



VISUAL
MARKING
SYSTEMS



ENHANCING BRAND PRESENCE *with high-impact fleet graphics*

How VMS Delivered Consistent, Standout Designs Across 100+ Vehicles in Multiple Locations



CHALLENGE

Medical Service Company (MSC) is a medical equipment supply company and post-acute healthcare provider that specializes in chronic respiratory disease management. Headquartered in Cleveland, Ohio, with 29 locations throughout the Midwest, MSC wanted to improve overall branding with consistent, high-quality fleet graphics for more than 100 vehicles, as well as update its interior and exterior facility graphics.



SOLUTION

Our team at VMS worked closely with MSC's marketing team to create a new design that stood out from the competition and was instantly recognizable on the road. We designed the art to easily define what MSC does for its customers and were able to provide on-site installations at multiple locations through our large nationwide network of installers.

RESULTS

MSC trusted us to turn their vision of consistent branding and high-impact fleet graphics into a reality. The VMS fleet experts and vehicle graphic design team developed custom graphics that would stand out on a variety of vehicle models and showcase MSC in a professional manner.

“Our vehicles act as mobile billboards that point a spotlight on our services, our heritage, and our professionalism. By using graphics from Visual Marking Systems, we achieved the design continuity and standardization we desired in our fleet.”

JOSH MARX
VP of Business Development

Medical  Service
Company