



# Crafting a Cohesive Brand with Avery Dennison Vinyl Films

Branding is a major buzzword these days, but there are many reasons it's at the front of business owners' minds. Having recognizable color schemes and style across websites, social media platforms and products helps consumers remember a brand and understand the messages the company is trying to convey.

It's no longer enough to have a superior product. Companies are required to have a personality and a strong aesthetic associated with their branding. This is definitely true in the booming craft beer industry of North America. Quirky companies with consistent marketing strategies can win over beer aficionados in a marketplace full of options. When one such craft brewer, Steam Whistle Brewing of Toronto, wanted to bring its bright green and white color palette to life in its external marketing, the company chose vinyl to accomplish its goals.

## One Fleet, All Types of Vehicles

Mark Dorey and Jason Farren, owners of Eminent Custom Graphics in Barrie, Ontario, completed several wrap jobs for beer distributors in bars and restaurants throughout Canada. Their work with point of sale graphics for different beer companies piqued the interest of Steam Whistle, who was looking to brand their wide variety of fleet vehicles.

Eminent used printed MPI 1005 Supercast Easy Apply RS™ and DOL 1360 Gloss Overlaminate to wrap a Dodge Charger, a Jeep, a Toyota FJ Cruiser, a Mini Cooper and even a classic International Scout in Steam Whistle's trademark light green and white colors. The company used to paint these vehicles for sales representatives, causing a drain on time and funds. With the help of Avery Dennison film, the vehicles now feature a clear design and consistent Pantone® colors, while maintaining the nostalgic feel of the brand.