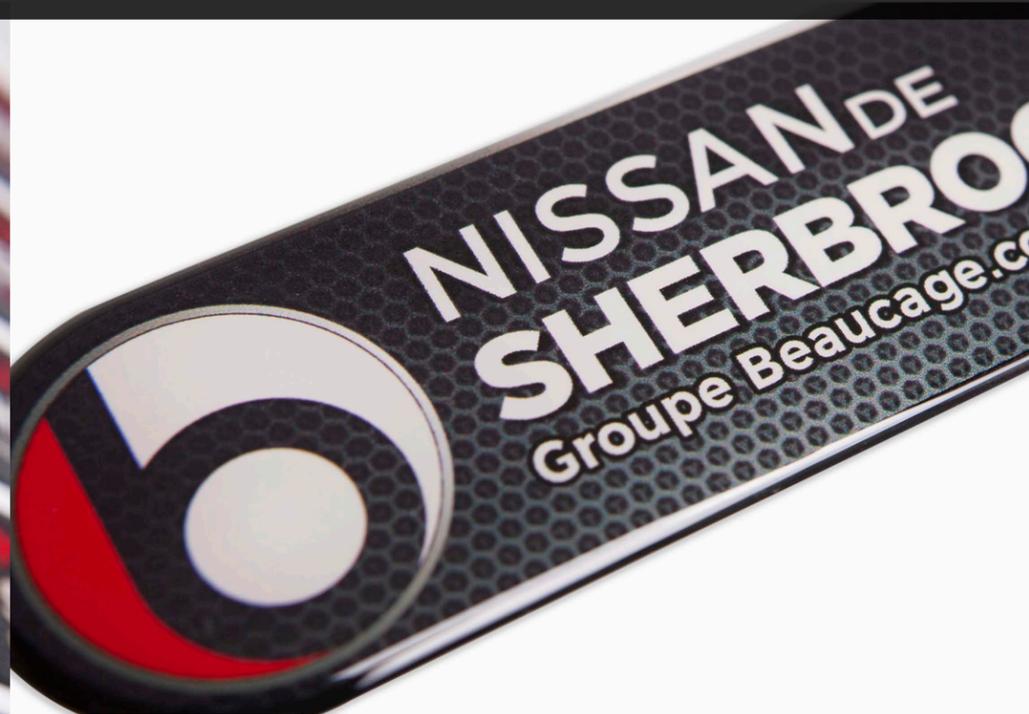


COMMON LOGO THAT BLENDS IN



CLIENT: Groupe Beaucage

MARCHÉ: Automotive

PROCÉDÉ: Doming

SOLUTION: Badge

OBJECTIVE

Provide a heavy cast type logo

CHALLENGE

Beaucage Group has been servicing and providing their clients with used vehicles for over 20 years. With 23 dealerships who are part of the Beaucage family, their name is well known in the used car sales industry. Recognized for their 4-star customer service this client was looking for a logo that could blend in with all their vehicles. One of our customer's priorities was getting a product with quick turnaround and very low cost as many of their clients remove these logos after the purchase of their vehicles.

SOLUTION

With a variety of options at our fingertips, this provided BCH with the inspiration to create an exciting logo. Keeping in mind that low cost and quick turnaround time was a priority, the digital printing domed option was the only way to go! This product met the needs of our client in an affordable way while not sacrificing on the quality the brand deserves. This will also enable the client to update their logo inexpensively!