

# COGprint<sup>®</sup>

## VEHICLE WRAP DESIGN & PRINT

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Case Study – Blue Build

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**DISCOVER**

# THE COG PRINT APPROACH TO VEHICLE WRAPS & CAR PRINTS

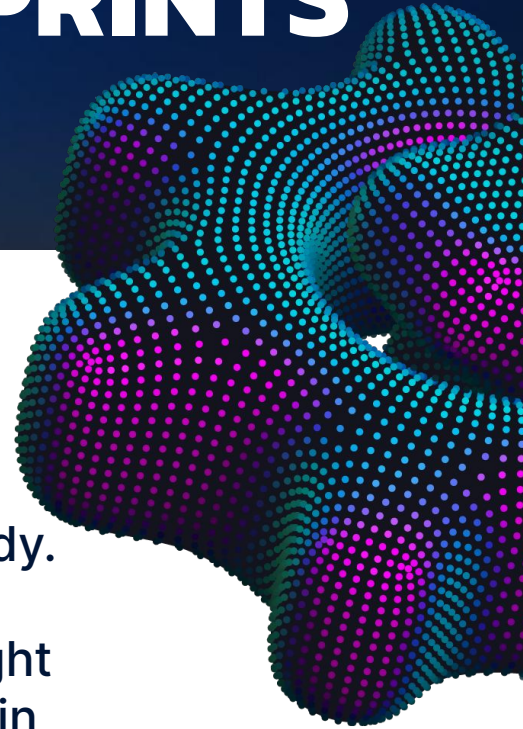


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This document will introduce you to one of the COG Print Vehicle Signage projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and print marketing services.

Read through, enjoy, and get in touch anytime!









# WHAT WE KNEW FROM THE START

Blue Build approached COG Print with a brief to design and wrap the building companies fleet of personal and company cars.

The Blue Build Car Wraps project is common sense and functional solution to wrapping a vehicle in company branding.

The Blue Build branding on their vehicles was clumsy and off brand with wrong colours, logo placements and poor execution.

With an investment in brand across both online and offline touchpoints, Blue Build needed to match the digital brand investment with their company vehicles.

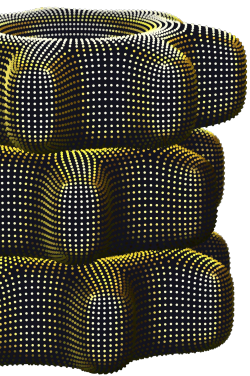
Ideally the Blue Build car wrap project needed to exceed in design and execution the existing vehicle wraps.



# ABOUT THE CLIENT

Blue Build are a full-service home builder offering a wide range of customisable services to fit all of our customers' needs.

Located in the Sutherland Shire and servicing broader Sydney with customised home building and renovation services.







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# FROM THE CLIENT



*“COG Branding are a great team and are always thinking outside the box to get the best result. Our vehicles have never looked so good!”*

- Ryan Kelly, Director.

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# THE KEY COG PRINT SERVICES IN THIS PROJECT.

## RESEARCH

The COG Print approach at research phase is to understand what the vehicle shapes, models and outlines are across the entire fleet.

For this project we need to ensure the broader brand is clearly consistent across the variety of vehicles, and, that the harsh Australian weather will not erode the visual quality in under 5 years.

We assess, we think, we plan – all before any design commences.

## DESIGN

The Vehicle Wraps and Signage Service by COG Print Agency Sydney is a comprehensive design offer that solves all types of vehicle signage. From full digital printed wraps to door magnets - our designs are onbrand, common sense and achievable.

The goal is to support the strength of brand across a key brand touchpoint that gets high exposure.

## INSTALLATION

A key part of this project was the actual installation and wrapping of the vehicle fleet.

Car wrap designs are easy, wrapping the actual vehicle not so.

With trusted professional support network all COG Print car wraps are delivered with warranty and aftercare support.





# MAIN CHALLENGES

Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Print for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- Various car makes and models
- Outdoor and heavy weather exposed vehicles.
- Brand Consistency
- Removal and Install and project management



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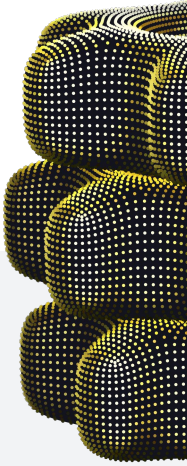
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# BRIEF SUMMARY



Blue Build approached COG Print with a brief to design and wrap their fleet of vehicles.

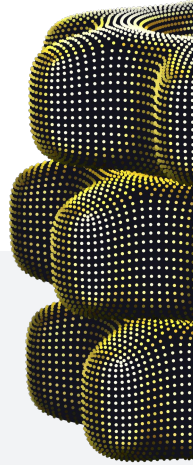
The Blue Build Vehicle Wrap Design Project is an exercise in brand marketing and practical application. The COG Print Vehicle Wrap Design would apply just as much common sense and value for money as it did the energy and effort into the vehicle designs themselves.

It's a continuation of the brand equity building process for Blue Build, and for our Sydney Design Agency we continually seek to increase the brand equity alongside the value to the customer via this project.





# SOLUTIONS SUMMARY



**Initially it was an assessment and audit of the vehicle fleet, the type of make, model and colour are just a few of the elements we need to understand prior beginning any design.**

COG Print transform our clients vehicles with striking and eye-catching vehicle wraps, that are available for vans, cars, trucks and fleet vehicles. The COG Print professional team provide the type of bespoke vehicle wrapping service that we provided Blue Build to achieve recognition for your business in your local area.

COG Print Vehicle Wraps provide the installation process for full vehicle wraps that is often quite complicated, especially when working on vehicles with odd-shaped parts, and can require a high attention to detail and absolute precision. That is why all of COG Print vinyl vehicle wraps are installed by our highly trained and experienced team of installation professionals.

Once the final design was been approved, the new vehicle wraps were printed on either 3M ControlTac or Avery wrap cast vinyl with latex ink in order to produce the highest quality car wrap possible. All of COG Print vinyl vehicle wraps are then laminated with a special UV protection layer that is specifically designed to prevent sun damage and ink fading over the years. COG Print knows ensures that all of our vinyl wraps are printed using state-of-the-art ink, providing the highest resolution and colour vibrancy on the market.

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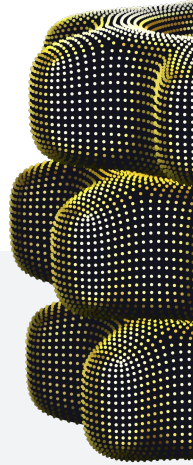
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# RESULTS SUMMARY



**A fleet of branded tradesman vehicles that aligned the BlueBuild brand and created a unique advertising opportunity to allow 24/7 brand communications to be achieved.**

COG Print designed unique on brand artwork concepts there were beyond our clients imagination that promoted the BlueBuild brand while they're on the road going from job to job. Using hi-tech printing and wrapping process, COG Print ensured the BlueBuild image achieved eye-catching appeal that will enhance your brand strength.

COG Print transformed the entire BlueBuild vehicle into the artwork of their choice and our guidance. COG Print vehicle wraps are made of tough self-adhesive vinyl which will last for years.

## **Wrap Solutions**

- 1 Tonne Ute:
- 4WD 8 Seater:
- 4 Door Hilux:
- 2 Door Van:







# WE'VE DELIVERED PROJECT SUCCESS FOR COMPANIES THAT YOU KNOW.

## BUT WE'RE SMALL BUSINESS SPECIALISTS READY FOR NEW PARTNERSHIPS.



# CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your branding ROI, you must step up and take brand marketing seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

**(02) 9523 6007**

**[Enquiries@COGbranding.com.au](mailto:Enquiries@COGbranding.com.au)**

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