



CLIENT: MAXIM TRUCK & TRAILER

INDUSTRY: TRUCKS

PROCESS: EMBOSSING - DOMING

SOLUTION: BADGE

OBJECTIVE

Develop a new nameplate for their vehicles.

CHALLENGE

The main challenge was to develop a nameplate for Maxim Truck & Trailer's vehicles that was different from the one they were currently using. The client wanted to revamp their nameplates and asked that we provide different options and price points. The client's only requirement was an aluminum look.

SOLUTION

Working closely with the client's design team, BCH Image suggested an embossed aluminum decal combined with a domed effect. The combination of both processes provided more depth and created a unique and distinct nameplate that stands out from the rest. The embossed aluminum also blends well with the robust and tough design of their trucks.

In conclusion, BCH Image gave Maxim Truck & Trailer's nameplate a facelift while providing the customer with a new look they can be proud of.