For the DIY new homeowner or even the seasoned Pro contractor, home improvement projects can be exciting and exhilarating. But getting the right tools, the right materials and the right know-how can make home improvement projects daunting as well.

The 2018 PAVE Design Challenge invites you to rethink and reinvent how The Home Depot stores can give customers the know-how they need to tackle all their home improvement projects with confidence.

As a company, we challenge ourselves to bring fresh thinking and customer-centric innovation every day.

**For this challenge we encourage you to:**

**THINK BEYOND CURRENT TRENDS**
Set the standard for others to follow

**COMBINE DESIGN FIELDS**
Architecture, Interior Design, Visual Merchandising and Graphic Design

**EXPAND THE WAY WE ENGAGE OUR CUSTOMERS**
To create a one-of-a-kind in-store environment

*We highly encourage you to push the envelope of your thinking and improve home improvement.*
How might the visual environment of a Home Depot store be transformed to better provide home improvement “know-how” for our DIY customers?

To fulfill the Design Challenge, you need to select and complete 2 to 3 “Mini-Challenges” from this curated list of options.

<table>
<thead>
<tr>
<th>ID</th>
<th>IN-STORE IDEA</th>
<th>CHALLENGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New Product Demo Area</td>
<td>Design a space for customers to learn about and try new products and innovations in home improvement</td>
</tr>
<tr>
<td>2</td>
<td>Services Connection Space</td>
<td>Design a space for customers to learn about installation services The Home Depot provides</td>
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<tr>
<td>3</td>
<td>In-Aisle Self-Serve Learning</td>
<td>Design a way to insert learning directly into the aisles, allowing customers to learn about products before they even pull it off the shelf</td>
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<tr>
<td>4</td>
<td>“Behind the Wall” Area</td>
<td>Design a space where customers can learn how to do more intensive home improvement projects like electrical and plumbing projects</td>
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<tr>
<td>5</td>
<td>Pro Education Area</td>
<td>Design a space for our Pro contractors to keep up to date with the latest developments in their field, learn a new skill or even run their business better</td>
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<tr>
<td>6</td>
<td>Backyard Oasis Area</td>
<td>Design a new space that leverages our indoor and outdoor garden, lumber, hardware and other departments and trains customers how to create their own Backyard Oasis</td>
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<tr>
<td>7</td>
<td>Garden Creation Space</td>
<td>Design a new space that would enable DIY gardeners to create their own vegetable garden using materials from The Home Depot</td>
</tr>
<tr>
<td>8</td>
<td>Bringing Decor to Life</td>
<td>Design a space in store to bring to life The Home Depot’s decor initiative and help customers top off their home improvements with the perfect decor</td>
</tr>
</tbody>
</table>

Challenges that include an area outside of the aisle should take up an area no more than 476 sq. ft., or an area 26’ x 18’3”
DESIGN CONSIDERATIONS

AUTHENTICITY
We are Authentic, Real and Genuine. This is how we speak to our customers.

LOCALIZATION
We source locally grown plants, local licensed contractors and products tailored to local climates. The Home Depot Foundation and our associate volunteers give back to our communities, through improving the homes and lives of U.S. veterans, training skilled tradespeople to fill the labor gap and supporting communities impacted by natural disasters.

TECHNOLOGY
The age of the Smart Home has arrived, and The Home Depot is leading the way with products and technologies to make homes more comfortable, efficient and secure, from thinking thermostats to video doorbells. This also includes our website, app and interconnected retail (p.12).

BRANDS
We carry leading brands that customers recognize and trust in every category and department. We are the exclusive carriers of several major brands including Behr, Martha Stewart Living, Ryobi, Ridgid, and Thomasville. We also have our own private-label brands: Husky, Workforce, HDX, Glacier Bay, Commercial Electric and Home Decorators Collection.

AUTHORITY
We demonstrate our product authority and know-how in everything we do.
COMPETITION DETAILS
COMPETITION DETAILS

In previous years, the PAVE competition was divided into two groups: Store Design and Visual Merchandising. This year we will be integrating the disciplines into a single challenge.

We invite students to think about the full environment context, including both Store Design and Visual Merchandising. You may focus on your primary design area and/or collaborate with people who focus on other design areas. Individual student entries will be accepted as well as entries from teams of two students. If a team of two is chosen as winner, both students will be recognized.

As an example, a student who considers Store Design their strength can partner with a student who specializes in Visual Merchandising. Collaborating or adapting your strengths and areas of design study can lead to improved work as a result of looking at a situation from a fresh perspective.

We look forward to seeing your reimagined and reinvented visions of The Home Depot as you merge store, experience and visual design.

JUDGING CRITERIA

Entries will be reviewed for:

- Effective communication of know-how to customers
- Expression of the Home Depot brand
- Creation of an experience that positively impacts Home Depot customers
ENTRY REQUIREMENTS & FORMAT

- Each submission should be in 8-1/2" x 14" format, and no more than 14 single-sided pages (page count does not include cover page). Feel free to express creativity in the presentation of your submitted physical entry.

- The design can be rendered, hand-drawn, photographic and/or computer-generated.

- Students also need to submit a PDF of their design booklet on a thumb drive. Please label the thumb drive with your name (a piece of tape with your name works fine).

- The submission should address the general competition requirements listed on page 6, as interpreted by the entrant(s). A written concept statement (two paragraphs, max) must express the rationale for design decisions and how they present a unique approach to the concept.
Entries must be received by 5 p.m. Eastern Time on Thursday, November 1, 2018

SEND TO:
ATTN: Jalal Hamad - Pave Design Entries
The Home Depot
2455 Paces Ferry Road, B8
Atlanta, GA 30339
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PRIZES*
First Place - $8,000
Second Place - $5,500
Third Place - $3,000
Honorable Mention - $1,000

*Winners will also receive a travel stipend to be honored at the 2018 PAVE Gala on December 5, 2018 in New York City.

GENERAL INFORMATION & ENTRY REQUIREMENTS

- This competition is open exclusively to undergraduate college students.
- Students may enter as a team of two (no more than two) or submit an individual entry.
- Entrant name(s) and school name(s) should not appear anywhere on the presentation pages or cover.
- Each submission must include an entry form and disclaimer clipped to the back of the entry.
- Each student must complete and submit an online entry form.
- Students must also submit a PDF format copy of their entry on a labeled thumb drive.
- Entries will not be returned; students are advised to keep a copy of their entries.
- Do not contact The Home Depot about the competition. All questions should be directed to info@paveglobal.org
RESEARCH

Learn more about The Home Depot brand and the store’s competitors, and enhance your understanding of this design challenge. Research strategies include:

- Visit local Home Depot stores.
- Visit other home improvement retailers, including big-box stores and independent shops.
- Explore helpful design and DIY resources (blogs, Pinterest, Instagram, etc.).
- Visit homedepot.com to explore our products, services and our product ideas page.
- Visit Built from Scratch at corporate.homedepot.com to learn about the company, view videos and more.
STORE DESIGN PRINCIPLES

WAYFINDING
Wayfinding signage helps customers with self-service to find what they need as quickly as possible.

SPEED
Wayfinding and easy-to-understand educational signage, store layout, Associate access, and alignment with our website and app should be geared toward speed of service.

KNOW-HOW
We show our know-how through Associates, workshops, our website, our app and the in-store environment.

SELF-SERVICE
Quick pick-up, self checkout, wayfinding, educational signage and alignment with our website and app help customers get what they need quickly and easily in our stores.
ELEMENTS OF THE IN-STORE ENVIRONMENT

ENVIRONMENTAL
Floor plan, fixtures, lighting and everything related to the physical space.

POP
Point of purchase signage includes “How to Choose” and “How to Use” signage, as well as interactive digital displays and print collateral.

VISUAL MERCHANDISING
Product placement, category and product signage, and labeling.

INTERCONNECTED RETAIL
In-store digital displays, plus signage that includes “Calls to Action” for customers to engage online with our “endless aisle” and expanded online selection.
PRIMARY LOGOTYPE

Our primary Logotype signifies the presence of The Home Depot. It visually identifies our company and all communications should take into consideration the following points.

CLEAR SPACE
Always leave the The Home Depot logo some space to breathe. The logo is always separated from other visual elements by an area of isolation. This is an area of clear space between the logo and any other graphic element such as type or imagery. Isolating the logo from other visual elements keeps it clear of visual interference and makes it stand out. Give it space.

SMALLEST SIZE USE
Minimum size is 50 pixels wide (~1/2”).

LOGOTYPE ARTWORK
Do not redraw or recreate any element of the Logotype. Do not rotate or add embellishments like drop-shadows, embossing, etc. Only use the approved digital files of the artwork.

THEMELINE VERSION

The themeline for The Home Depot is “More saving. More doing.” It should appear on all advertising and related communications. When a medium allows for animation, the themeline can be animated.

WE ARE ORANGE.

Our color is what gives us a distinct personality. We’re bright, bold and confident.

WE ARE HELVETICA NEUE.

Our font reflects the positive, confident and coach-like tone of our brand. It conveys our no-frills, you-can-do-it attitude.

Helvetica Neue LT Std 97 Black Condensed
Helvetica Neue LT Std 87 Heavy Condensed
Helvetica Neue LT Std 75 Bold
Helvetica Neue LT STD 55 Roman
Helvetica Neue LT STD 57 Condensed Oblique
Helvetica Neue LT STD 45 Light
Helvetica Neue LT STD 47 Light Condensed
TEXTURES

Textures can be used to add visual interest and tie themes and product categories together.

Please note that use is not limited to the textures and backgrounds shown at left. They are provided for inspiration and direction only.
ICONOGRAPHY

Here are examples of our icons from several departments. This Clean, Simple, Intuitive (CSI) line art is used across all departments for both wayfinding and educational signage.
CURRENT IN-STORE ENVIRONMENT
OUR HISTORY

The Home Depot has been in business for over 40 years, and has been America's largest home improvement retailer since 1990.

Here are just a few of the highlights. For a complete history, visit corporate.homedepot.com/about/history

1979
First two The Home Depot stores open in Atlanta

1982
First in-store How-To workshops are held

1995
Home Improvement 1-2-3 book is published, with expert advice from our associates on over 250 projects

2000
Homedepot.com is launched

2010
The Home Depot becomes the first brick-and-mortar store with apps on the top three smartphone platforms

2015
Smart Home launched to offer smart devices and home systems—3.7% of U.S. households are smart homes and growing

2017
Celebrated the 20th anniversary of our in-store Kids Workshops

2018
Mobile Learning capability rolled out to all stores
VALUE & CONVENIENCE

Our promise to customers is to deliver the most convenient experience and best value. Value can be found in top brands, innovative projects and how-to advice. Convenience is reflected in things like delivery options, Do-It-for-Me (DIFM) services, and online tools like image and voice search.

Both value and convenience help our customers save time and money. Our promise lets our customers take on bigger, better and more projects than they would by going anywhere else. The Home Depot makes it possible for them to accomplish even more.

DELIVERING KNOW-HOW

Remember: The goal of this project is to give customers the know-how they need to tackle all their home improvement projects with confidence.

Different customers have different know-how needs:

DIY
Do-It-Yourself customers are our most common customers, and they rely on our main ways of delivering know-how: assistance from associates, workshops, homedepot.com, The Home Depot app and the in-store environment (see p. 11).

DIFM
Do-It-for-Me customers rely on our Home Services, including installations of kitchen, bath, doors, windows, flooring and appliances.

PRO
Pro contractors and businesses rely on us for all their construction needs—bulk prices, job site delivery, special equipment and truck rentals, and also to keep on top of current trends, from Smart Home technology to on-trend paint colors and building materials.
THANK YOU

WE ARE EXCITED TO SEE YOUR VISION OF THE HOME DEPOT