



4.0

**CHOOSE YOUR
SIGNAGE**

SELECT THE SIGNAGE BASED ON YOUR STORE TYPE

A preferred vendor authorized by BRP was selected to ensure the consistency of its brand image and so that your exterior signs are long-lasting, high-quality, and built to meet technical specifications. Moreover, the preferred vendor is well versed in the guidelines and rules pertaining to BRP's Exterior Signage Program. Their representatives can guide you through the process.

Whether your dealership is a BRP Center, a Premier Store or a Store-in-Store, you have options for both your primary and secondary signage. Industry best practices recommend having both primary and secondary signage for the highest impact. Under BRP's Exterior Signage Program, **a primary sign is mandatory while secondary signs are optional.**

PRIMARY SIGNAGE

These are the signs that are highly visible from afar, usually near high-traffic areas to capture the attention of as many people as possible.

SECONDARY SIGNAGE

To maintain high brand presence, install these signs on the perimeters of a large site. Frequent applications are:

- on the back or side of a building that faces another road or a highway
- on the front of a building located far from the road or obstructed from view (trees, other buildings, main entrance facing away from passing traffic, etc.)
- near a second store entrance

BRP CENTER

MANDATORY PRIMARY SIGNAGE

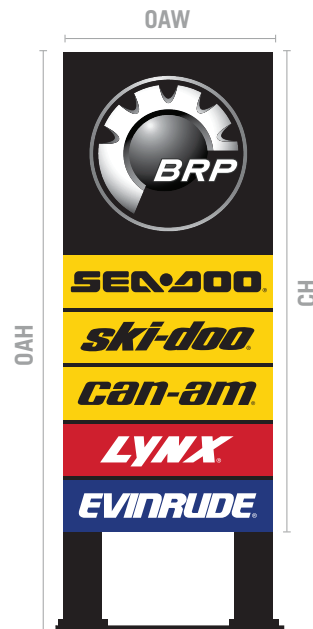
The mandatory primary signage for BRP Centers is the BRP Brand Tower.

This brand tower is exclusively meant to display BRP logos; it cannot feature other OEM brands, even if non-competitive, nor should the dealership name or logo be displayed.

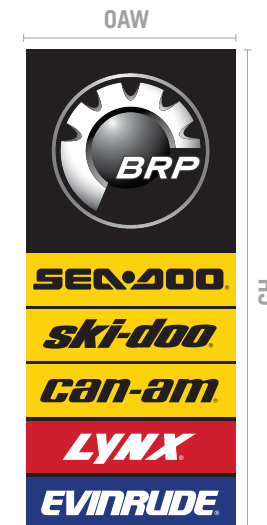
The preferred option is the pylon BRP Brand Tower. If the pylon brand tower is not a viable option, your alternative is the wall-mounted BRP Brand Tower.

Dealer must select one of these two BRP brand towers

1 PYLON BRP BRAND TOWER



2 WALL-MOUNTED BRP BRAND TOWER



The tables on the next page show the overall dimensions of the available models according to the number of BRP product brands carried.

OPTIONAL SECONDARY SIGNAGE

The optional secondary signage for BRP Centers is the BRP brand strip.

The brand strip is available in cabinet or channel letters.

Refer to pages 18 and 19 for the overall dimensions of the available models according to the number of BRP product brands carried.





CABINET







CHANNEL LETTERS



PYLON BRAND TOWER

MODEL # OVERALL HEIGHT OVERALL WIDTH	BRP LOGO + 1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
BT-DF-C-7 OAH: 22' (670.56 cm) OAW: 7' (213.36 cm)	CH: 8'-9 3/4" (268.61 cm) 61.69 sq. ft. (57,311.89 cm²)	CH: 10'-7 1/2" (323.85 cm) 74.38 sq. ft. (69,101.28 cm²)	CH: 12'-5 1/4" (379.10 cm) 87.06 sq. ft. (80,881.39 cm²)	CH: 14'-3" (434.34 cm) 99.75 sq. ft. (92,670.79 cm²)
BT-DF-C-8 OAH: 24' 6" (746.76 cm) OAW: 8' (243.84 cm)	CH: 10'-0 7/8" (307.02 cm) 80.58 sq. ft. (74,861.27 cm²)	CH: 12'-1 3/4" (370.21 cm) 97.16 sq. ft. (90,264.60 cm²)	CH: 14'-2 1/2" (433.07 cm) 113.67sq. ft. (105,602.9 cm²)	CH: 16'-3 1/2" (496.57 cm) 130.33 sq. ft. (121,080.5 cm²)
BT-DF-C-10 OAH: 30' (914.40 cm) OAW: 10' (304.80 cm)	CH: 12'-7" (383.54 cm) 125.83 sq. ft. (116,899.9 cm²)	CH: 15'-2" (462.28 cm) 151.66 sq. ft. (140,896.8 cm²)	CH: 17'-9" (541.02 cm) 177.50 sq. ft. (164,902.9 cm²)	CH: 20'-4" (619.76 cm) 203.33 sq. ft. (188,899.8 cm²)

WALL-MOUNTED BRAND TOWER

MODEL # OVERALL WIDTH	BRP LOGO + 1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
VT-WM-C-7 OAW: 7' (213.36 cm)	CH: 8'-9 3/4" (268.61 cm) 61.69 sq. ft. (57,311.89 cm²)	CH: 10'-7 1/2" (323.85 cm) 74.38 sq. ft. (69,101.28 cm²)	CH: 12'-5 1/4" (379.10 cm) 87.06 sq. ft. (80,881.39 cm²)	CH: 14'-3" (434.34 cm) 99.75 sq. ft. (92,670.79 cm²)
VT-WM-C-8 OAW: 8' (243.84 cm)	CH: 10'-0 7/8" (307.02 cm) 80.58 sq. ft. (74,861.27 cm²)	CH: 12'-1 3/4" (370.21 cm) 97.16 sq. ft. (90,264.60 cm²)	CH: 14'-2 1/2" (433.07 cm) 113.67sq. ft. (105,602.9 cm²)	CH: 16'-3 1/2" (496.57 cm) 130.33 sq. ft. (121,080.5 cm²)
VT-WM-C-10 OAW: 10' (304.80 cm)	CH: 12'-7" (383.54 cm) 125.83 sq. ft. (116,899.9 cm²)	CH: 15'-2" (462.28 cm) 151.66 sq. ft. (140,896.8 cm²)	CH: 17'-9" (541.02 cm) 177.50 sq. ft. (164,902.9 cm²)	CH: 20'-4" (619.76 cm) 203.33 sq. ft. (188,899.8 cm²)

OAH = Overall Height, OAW = Overall Width, CH = Cabinet Height

PREMIER STORE

MANDATORY PRIMARY SIGNAGE

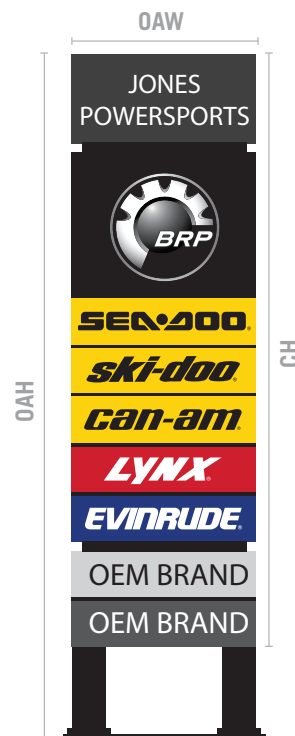
The mandatory primary signage for Premier Stores is the Multi-Brand Tower.

As the prominent powersports manufacturer within your dealership, BRP products are front and center on this Multi-Brand Tower. BRP signs must be proportionally balanced compared to other OEM signage in order for customers to be assured that BRP will be properly represented at your dealership.

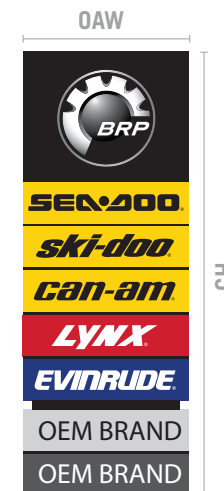
The preferred option is the pylon Multi-Brand Tower. If the pylon tower is not a viable option, your alternative is the wall-mounted Multi-Brand Tower.

Dealer must select one of these two brand towers

1 PYLON MULTI-BRAND TOWER



2 WALL-MOUNTED MULTI-BRAND TOWER



The tables on the next page show the overall dimensions of the available models according to the number of BRP product brands carried.

OPTIONAL SECONDARY SIGNAGE

The optional secondary signage for Premier Stores is the BRP brand strip.

The brand strip is available in cabinet or channel letters.

Refer to pages 18 and 19 for the overall dimensions of the available models according to the number of BRP product brands carried.





CABINET



CHANNEL LETTERS



PYLON MULTI-BRAND TOWER

MODEL # OVERALL HEIGHT OVERALL WIDTH	BRP LOGO + 1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
MT-DF-P-7 OAH: 22' (670.56 cm) OAW: 7' (213.36 cm)	CH: 6'-4 1/2" (194.31 cm) 44.63 sq. ft. (41,462.63 cm²)	CH: 8'-2 1/4" (249.55 cm) 57.31 sq. ft. (53,242.73 cm²)	CH: 10'-0" (304.8 cm) 70 sq. ft. (65,032.13 cm²)	CH: 11'-9 3/4" (360.04 cm) 82.69 sq. ft. (76,821.53 cm²)
MT-DF-P-8 OAH: 24' 6" (746.76 cm) OAW: 8' (243.84 cm)	CH: 7'-3 3/8" (221.93 cm) 58.25 sq. ft. (54,116.02 cm²)	CH: 9'-4 3/16" (284.86 cm) 74.83 sq. ft. (69,519.35 cm²)	CH: 11'-5 1/16" (348.14 cm) 91.42 sq. ft. (84,931.96 cm²)	CH: 13'-5 15/16" (411.45 cm) 108 sq. ft. (100,355 cm²)
MT-DF-P-10 OAH: 30' (914.40 cm) OAW: 10' (304.80 cm)	CH: 9'-1 1/8" (277.18 cm) 91.04 sq. ft. (84,578.93 cm²)	CH: 11'-8 1/8" (355.92 cm) 116.77 sq. ft. (108,482.9 cm²)	CH: 14'-3 1/8" (434.66 cm) 142.60 sq. ft. (132,479.7 cm²)	CH: 16'-10 1/8" (513.40 cm) 168.44 sq. ft. (156,485.9 cm²)

WALL-MOUNTED MULTI-BRAND TOWER

MODEL # OVERALL WIDTH	BRP LOGO + 1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
VT-WM-P-7 OAW: 7' (213.36 cm)	CH: 6'-4 1/2" (194.31 cm) 44.63 sq. ft. (41,462.63 cm²)	CH: 8'-2 1/4" (249.55 cm) 57.31 sq. ft. (53,242.73 cm²)	CH: 10'-0" (304.80 cm) 70 sq. ft. (65,032.13 cm²)	CH: 11'-9 3/4" (360.04 cm) 82.69 sq. ft. (76,821.53 cm²)
VT-WM-P-8 OAW: 8' (243.84 cm)	CH: 7'-3 3/8" (221.93 cm) 58.25 sq. ft. (54,116.02 cm²)	CH: 9'-4 1/4" (285.12 cm) 74.83 sq. ft. (69,519.35 cm²)	CH: 11'-5 1/8" (348.30 cm) 91.42 sq. ft. (84,931.96 cm²)	CH: 13'-6" (411.48 cm) 108 sq. ft. (100,355 cm²)
VT-WM-P-10 OAW: 10' (304.80 cm)	CH: 9'-1 1/8" (277.18 cm) 91.04 sq. ft. (84,578.93 cm²)	CH: 11'-8 1/8" (355.92 cm) 116.77 sq. ft. (108,482.9 cm²)	CH: 14'-3 1/8" (434.66 cm) 142.60 sq. ft. (132,479.7 cm²)	CH: 16'-10 1/8" (513.40 cm) 168.44 sq. ft. (156,485.9 cm²)

OAH = Overall Height, OAW = Overall Width, CH = Cabinet Height

Optional Dealer logo panel and OEM brand panels not reflected in CH and total square feet dimensions listed above.

STORE-IN-STORE

MANDATORY PRIMARY SIGNAGE

The mandatory primary signage for Store-in-Store dealerships is the multi-brand tower or the brand strip.

Together, BRP and its dealer network work hand-in-hand to promote the brands and maximize visibility within your local market. BRP signage must be visible and of equal size to competitive OEM signs to ensure customers fully understand which products are offered by your dealership.

The preferred option is the pylon Multi-Brand Tower. If the pylon tower is not a viable option, your alternative is the wall-mounted Multi-Brand Tower.

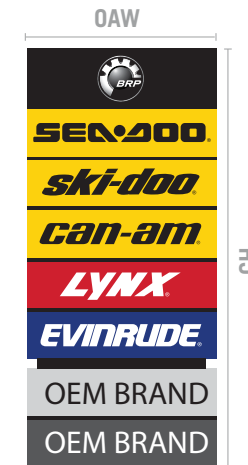
If neither brand towers are a viable option, you must choose one of the brand strips. The brand strip is available in cabinet or channel letters.

Dealer must select one of these four options

1 PYLON MULTI-BRAND TOWER



2 WALL-MOUNTED MULTI-BRAND TOWER



The tables on the next page show the overall dimensions of the available models according to the number of BRP product brands carried.

3 BRAND STRIP CABINET







4 BRAND STRIP CHANNEL LETTERS



Refer to pages 18 and 19 for the overall dimensions of the available models according to the number of BRP product brands carried.

PYLON MULTI-BRAND TOWER

MODEL # OVERALL HEIGHT OVERALL WIDTH	BRP LOGO + 1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
MT-DF-S-7 OAH: 22' (670.56 cm) OAW: 7' (213.36 cm)	CH: 3'-6 3/4" (108.59 cm) 24.94 sq. ft. (23,170.02 cm²)	CH: 5'-4 1/2" (163.83 cm) 37.63 sq. ft. (34,959.42 cm²)	CH: 7'-2 1/4" (219.08 cm) 50.46 sq. ft. (46,878.88 cm²)	CH: 9' (274.32 cm) 63 sq. ft. (58,528.92 cm²)
MT-DF-S-8 OAH: 24' 6" (746.76 cm) OAW: 8' (243.84 cm)	CH: 4'-0 7/8" (122.11 cm) 32.58 sq. ft. (30,267.81 cm²)	CH: 6'-1 3/4" (187.33 cm) 49.17 sq. ft. (45,680.43 cm²)	CH: 8'-2 5/8" (250.51 cm) 65.75 sq. ft. (61,083.75 cm²)	CH: 10'-3 1/2" (313.69 cm) 82.33 sq. ft. (76,487.08 cm²)
MT-DF-S-10 OAH: 30' (914.40 cm) OAW: 10' (304.80 cm)	CH: 5'-1 1/8" (155.26 cm) 50.94 sq. ft. (47,324.81 cm²)	CH: 7'-8 1/4" (234.32 cm) 76.88 sq. ft. (71,423.86 cm²)	CH: 10'-3 3/8" (313.37 cm) 102.81 sq. ft. (95,513.62 cm²)	CH: 12'-10 1/4" (391.80 cm) 128.54 sq. ft. (119,417.6 cm²)

WALL-MOUNTED MULTI-BRAND TOWER

MODEL # OVERALL WIDTH	BRP LOGO + 1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
VT-WM-S-7 OAW: 7' (213.36 cm)	CH: 3'-6 3/4" (108.59 cm) 24.94 sq. ft. (23,170.02 cm²)	CH: 5'-4 1/2" (163.83 cm) 37.63 sq. ft. (34,959.42 cm²)	CH: 7'-2 1/4" (219.08 cm) 50.46 sq. ft. (46,878.88 cm²)	CH: 9' (274.32 cm) 63 sq. ft. (58,528.92 cm²)
VT-WM-S-8 OAW: 8' (243.84 cm)	CH: 4'-0 7/8" (122.11 cm) 32.58 sq. ft. (30,267.81 cm²)	CH: 6'-1 3/4" (187.33 cm) 49.17 sq. ft. (45,680.43 cm²)	CH: 8'-2 5/8" (250.51 cm) 65.75 sq. ft. (61,083.75 cm²)	CH: 10'-3 1/2" (313.69 cm) 82.33 sq. ft. (76,487.08 cm²)
VT-WM-S-10 OAW: 10' (304.80 cm)	CH: 5'-1 1/8" (155.26 cm) 50.94 sq. ft. (47,324.81 cm²)	CH: 7'-8 1/4" (234.32 cm) 76.88 t. ft. (71,423.86 cm²)	CH: 10'-3 3/8" (313.37 cm) 102.81 sq. ft. (95,513.62 cm²)	CH: 12'-10 1/4" (391.80 cm) 128.54 sq. ft. (119,417.6 cm²)

OAH = Overall Height, OAW = Overall Width, CH = Cabinet Height

Optional Dealer logo panel and OEM brand panels not reflected in CH and total square feet dimensions listed above.





HORIZONTAL BRAND STRIP CABINET

BS-A-24 has visible retainers



BS-A-36 has no visible retainers



MODEL # OVERALL HEIGHT	BRP LOGO +1 BRAND 	BRP LOGO + 2 BRANDS 	BRP LOGO + 3 BRANDS 	BRP LOGO + 4 BRANDS 
BS-A-24 OAH: 2' (60.96 cm)	OAW: 10' (304.80 cm) 20 sq. ft. (18,580.61 cm ²)	OAW: 18'-1 1/2" (552.45 cm) 36.25 sq. ft.(33,677.35 cm ²)	OAW: 26'-3" (800.10 cm) 52.5 sq. ft. (48,774.10 cm ²)	OAW: 34'-4 1/2" (1,047.75 cm) 68.75 sq. ft. (63,870.84 cm ²)
BS-A-36 OAH: 3' (91.44 cm)	OAW: 15' (457.20 cm) 45 sq. ft. (41,806.37 cm ²)	OAW: 27'-2 1/4" (828.68 cm) 81.56 sq. ft. (75,771.72 cm ²)	OAW: 39'-4 1/2" (1,200.15 cm) 118.13 sq. ft. (109,746.4 cm ²)	OAW: 51'-6 3/4" (1,571.63 cm) 154.69 sq. ft. (143,711.7 cm ²)

OAH = Overall Height, OAW = Overall Width, CH = Cabinet Height

HORIZONTAL BRAND STRIP LETTERS



SEA-DOO

ski-doo

can-am

EVINRUDE

MODEL # OVERALL HEIGHT	BRP LOGO + SEA-DOO	BRP LOGO + SKI-DOO	BRP LOGO + CAN-AM	BRP LOGO + SEA-DOO + SKI-DOO
	SEA-DOO	ski-doo	can-am	SEA-DOO ski-doo
DL-A-20-12 OAH: 1'-8" (50.80 cm)	OAW: 11'-0 1/4" (335.92 cm) 9.89 sq. ft. (9,188.11 cm ²)	OAW: 9'-10 3/16" (300.19 cm) 11.43 sq. ft. (10,618.82 cm ²)	OAW: 9'-7 1/16" (292.26 cm) 8.87 sq. ft. (8,240.5 cm ²)	OAW: 19'-2 7/16" (585.31 cm) 18.54 sq. ft. (17,224.22 cm ²)
DL-A-30-18 OAH: 2'-6" (76.20 cm)	OAW: 16'-6 3/8" (503.87 cm) 22.35 sq. ft. (20,763.83 cm ²)	OAW: 14'-9 5/16" (450.37 cm) 25.65 sq. ft. (23,829.63 cm ²)	OAW: 12'-9 1/8" (388.93 cm) 19.98 sq. ft. (18,562.03 cm ²)	OAW: 28'-9 11/16" (878.04 cm) 41.74 sq. ft. (38,777.73 cm ²)
DL-A-40-20 OAH: 3'-4" (101.60 cm)	OAW: 22'-0 1/2" (671.83 cm) 39.54 sq. ft. (36,733.86 cm ²)	OAW: 19'-8 3/8" (600.39 cm) 45.72 sq. ft. (42,475.27 cm ²)	OAW: 19'-2 3/16" (584.67 cm) 35.48 sq. ft. (32,962 cm ²)	OAW: 38'-4 15/16" (1,170.78 cm) 74.15 sq. ft. (68,887.61 cm ²)

MODEL # OVERALL HEIGHT	BRP LOGO + SEA-DOO + CAN-AM	BRP LOGO + SKI-DOO + CAN-AM	BRP LOGO + SEA-DOO + SKI-DOO + CAN-AM	BRP LOGO + SEA-DOO + SKI-DOO + CAN-AM + EVINRUDE
	SEA-DOO can-am	ski-doo can-am	SEA-DOO ski-doo can-am	SEA-DOO ski-doo can-am EVINRUDE
DL-A-20-12 OAH: 1'-8" (50.80 cm)	OAW: 18'-11 3/8" (577.53 cm) 15.98 sq. ft. (14,845.91 cm ²)	OAW: 17'-9 5/16" (541.81 cm) 17.52 sq. ft. (16,276.61 cm ²)	OAW: 27'-1 9/16" (826.92 cm) 24.63 sq. ft. (22,882.02 cm ²)	OAW: 35'-10 11/16" (1,093.94 cm) 30.79 sq. ft. (28,604.85 cm ²)
DL-A-30-18 OAH: 2'-6" (76.20 cm)	OAW: 28'-5" (866.14 cm) 36.08 sq. ft. (33,519.42 cm ²)	OAW: 26'-7 15/16" (812.64 cm) 39.38 sq. ft. (36,585.22 cm ²)	OAW: 40'-8 5/16" (1,240.31 cm) 55.47 sq. ft. (51,533.32 cm ²)	OAW: 52'-4 1/16" (1,595.27 cm) 69.33 sq. ft. (64,409.68 cm ²)
DL-A-40-20 OAH: 3'-4" (101.60 cm)	OAW: 37'-10 11/16" (1,154.90 cm) 63.91 sq. ft. (59,374.34 cm ²)	OAW: 35'-6 9/16" (1,083.46 cm) 70.09 sq. ft. (65,115.74 cm ²)	OAW: 54'-3 1/8" (1,653.85 cm) 98.52 sq. ft. (91,528.08 cm ²)	OAW: 69'-9 7/16" (2,127.09 cm) 123.21 sq. ft. (114,465.8 cm ²)

OAH = Overall Height, OAW = Overall Width

For Lynx channel letter information, please contact your local BRP representative.

When a backer board is used, the overall height and width may increase. Ask a representative for information.

See page 31 for contact information per region.