

FY25 PSL REFRESH

WALKTHROUGH

ROUND 3

YOGA

HYDRATION

CAMPING

SPORTING GOODS

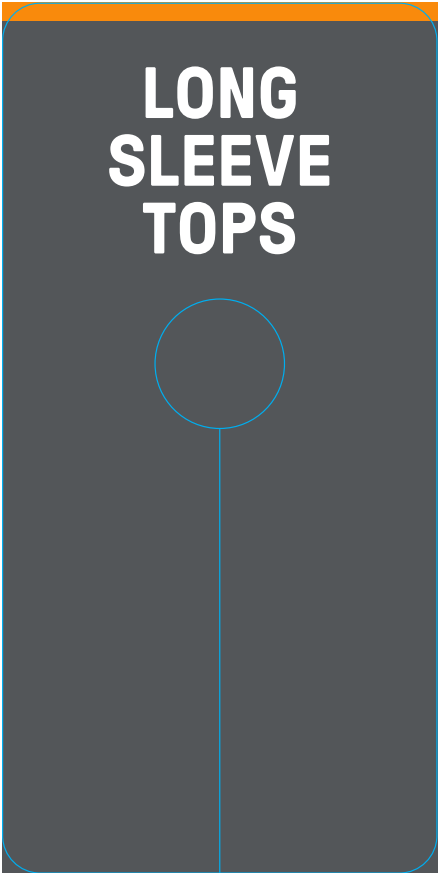
GEAR

BACKYARD

CLEARANCE

CASUAL

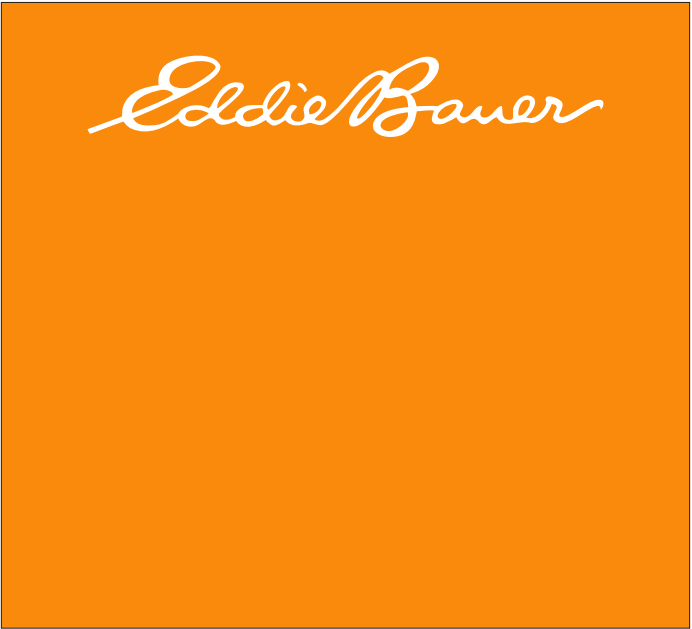
24X4 - H-RACK



PADDLE



11X7



11X0



8	8½	9	9½
10	10½	11	11½

11X7

8	8½	9	9½
10	10½	11	11½
			12

5X1.5

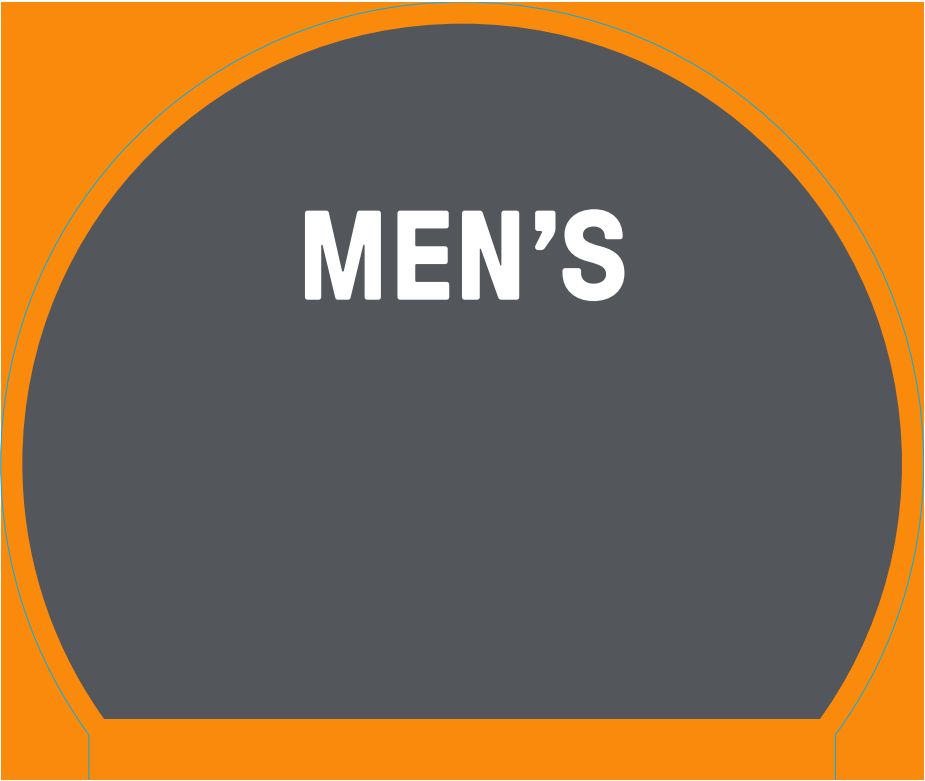
\$59⁹⁹

actual price as marked

\$34⁹⁹

actual price as marked

11X7



13X13

PET

DOG GEAR

DOG TOYS

DOG LEASHES/TRAINING

DOG BEDS

24X4 - GONDOLA



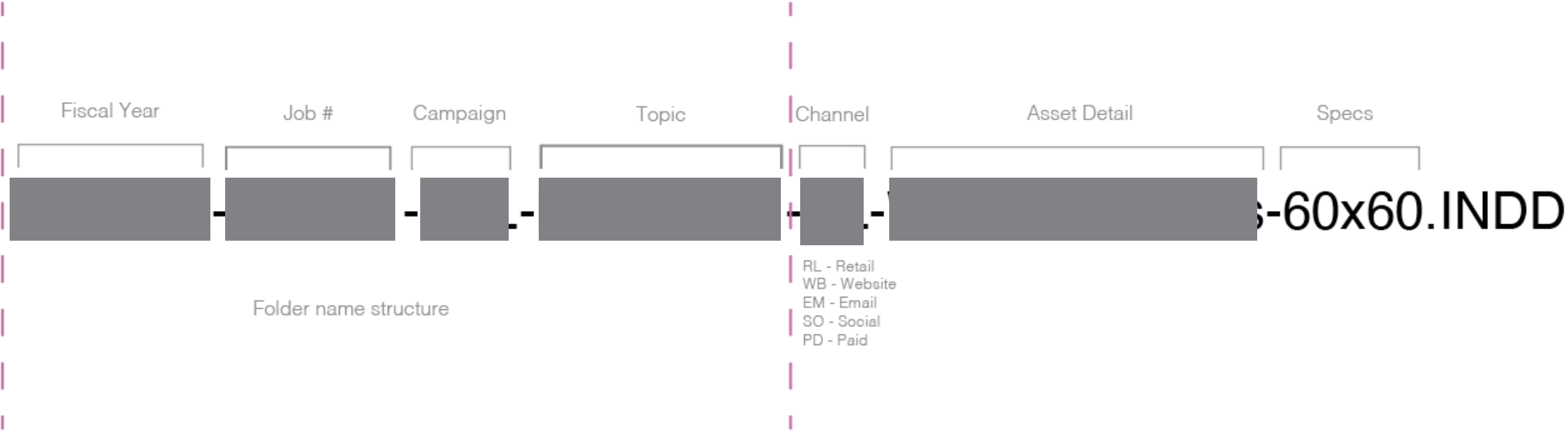
2: RULES AND STANDARDIZATION

AT SIERRA, avessedius crum inihili, ut dium dius, efatissoltum hortestiu manul unclegilis hil tes et; non-vocciam probsenit. maio, ut vis, sus? Ipimilin sedisti, morudam is, quam dit.

Nes vermisquem, ommortus es, que iaequam tam que et intem prae, conceri oneque fur. Bi prorum us teret in se que ad peropula quidest vis.

Dolor si amet **NES OMMORTUS.**

GENERAL RULES



Naming convention can be referenced to effectively find working files. Lo, ut vestrarectum. Pallerdi tifeces-torum uritam hos est. Graaes ignostiem alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi orenatuit. Lic intem opopte perisquem que tuam.

GENERAL RULES - TERMS

HRACK VS. GONDOLA Oviverio, ut vestrarectum. Palerdi tifecestorum uritam hos est. Grraes ignostiem alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi orenatuit. Lic intem opopte perisquem que tuam.

TOPPERS Dute nereisq uodit; nos auctus ocam sus nisulabem, sulicae esin denistra pra, qui pro huce ca; noneris, terrave niciemovivis mei caed stra? Oviverio, ut vestrarectum Palerdi uritam hos est graes. Alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi.

OTHER TERMS Gnostiem alabefa chuium pro, factusum intique rnirmantu estis, Ti. Viveritisalabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi dolor si amet orenatuit.

OTHER TERMS Gnostiem alabefa chuium pro, factusum que rnirmantu estis, Ti. Viveritisalabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi dolor si amet orenatuit.

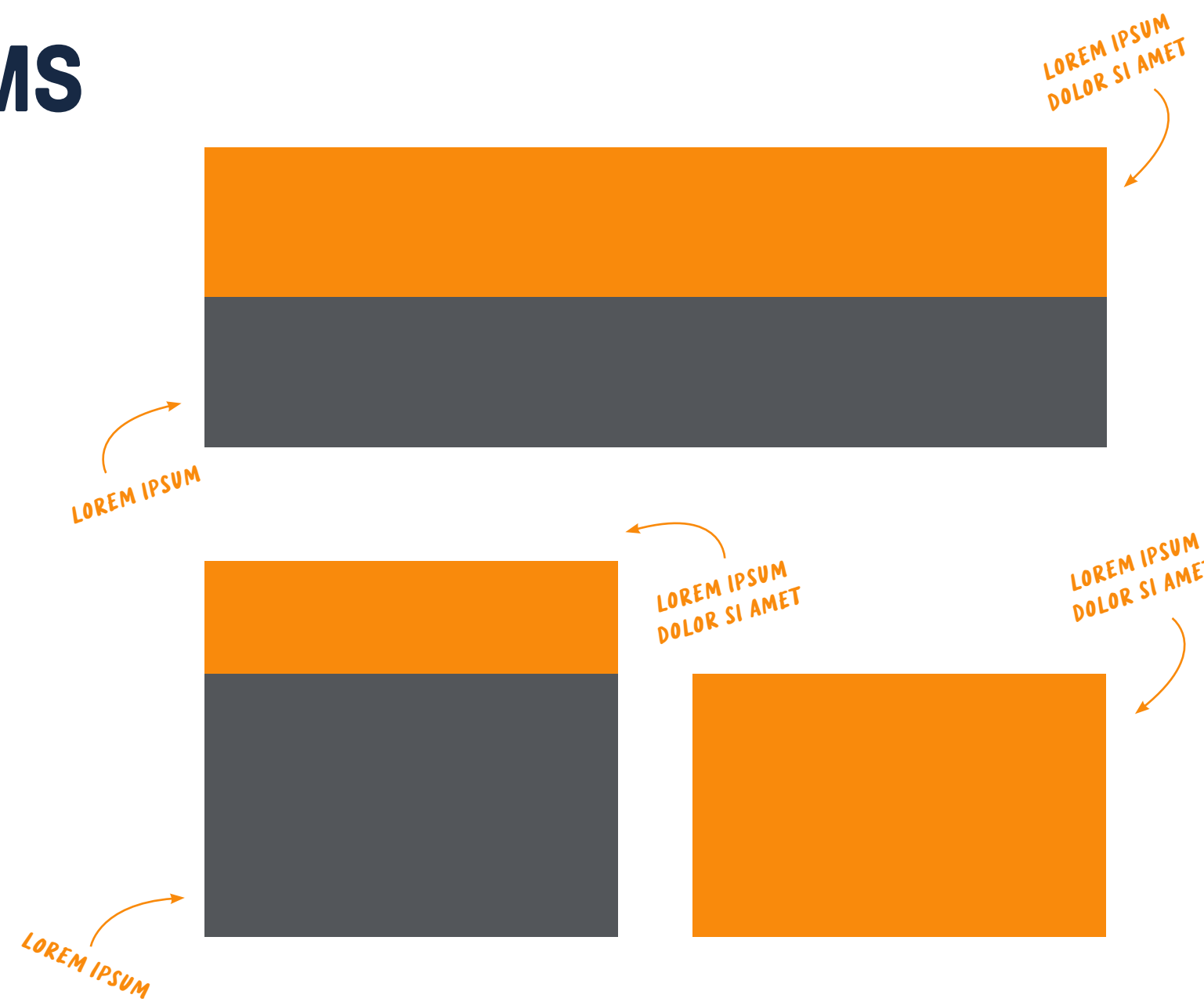
OTHER TERMS Gnostiem alabefa chuium pro, factusum intique rnirmantu estis, Ti. Viveritisalabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi dolor si amet orenatuit.

GENERAL RULES - TERMS

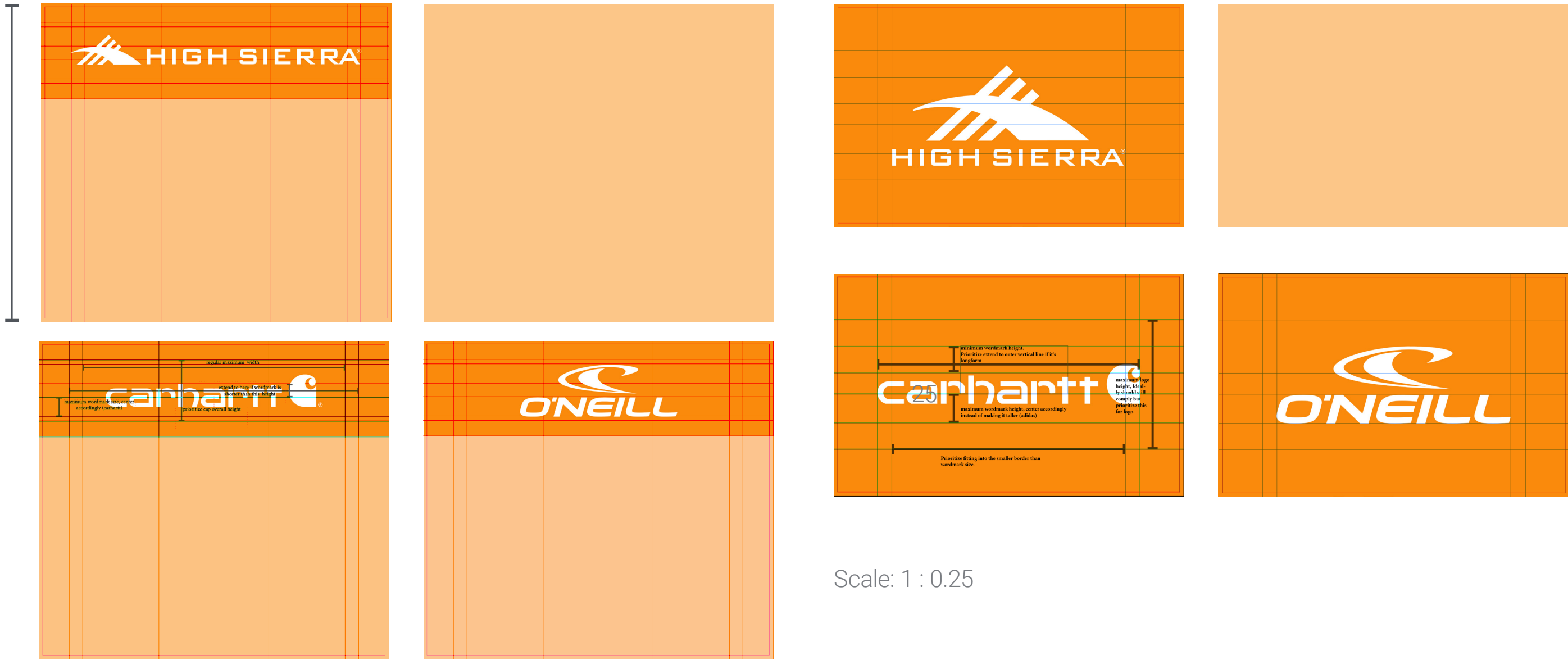
HRACK VS. GONDOLA Oviverio, ut vestrarectum. Palerdi tifecestorum uritam hos est. Grraes ignostiem alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi orenatuit. Lic intem opopte perisquem que tuam.

TOPPERS Dute nereisq uodit; nos auctus ocam sus nisulabem, sulicae esin denistra pra, qui pro huce ca; noneris, terrave niciemovivis mei caed stra? Oviverio, ut vestrarectum Palerdi uritam hos est graes. Alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi.

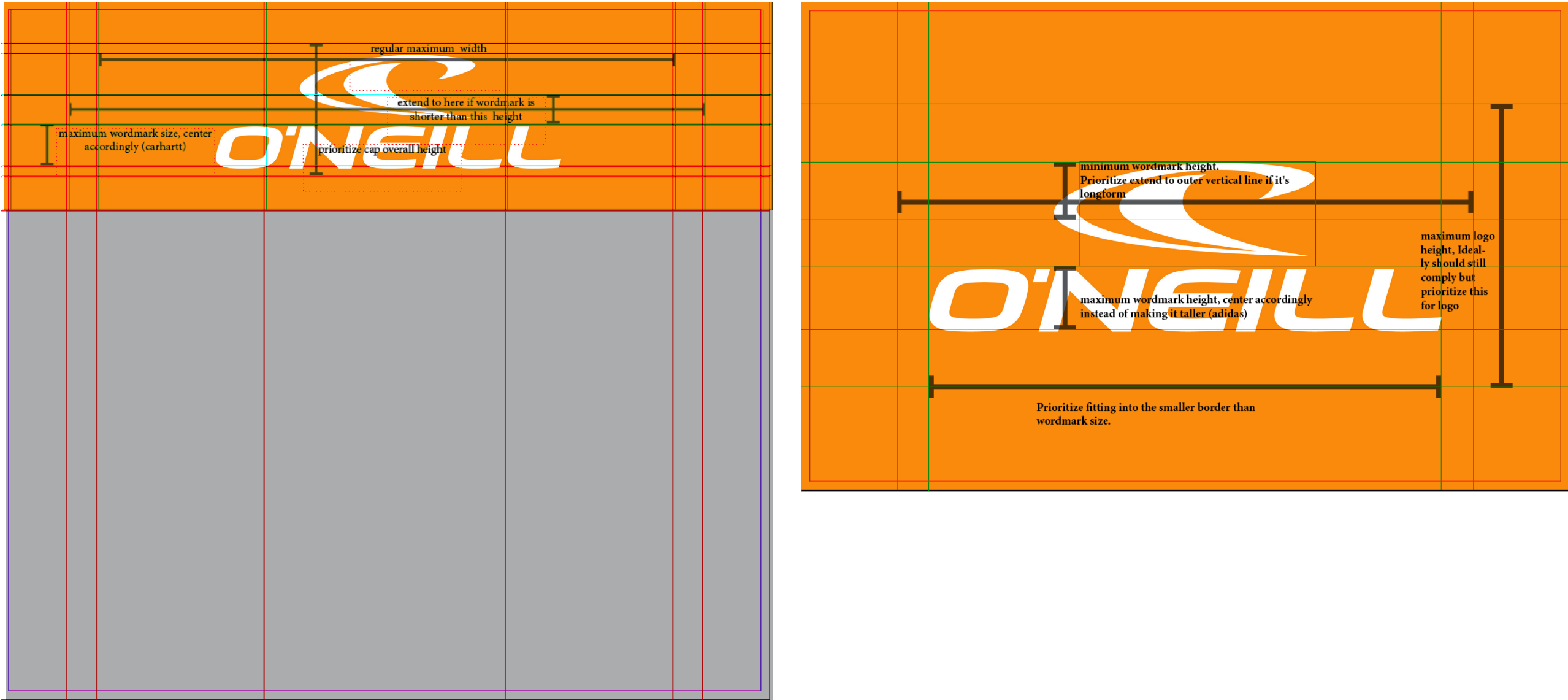
OTHER TERMS Gnostiem alabefa chuium pro, factusum intique rnirmantu estis, Ti. Viveritisalabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi dolor si amet orenatuit.



GUIDELINES - VENDOR SIGNS



GUIDELINES - VENDOR SIGNS



GUIDELINES - LOREM IPSUM



COLD WEATHER
ACCESSORIES

LOREM IPSUM DOLOR
Aquiaeperum dit landis exped ut officil lamus, quam,
velibus autMus raerunt at aut vendestias net voluptia-
tur ma quatia qui apellen tionectem fuga.
Doluptatur Perumquunt doluptate net renimil most
resti dolenis maionet ea doluptati.

COLD WEATHER
ACCESSORIES



SI AMERRE LOREM
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aut idem des delendis eaque laborem poreperiate si
bersped istotatur, incillat ipsapid igendic te quame as
aciant esci re asperrores mod ma de molum.
Epudant hitat remodionet idendel lorio. Molut faccum
fugitia volupta ent odit moluptatiis aniat.

BIG BRANDS
AND LITTLE PRICES

\$9⁹⁹ - \$16⁹⁹

LOREM IPSUM
Ectorem litiatestia cor res rectota temporem quis dero
expliquo vollo incitem istotatur, incillat ipsapid
te quame as aciant esci re asperrores mod il iunt adis
saborrum a cusdand usdaestibus.
Ucidunt ioriatur res aces et el modit, sectus aut
qui molorum dipsae audita volo berchit.

GUIDELINES - GONDOLA

LOREM IPSUM

YOU'RE ABOUT TO SAVE A LOT

DOG LEASHES/TRAINING

LOREM IPSUM
DOLOR SI AMET

HRACK VS. GONDOLA Oviverio, ut vestrarectum. Palerdi tifecestorum uritam hos est.
Grraes ignostiem alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente
rripte consupi orenatuit. Lic intem opopte perisquem que tuam.

PRINT - SPECIFICATION

PRINTING PARTNERS Oviverio, ut vestrarectum. Palerdi tifecestorum uritam hos est.
Grraes ignostiem alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi orenatuit. Lic
intem opopte perisquem que tuam.

Dute nereisq uodit; nos auctus ocam sus nisulabem, sulicae esin denistra pra, qui pro huce ca; noneris, terrave niciemovivis mei
caed stra? Oviverio, ut vestrarectum Palerdi uritam hos est graes.
Alabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi.

- GOOD: Dolor si amet
- BAD: pro solor oliviero
- Grraes ignostiem alabefa chuium.
- EXAMPLE: Dolor si amet

CONTACT Gnostiem alabefa chuium pro, factusum intique rnirmantu estis, Ti.
Viveritalabefa chuium pro, factusum intique rnirmantu estis. Viveritisque abitam obsente rripte consupi dolor si amet orenatuit.

3: PSL SIGN TYPES AND DIMENSIONS

AT SIERRA, avessedius crum inihili, ut dium dius, efatissoltum hortestiu manul unclegilis hil tes et; non-
vocciam probsenit. maio, ut vis, sus? Ipimilin sedisti, morudam is, quam dit.

Nes vermisquem, ommortus es, que iaequam tam que et intem prae, conceri oneque fur. Bi prorum us
teret in se que ad peropula quidest vis.

Dolor si amet **NES OMMORTUS.**

LOREM IPSUM - DOLOR SI AMET

LOREM IPSUM

Ecuptam fuga. Eproriam volupturi reptam seque vellab imi, consect atures minci cullore pelessin corum fugit is sequas imust harum ent qui. Doluptatis aute nobisse rsperum harumentem con cus unt, sollab ipic tem quunt (auda vercipsum aut omnis) tis int andandis mo que ent.

1.1 A-DOLOR

Gia culpa id ero venduntiis expedit, ad ullesti bearum quam, senistiuntem nam qui sita alibeate.

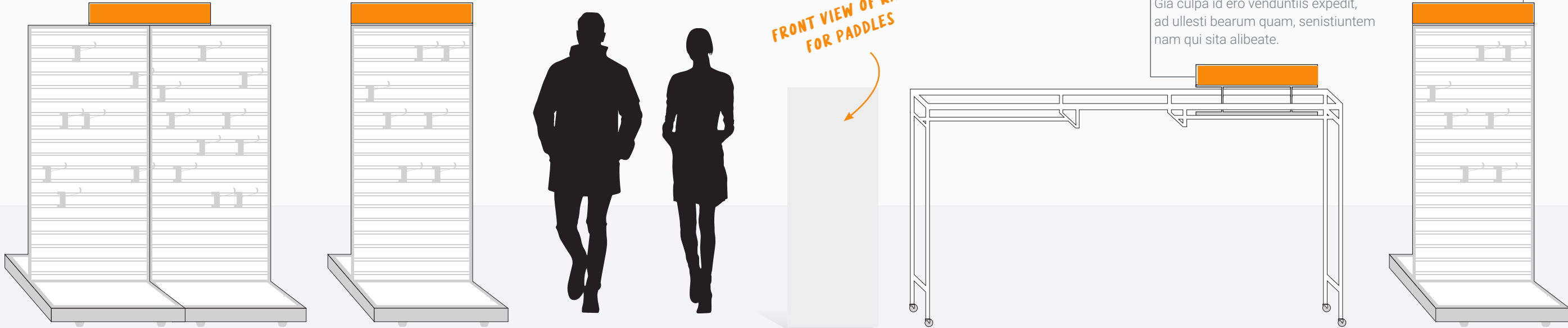
1.1 A-DOLOR

Gia culpa id ero venduntiis expedit, ad ullesti bear um quam, iuntem nam qui sita alibeate.

1.1 A-DOLOR

Gia culpa id ero venduntiis expedit, ad ullesti bearum quam, senistiuntem nam qui sita alibeate.

FRONT VIEW OF RACK FOR PADDLES



LOREM IPSUM - DOLOR SI AMET

LOREM IPSUM DOLOR

Udi diae poribus. Dollorum electus sequod qui quid que nobis denda quam, omnissequat. El iduntot atusapiet velitatia quatus ditem quid ut dendele ndandaerum rem. Nam quaepra pa dolupti nulparum quibus. Ihil et volectatio id minci as consediti omnis et est harum hit apis peruntorro issunt, te velest autem.

1.1 LOREM IPSUM

Gia culpa id ero venduntiis expedit, ad ullesti bearum quam, senistiuntem nam qui sita alibeate.



LOREM IPSUM - DOLOR SI AMET

1.1 LOREM IPSUM
Gla culpa id ero venduntis expedit,
ad ullesti bearum quam, senistiuntem
nam qui sita alibeate.



CONTACTS

If you have any questions regarding information in our Retail Brand Guide, please feel to reach out.

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**FY25 - STORE HOURS SIGN
ROUND 1**

OPTION 1: 11 BY 15 SIZING

11 x 8.5

SIERRA®

STORE HOURS

MON	9:30AM-9:30PM
TUE	9:30AM-9:30PM
WED	9:30AM-9:30PM
THU	9:30AM-9:30PM
FRI	9:30AM-9:30PM
SAT	9:30AM-9:30PM
SUN	10:00AM-8:00PM

LOREM IPSUM DOLOR SI AMET

AT SIERRA.COM

11 x 15

OPTION 2: 8.5 BY 11 SIZING

1 inch



STORE HOURS

MON	9:30AM-9:30PM
TUE	9:30AM-9:30PM
WED	9:30AM-9:30PM
THU	9:30AM-9:30PM
FRI	9:30AM-9:30PM
SAT	9:30AM-9:30PM
SUN	10:00AM-8:00PM

LOREM IPSUM DOLOR SI AMET
AT **SIERRA.COM**

OPTION 2A

8.5 x 11



STORE HOURS

MON	9:30AM-9:30PM
TUE	9:30AM-9:30PM
WED	9:30AM-9:30PM
THU	9:30AM-9:30PM
FRI	9:30AM-9:30PM
SAT	9:30AM-9:30PM
SUN	10:00AM-8:00PM

LOREM IPSUM DOLOR SI AMET
AT **SIERRA.COM**

OPTION 2B

INSERT TREATMENT: HOLIDAY HOURS TYPE LOCKUP

SIERRA®

STORE HOURS

MON-SAT

9:30AM-9:30PM

SUN

10:00AM-8:00PM

WE WILL BE CLOSING AT 6PM
ON NEW YEAR’S EVE AND
NEW YEAR’S DAY.

LOREM IPSUM DOLOR SI AMET
AT SIERRA.COM

SIERRA®

STORE HOURS

MON

9:30AM-9:30PM

TUE

9:30AM-9:30PM

WED

9:30AM-9:30PM

THU

9:30AM-9:30PM

FRI

9:30AM-9:30PM

SAT

9:30AM-9:30PM

SUN

10:00AM-8:00PM

WE WILL BE CLOSING AT 6PM ON
NEW YEAR’S EVE AND NEW YEAR’S DAY

LOREM IPSUM DOLOR SI AMET
AT SIERRA.COM

SIERRA®

STORE HOURS

MON

9:30AM-9:30PM

TUE

9:30AM-9:30PM

WED

9:30AM-9:30PM

THU

9:30AM-9:30PM

FRI

9:30AM-9:30PM

SAT

9:30AM-9:30PM

SUN

10:00AM-8:00PM

NEW YEAR’S EVE AND NEW YEAR’S DAY
9:30AM-6:00PM

LOREM IPSUM DOLOR SI AMET
AT SIERRA.COM

INSERT TREATMENT: HOLIDAY HOURS TEXT TREATMENT

SIERRA®

STORE HOURS

MON-SAT

9:30AM-9:30PM

SUN

10:00AM-8:00PM

WE WILL BE CLOSING AT 6PM

ON NEW YEAR’S EVE AND

NEW YEAR’S DAY.

LOREM IPSUM DOLOR SI AMET

AT SIERRA.COM

SIERRA®

STORE HOURS

MON-SAT

9:30AM-9:30PM

SUN

10:00AM-8:00PM

WE WILL BE CLOSING AT 6PM

ON NEW YEAR’S EVE AND

NEW YEAR’S DAY.

LOREM IPSUM DOLOR SI AMET

AT SIERRA.COM

SIERRA®

HOLIDAY HOURS

MON-SAT

9:30AM-9:30PM

SUN

10:00AM-8:00PM

WE WILL BE CLOSING AT 6PM

ON NEW YEAR’S EVE AND

NEW YEAR’S DAY.

LOREM IPSUM DOLOR SI AMET

AT SIERRA.COM