



CASE STUDY: IT'S A WRAP!

A new corporate logo brings a host of new re-branding challenges.

CHALLENGES: McAlister's Deli, an established brand of over 400 locations updated their branding. One of the most visible areas of concern was their vehicle fleet design and how to apply the new concept to various makes and models. Vehicle wrap designs are an imperfect art. The seams and openings always require some field modification to the print files to make them meet the client's desired outcome.

SOLUTION: Vivid Ink Graphics took the art files and compared it to the vehicle. Exact measurements were taken to ensure a proper fit. The pieces were then printed and installed.

BENEFITS: There is no better way to serve your market than have rolling advertising to display your features and benefits throughout your community. McAlister's Deli's new delivery vehicle design is a true work of art and proudly showcases McAlister's Deli's commitment to being a dominant force in their markets.

RESULTS: McAlister's new vehicle graphics were received with great satisfaction by the corporate office and a subsequent order was placed for more.

ADDITIONAL INFO: Vivid Ink Graphics has a dedicated installation bay created specifically for vehicle branding. Cars, vans, boats, trailers, vehicles of all shapes and sizes are transformed in this space.

We are able to take your designs and create your vision, or offer you design guidance as needed. We have national resources that can install graphics on location. This ensures that brand standards are maintained and your fleet vehicles appear vibrant and consistent throughout your various locations.

Please contact us for more information on fleet vehicle graphics and how they can greatly increase recognition of your brand in the communities you serve.



McAlister's Deli's new brand logo and vehicle design is a perfect example of the power of fleet vehicle graphics.

Our re-branding was a long and difficult process and creating a new vehicle graphic was among the most complicated challenges we faced. With so many makes and models of vehicles our locations can choose from, it was hard to settle on one. Vivid Ink Graphics took our design and produced exactly what we wanted: A showcase of our new work and an encouragement to our franchise partners.

Derek Trahan, Area Supervisor