



KYK SPECIALTY STORE  
**LAYOUT GUIDELINES**  
2017

## OUTSIDE THE STORE

### 1. Branding at the Door

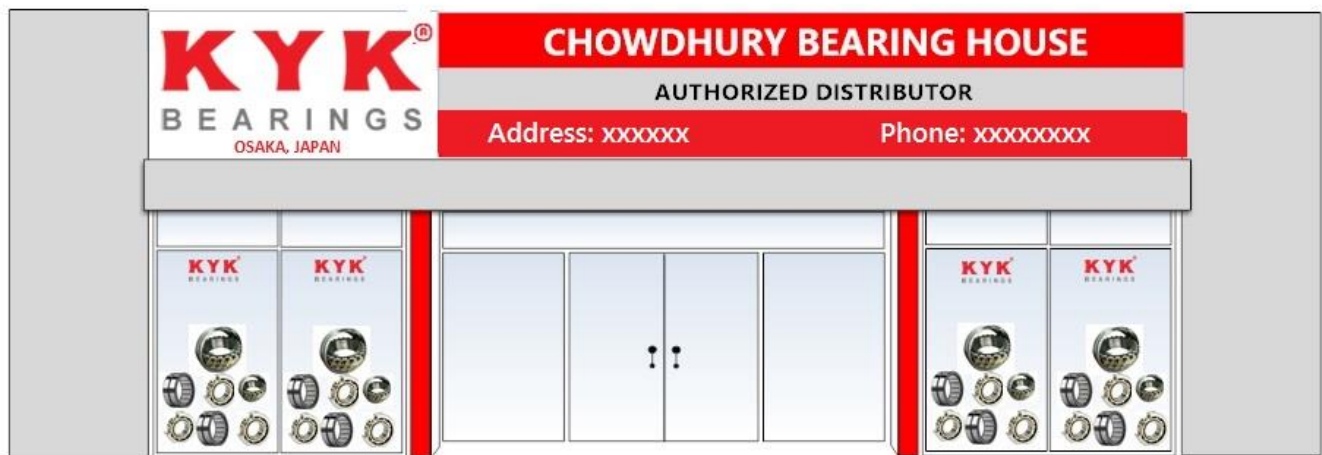
- KYK Specialty Store will have the brand name and logo displayed outside of the store, on top of the door. It should be ensured that the store is visible from a distance and people should clearly know that KYK Bearings are available in this store.

### 2. Display Window

- At the display windows of the store, KYK Bearings should be displayed; visible towards the outside
- Small KYK boards will be hung at the display window to again make the brand prominent, visible towards the outside.

The outside board should look like the below Image 1:


Image: 1




## INSIDE THE STORE

### 1. Color Theme

- Red and Light Grey as per the KYK Bearings logo to be used as main colors in the store.
- Please note the shade colors of KYK brand colors. Only these should be used at all times to avoid variations in KYK brand identity.

 ED2028 - Warm Red

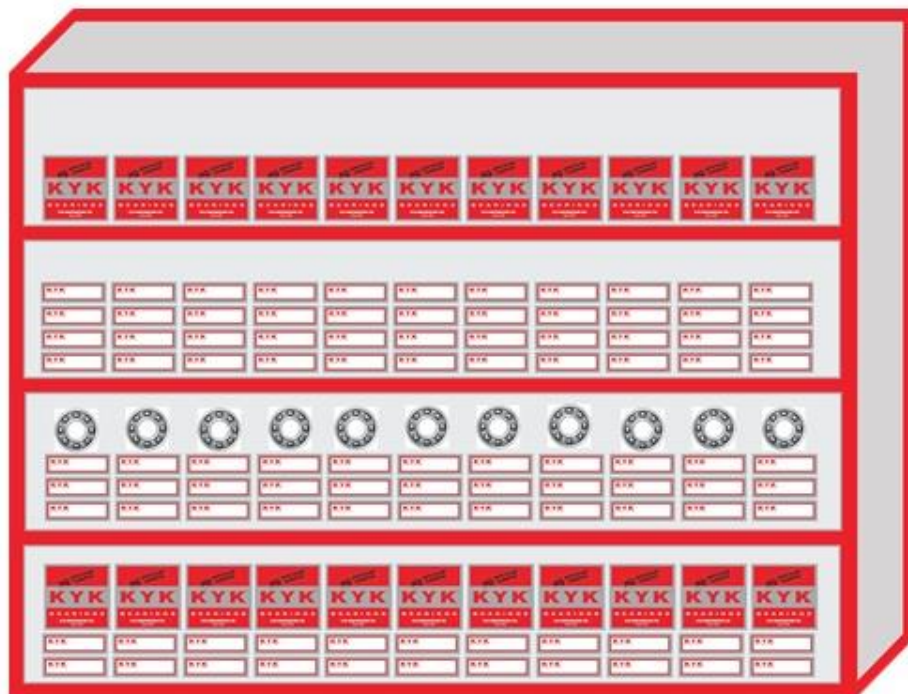
 A7A9AB - Silver

### 2. Shelves

- The Shelves will be GREY with RED edges.
- Bearings should be displayed in 2 ways so as to attract attention:
  - Bearing Number Facing Outwards
  - Bearing Front facing Outwards

Front of the Shelves:

Image: 2



### 3. Sides of Shelves

- At the end of the shelves, a KYK Bearings Board should be displayed attached to the last rack side. As shown in the below image.

Sides of Shelves:

Image 3: This is for shelves which are open from the side.

Image 4: This is for the shelves which are closed on the side.

Image: 3



Image: 4



### 4. Wall Color

- Walls should be a Combination of LIGHT GREY and RED in Color in a way that suits the Layout of the Store

### 5. Display on other Walls

- Each wall should have minimum 2 KYK Bearings Posters (1 Product Poster, 1 Industry Poster).
- For example: If the store has 2 walls excluding the wall behind the counter. It will display total of minimum 4 posters on the walls.

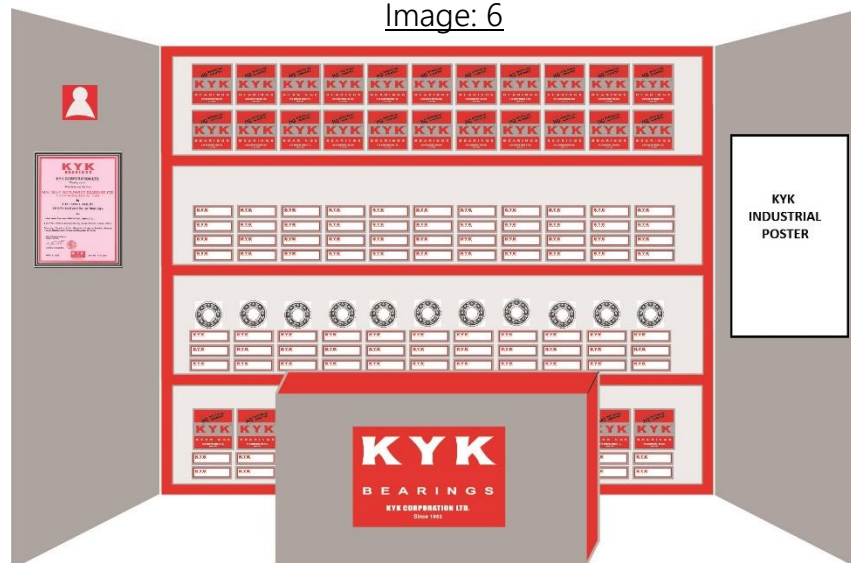
## 6. Cash Counter Wall

- The wall behind cash counter will be RED in color.
- The Distributor Certificate issued by KYK Bearings, Japan will be framed and hung on the wall.
- A spot light should be focused on the Distributor Certificate.
- A KYK Bearings general industries poster showing all the industries KYK Bearings are present in will be displayed below the Distributor Certificate, refer to Image 5.
- In Case there is No Wall behind the Counter, the Wall to the Left will Display the Certificate, refer to Image 6.

Image: 5



Image: 6



7. Cash Counter

- Cash counter front will have KYK Bearings branding. A KYK bearings poster or KYK Bearings Logo as sticker can be used. As shown in Image: 6 above.

8. Next to Cash Counter

- KYK Bearings catalogue stand to be displayed here, for customers to have a look and take it with them.

9. Employees

- Employees working at the Store should be dressed in KYK T-shirts /Shirts and KYK Caps. By doing this, people will recognize the sales person and relate them with the KYK Bearings, Japan. It gives a stronger sense of the KYK Brand unity. As shown in Image: 7 and 8 below.

## KYK CLOTHING

### KYK T-shirt – Image: 7

#### RED COLOR



#### WHITE COLOR



KYK Caps – Image: 8



## KYK Branding on Delivery Vehicles

- Please look for a local service provider who can attach the exact lettering for your vehicle type. Kindly have a suggestion created and send it to us for approval.

Image: 9

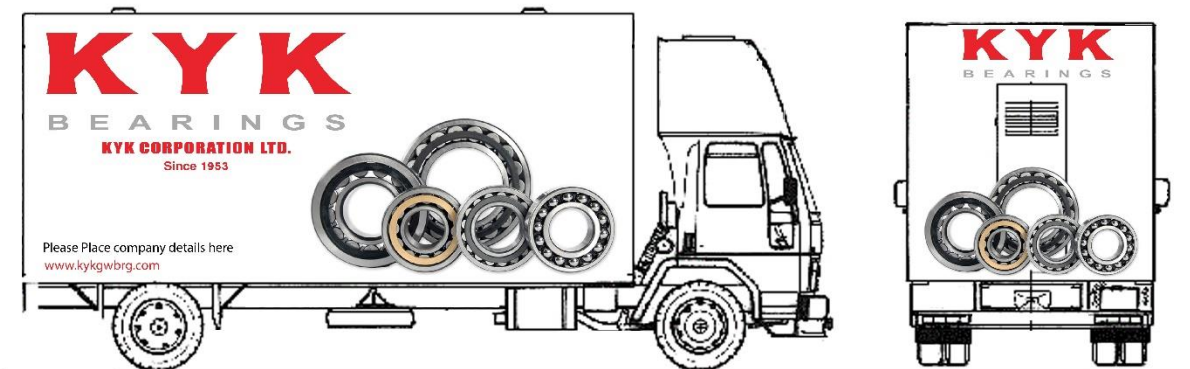


Image: 10

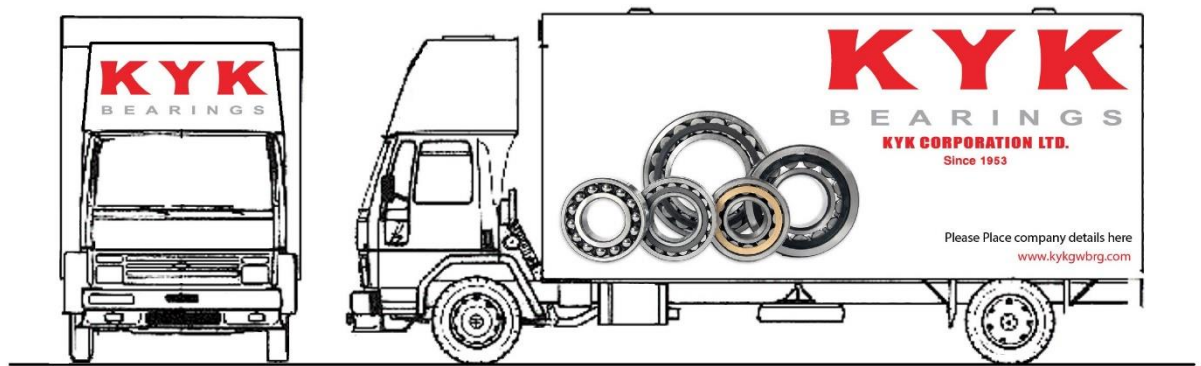




Image: 11

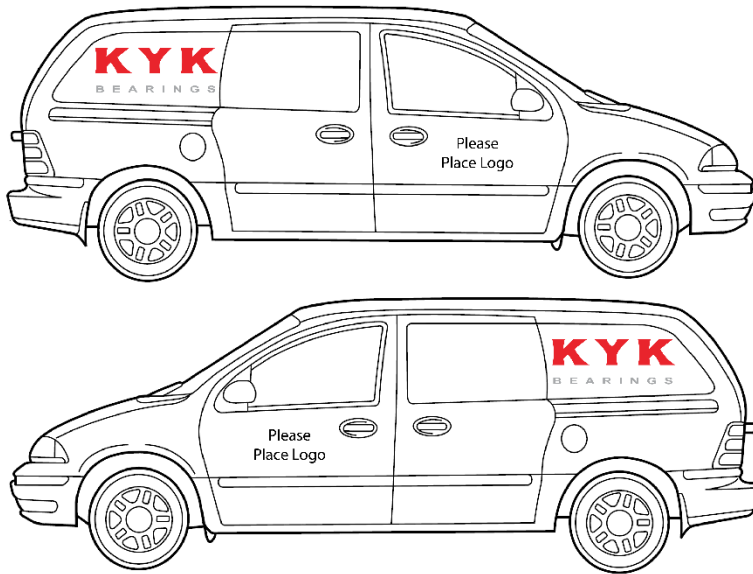
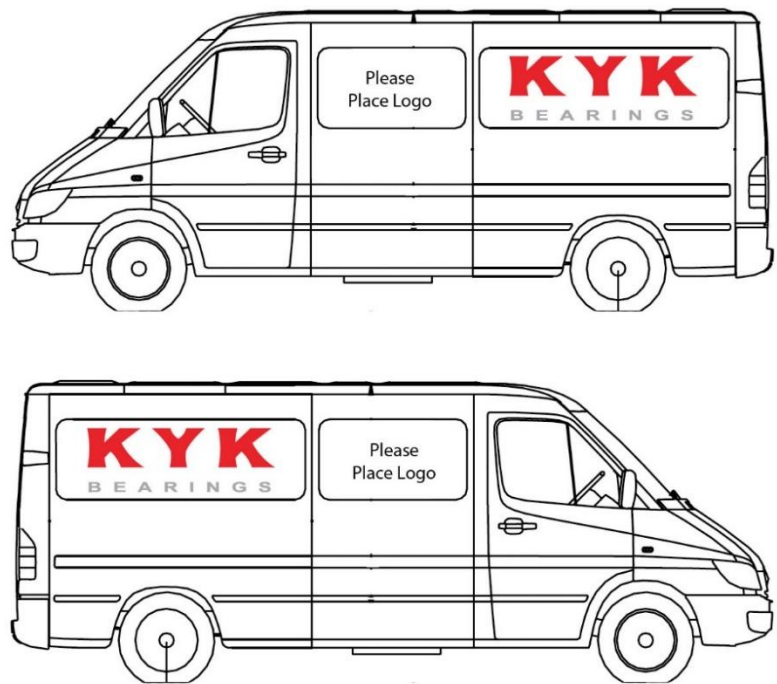


Image: 12



- Please look for a local service provider who can attach the exact lettering for your vehicle type. Kindly have a suggestion created and send it to us for approval.



## KYK Specialty Store Support

1. KYK will provide Distributors with assistance in creating the store;
  - a. Distributor Certificate
  - b. KYK Poster Designs
  - c. KYK Catalogues / Brochures / Stickers
  - d. KYK T-Shirts / Shirts / Caps
  - e. Other KYK Promotional Materials as and when available

Kindly Inform us the Numbers required

2. KYK will provide Specialty Stores with special preference in;
  - a. Price Level
  - b. Credit Terms
  - c. Promotional Offers
  - d. Marketing Support