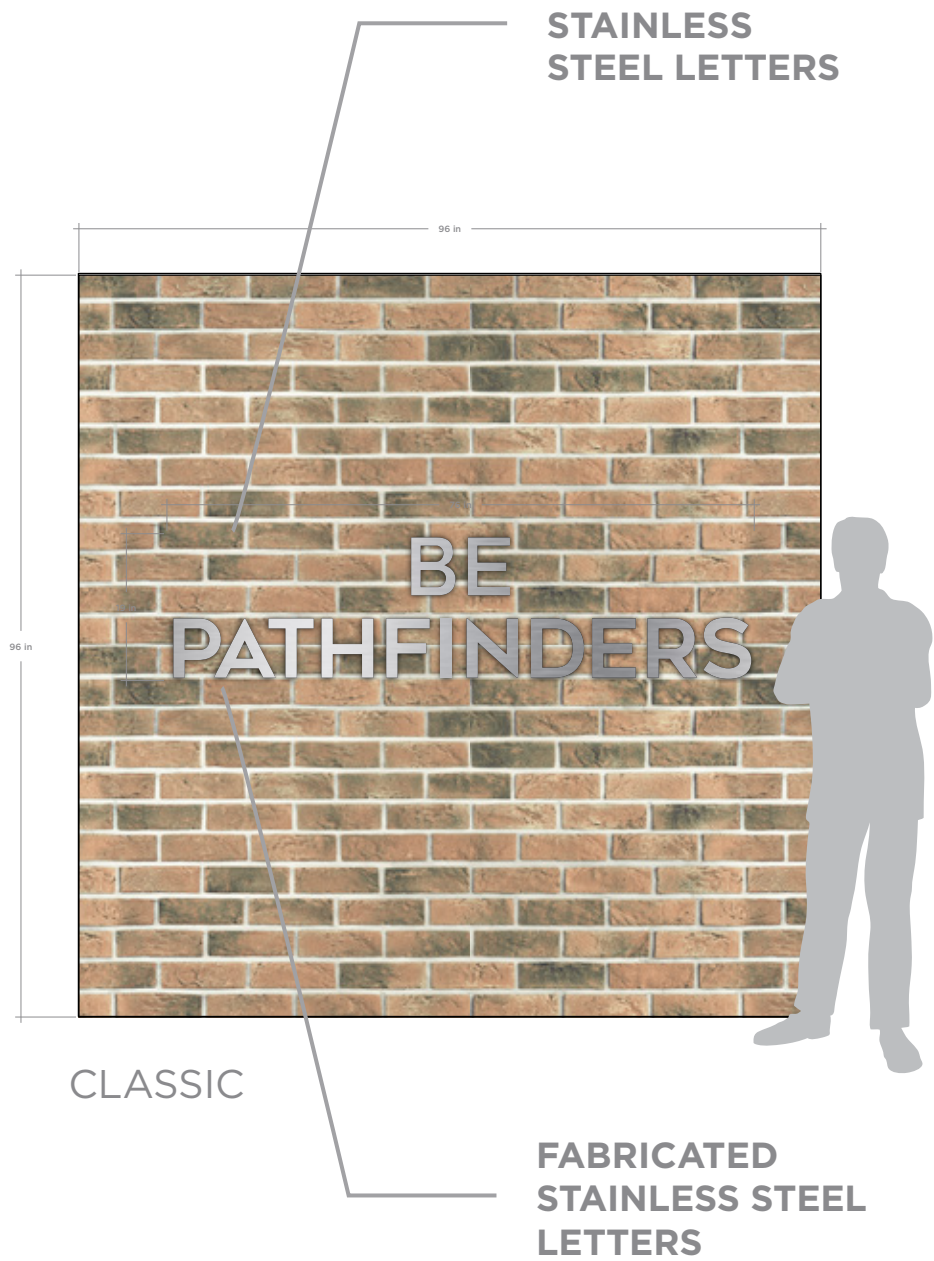
OPTION A - MISSION WALL Premium

MISSION WALL GRAPHIC IS AN OPTION DEPENDING ON WALL AREA FOR THIS AND/OR CORE VALUES BRANDING.

**Please Note:**

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GR-INT-08-CBC



# **GRAPHIC COMMUNICATION SYSTEM**

COLDWELL BANKER COMMERCIAL

**DISTRACTION MARKING (FOR GLASS FRONTS)**

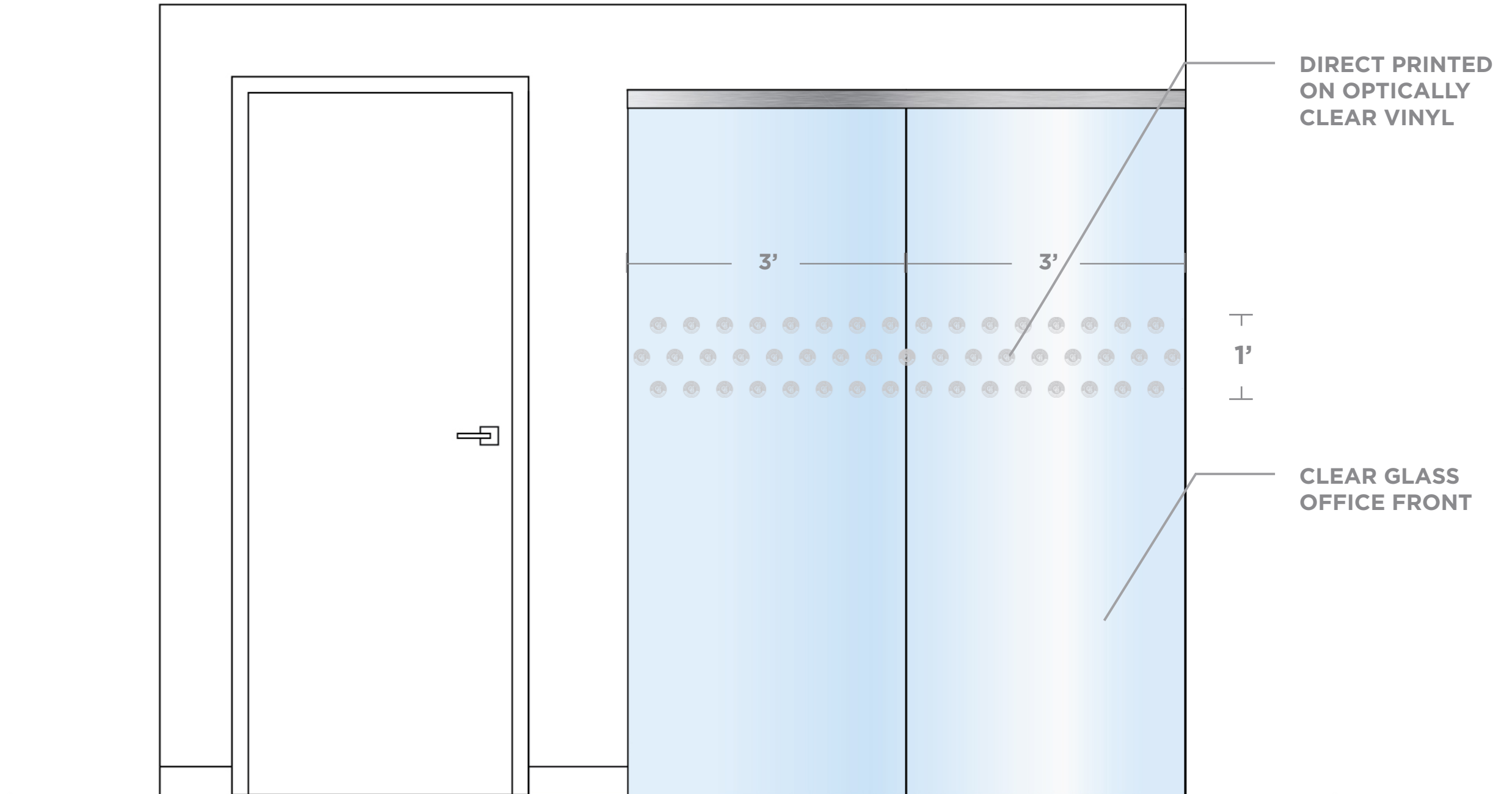


OPTION A - LOGO -  
TRANSPARENT BACKGROUND  
DISTRACTION MARKING

**Please Note:**

All graphics are custom produced to order based on glass sizes.  
Please contact VGS for your custom proposal.

**GR-INT-11-A-CBC**

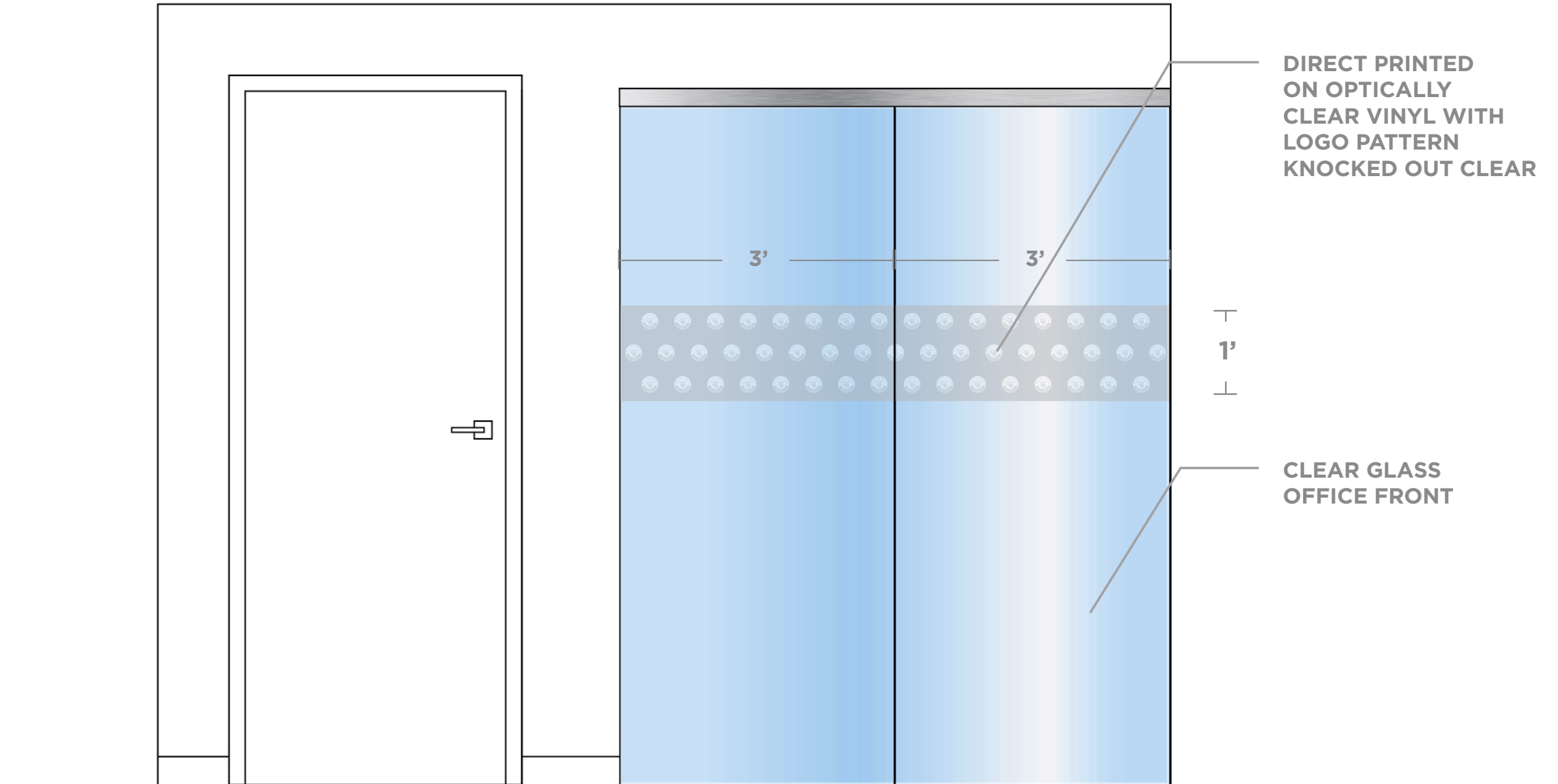


OPTION B - LOGO -  
SOLID BACKGROUND -  
DISTRACTION MARKING

**Please Note:**

All graphics are custom produced to order based on glass sizes.  
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GR-INT-11-B-CBC

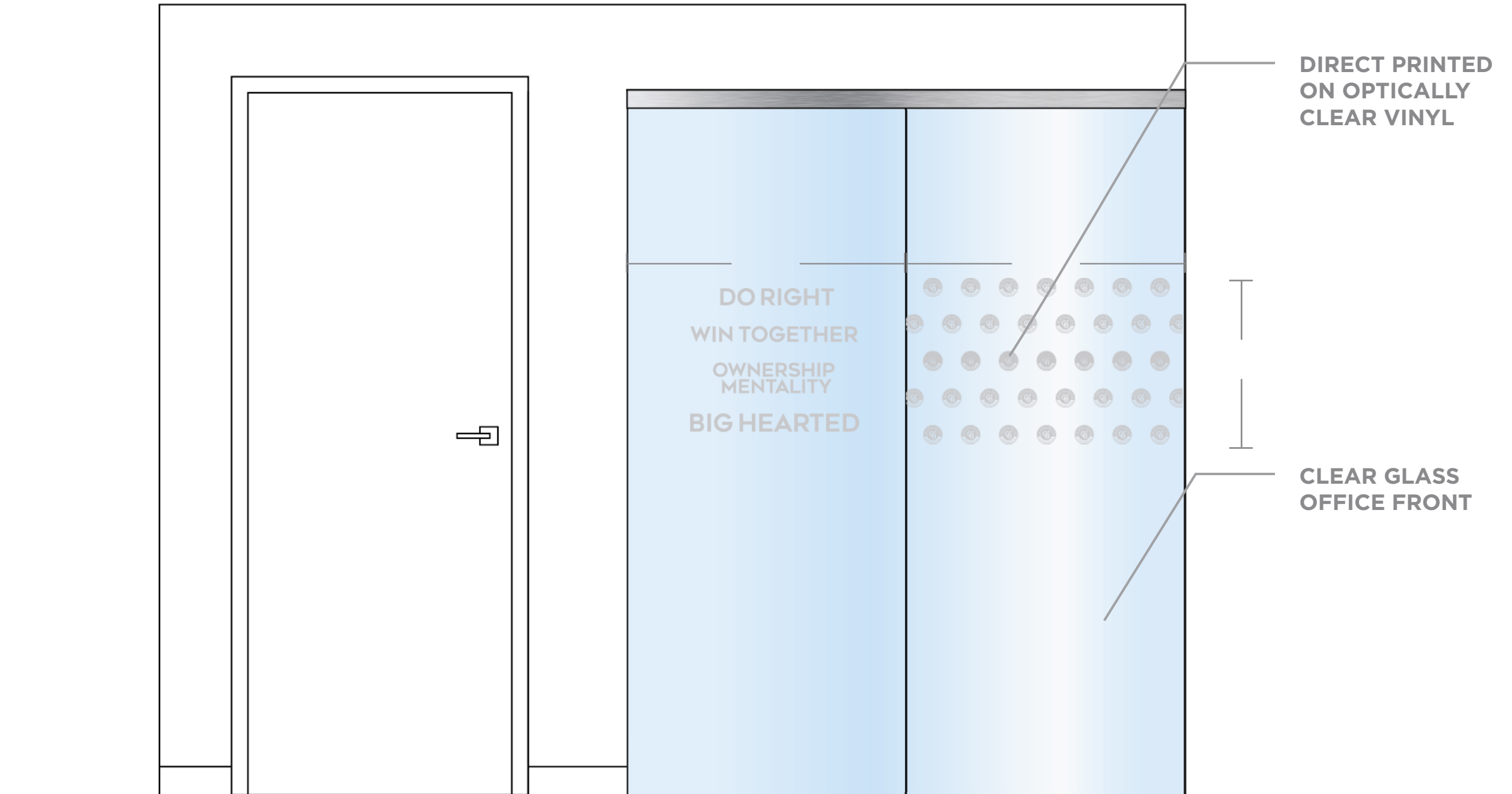


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GR-INT-11-C-CBC

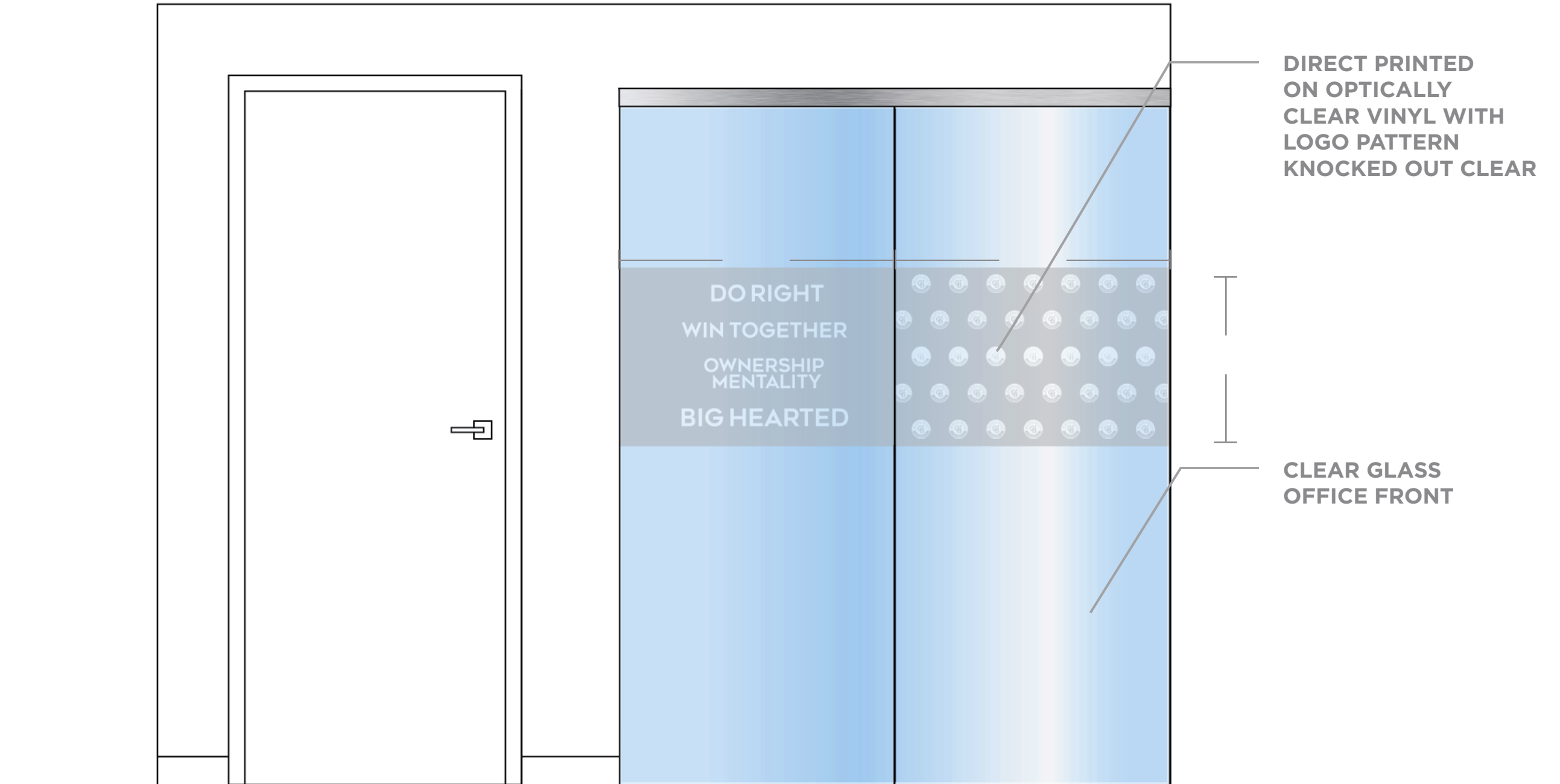


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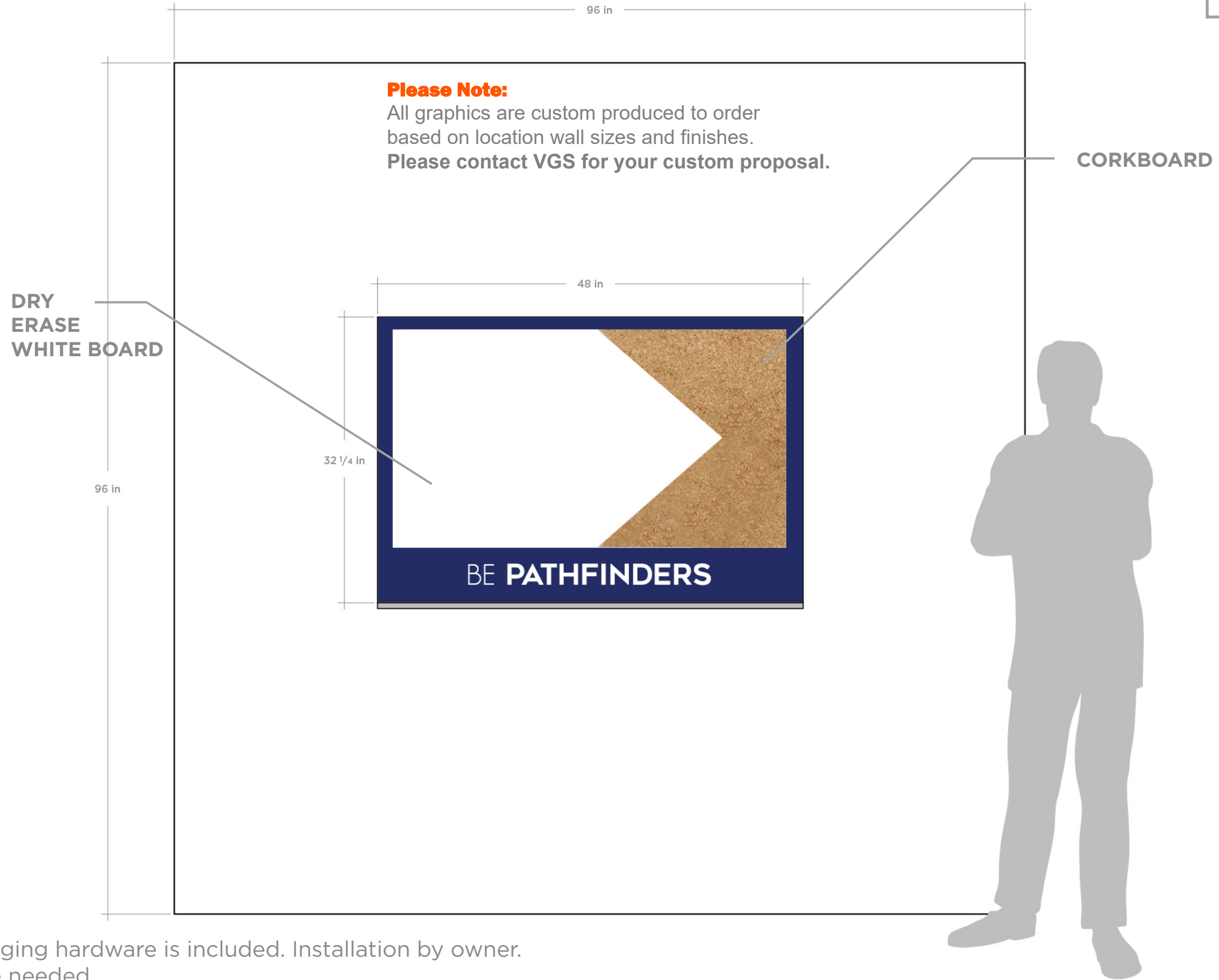
**GR-INT-11-C-CBC**



# **GRAPHIC COMMUNICATION SYSTEM**

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**ARROW WHITEBOARD**



**Please Note:**

This is framed art. Hanging hardware is included. Installation by owner. Minimum 6' wall space needed.

# GRAPHIC COMMUNICATION SYSTEM

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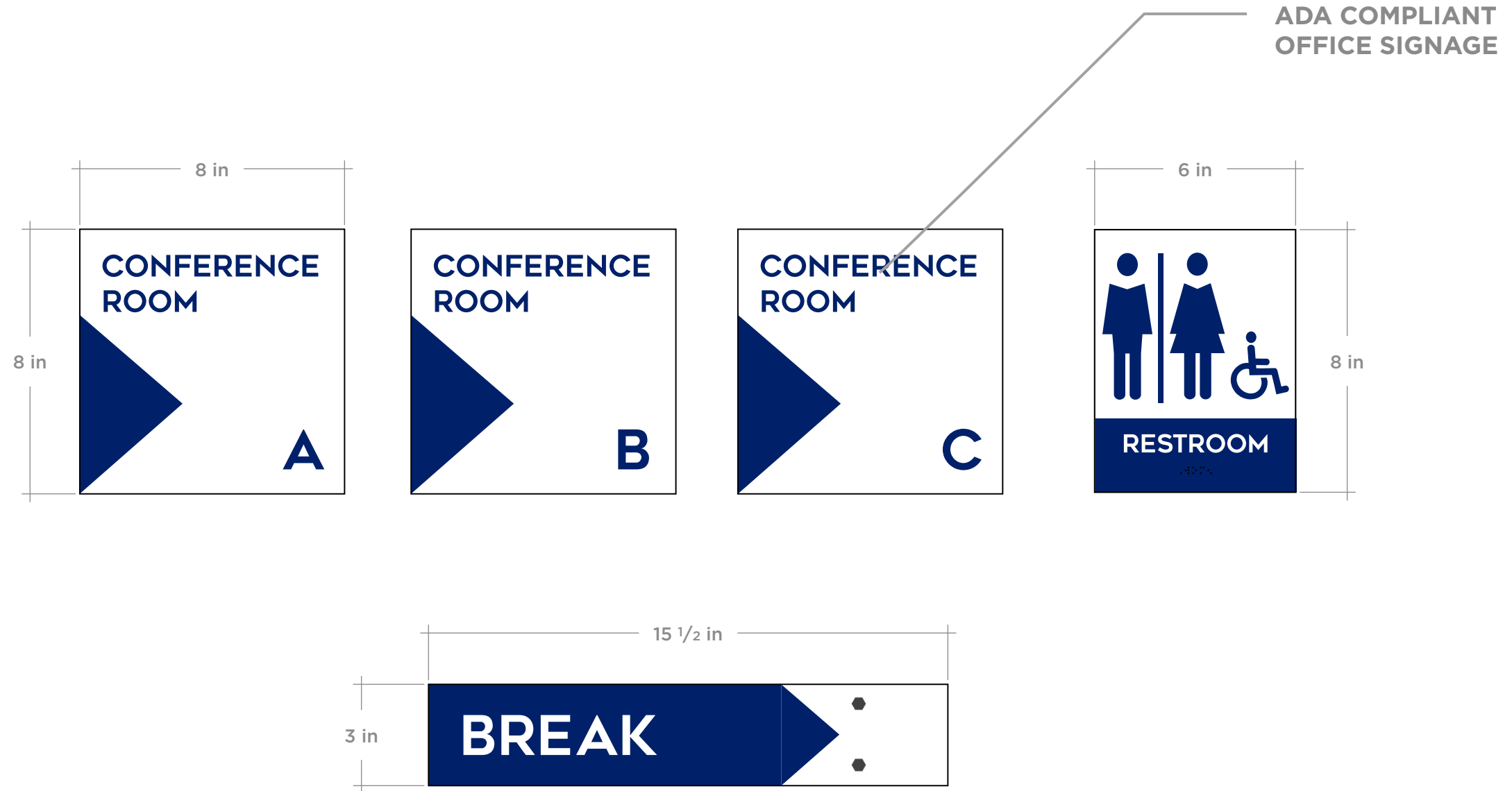
**WAYFINDING**

**Please Note:**

All graphics are custom produced to order.

GR-INT-13-CBC

Please contact VGS for your custom proposal.





# GRAPHIC COMMUNICATION SYSTEM

COLDWELL BANKER COMMERCIAL

COUNTER DISPLAY

GR-INT-XL-WT-DISPLAY-CBC \$395.00



14" x 18" acrylic on base

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GR-INT-14x14-WT-DISPLAY-CBC \$365.00



14" x 14" acrylic on base

GR-INT-XL-SLT-DISPLAY-CBC \$395.00



14" x 18" acrylic on base

GR-INT-14x14-SL-DISPLAY-CBC- \$365.00



14" x 14" acrylic on base