



VISUAL  
MARKING  
SYSTEMS



## DRIVING INNOVATION *elevating brand*

How VMS Reimagined Wayfinding and Brand Visibility with Creative Material Solutions and Design



### CHALLENGE

Drivege Vehicle Innovations, a leading upfitter of commercial vans serving diversified industries, was looking to transform its new headquarters. They wished for an inviting space that not only reflected its innovative brand but also addressed practical wayfinding challenges in its expansive 150,000 sq. ft. manufacturing facility. Initial considerations of conventional banners were replaced with a desire for more creative solutions, leading Drivege to reach out to VMS.

### SOLUTION

VMS approached the challenge with a comprehensive branding strategy that seamlessly merged aesthetics with functionality. By leveraging a combination of materials and design elements, we were able to propose a variety of solutions such as wall graphics, EPVC for standout letters, ACM for durability, and banners with custom-built wooden frames.



Utilizing our state-of-the-art technology including advanced roll-to-roll and flatbed latex presses, we not only fulfilled Drivege's request to showcase their core values through large-format imagery but also allowed for flexible content rotations to keep the displays fresh and engaging.

### RESULTS

By prioritizing thoughtful material selection, innovative design, and client-centered collaboration, VMS not only met but exceeded Drivege's expectations, ensuring the creation of vivid, high-quality visuals that effectively captured their brand.

This collaboration exemplifies the power of creative branding solutions in transforming spaces and enhancing brand visibility. Through our expertise, dedication, and collaborative approach, VMS successfully navigated the challenges posed by the project, leaving a lasting impression that resonates with both Drivege employees and visitors to their headquarters.

***“Visual Marking Systems played an integral role in branding our new facility, and the results have exceeded our expectations. The positive feedback we've received from customers and stakeholders has been exceptional.”***

**PETE ROBINSON**  
Director of Business Development



**DRIVERGE**  
VEHICLE INNOVATIONS