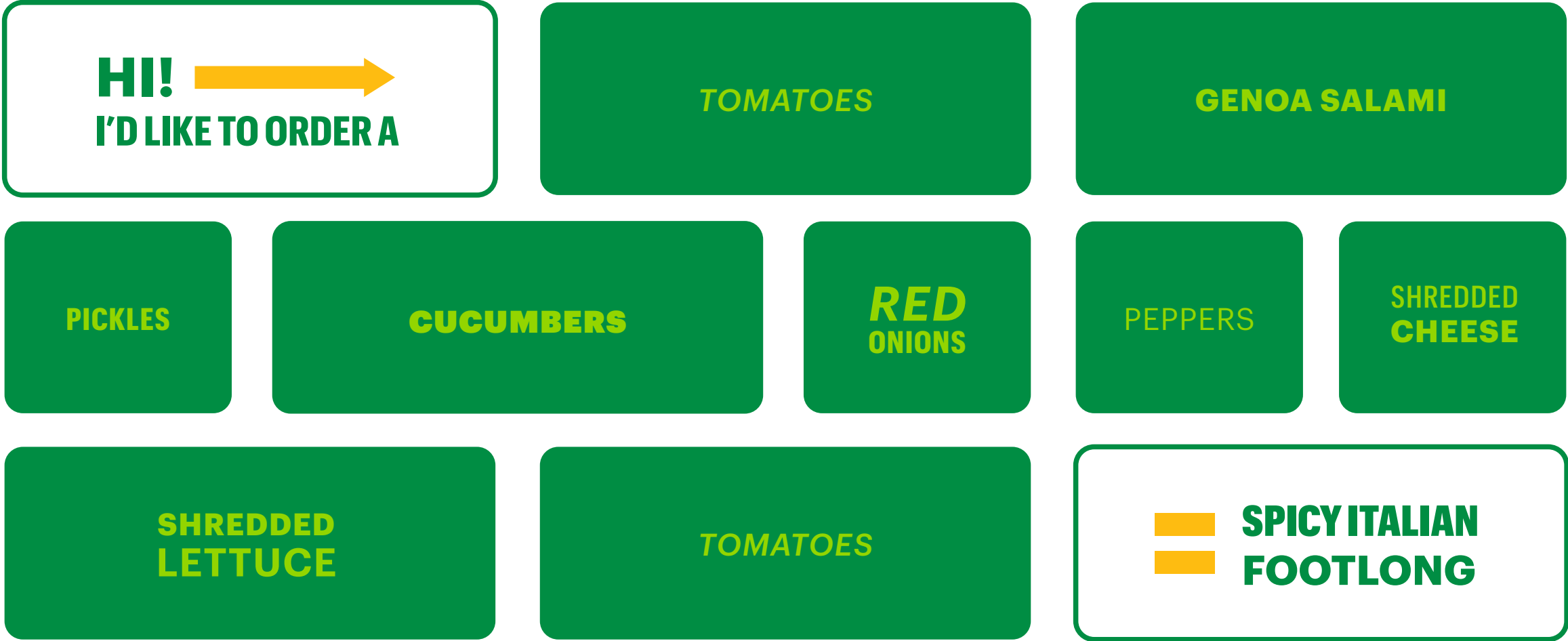


7.2 Bain Shapes-Overview

The bains are an iconic part of Subway-they are one of the most recognizable aspects of the brand and house all the ingredients that make up a Subway sandwich. 'Fresh' is best epitomized by this system-nowhere else could you see the colorful variety that is offered.

In conjunction with photography, the bain shapes can be used as a framework to describe the ingredient narrative of Subway. They may be used in other situations that require a defined visual structure or framing devices for clarity.



7.2 Bain Shape System

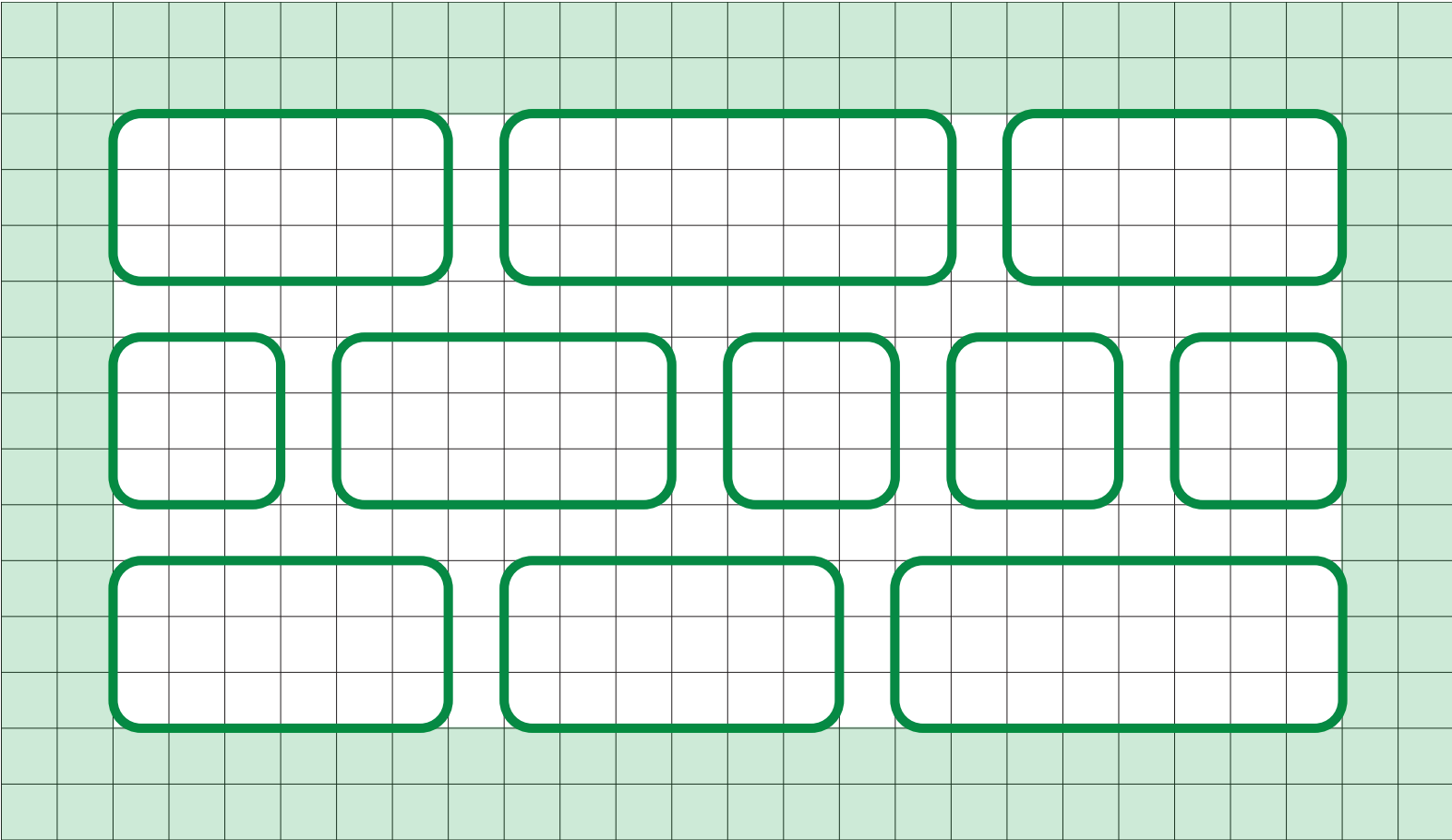
The system is inspired by a general layout of the bains as featured in a Subway store.

This setup allows for the expansion on the number of frames being used, or as a single element depending on the material that is being communicated.

ASSET AVAILABILITY:

The bain shape assets are available for download here:

<http://subway.com/assets/link-to-assets-goes-here>



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