

2024 ACDelco PSC Signage Program – Tiers 3, 4 and 5

SIGN PROGRAM GUIDELINES

TIER 3 AND 4 - UP TO \$500 | TIER 5 - UP TO \$700

- Specific Sign artwork can only be submitted one time for reimbursement.
- ACDelco will reimburse the ACDelco PSC member for up to 50% of their exterior business sign
- Reimbursement for only one sign per ACDelco PSC facility and address for the calendar year. Specific Sign artwork can only be submitted one time for reimbursement.
- ACDelco artwork must be used in order to qualify, including appropriate size and use of ACDelco logos, colours, and sign content. Deviations will be reviewed and reimbursement will not be processed or will be reimbursed at a lower than 50% rate (reimbursement at ACDelco's discretion). The ACDelco logo must have prominence and be visible in order to qualify.
- ACDelco logos for the sign can be obtained from the ACDelco Info-Line at support@ACDelcoinfo.com or by downloading from TechConnectCanada.com.
- ACDelco PSC members must submit their proof of purchase and installation along with the art/picture of the sign at the shop to qualify (See Sign Program Form)
- Deadline for redemption is January 31st of the year following the installation of the sign (as per back up invoice) – Ex. January 31, 2025 for a sign installed in 2024.
- Reimbursement will be made 4-6 weeks after submission of the Sign Form and will be based on 50% of the costs incurred up to the maximum sign allowance for the Tier, before taxes. Funds will be provided to the Sponsoring Distributor on file to credit to ACDelco PSC facility. The maximum totals are up to \$500 for Tiers 3 and 4, and up to \$700 for Tier 5.
- If an ACDelco PSC member in Tier 1 or 2 expresses interest in installing an ACDelco sign and agrees to use approved ACDelco artwork, the Supporting Distributor may use their own Funds to fund the associated sign costs. Only active ACDelco PSC Members in Tiers 3, 4 and 5 qualify for any ACDelco reimbursement for the Sign Program.
- The ACDelco PSC Sign Program does not cover Lightboxes, Shipping costs, Taxes and/or Artwork.
- By accepting the reimbursement, the ACDelco PSC member agrees to remove the ACDelco sign should they discontinue their relationship with ACDelco and the ACDelco PSC Program.
- ACDelco reserves the right to modify or cancel the 2024 ACDelco PSC Sign Program at any time in whole or in part for any reason. Late or falsely reported purchases will not be accepted.

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ARTWORK GUIDELINES

TIER 3 AND 4 ACDelco PSC PROGRAM MEMBERS

- All signs to be printed on a white background

TIER 5 ACDelco PSC PROGRAM MEMBERS

- All signs to be printed on a blue background

The ACDelco logo should always be printed in the following colours:

- Pantone 186 Red • Black
- Pantone 286 Blue • White

TIER 3, 4 AND 5 ACDelco PSC PROGRAM MEMBERS

- The ACDelco logo must be at least the size of the chosen shop logo or name to qualify for up to 50% of the total cost of the business sign.

The ACDelco logo must be prominently displayed in the following sign samples (please use these sizes as a reference point, as we understand that all sign sizes will differ per shop):

- 4' High x 6' Wide = ACDelco logo above chosen shop logo or name
- 5' High x 6' Wide = ACDelco logo above chosen shop logo or name
- 5' High x 8' Wide = ACDelco logo above chosen shop logo or name
- 3' High x 18' Wide = ACDelco logo to the right or left of chosen shop logo or name
- 2' High x 12' Wide = ACDelco logo to the right or left of chosen shop logo or name

Please see the Signage Samples for examples of how to customize your ACDelco sign. ACDelco logos are available to qualified ACDelco PSC Program Members by emailing the ACDelco Info-Line at support@ACDelcoinfo.com or by downloading from TechConnectCanada.com.



Artwork that does not comply with guidelines may not qualify for the 2024 ACDelco PSC Signage Program

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SIGNAGE SAMPLES



Tier 3 and 4
4' High x 6' Wide



Tier 3 and 4
5' High x 6' Wide



Tier 3 and 4
5' High x 8' Wide



Tier 3 and 4 3' High x 18' Wide







Tier 3 and 4 2' High x 12' Wide



Tier 5 3' High x 18' Wide

Signage Colours

 Pantone 186 Red  Pantone 286 Blue  Black  White