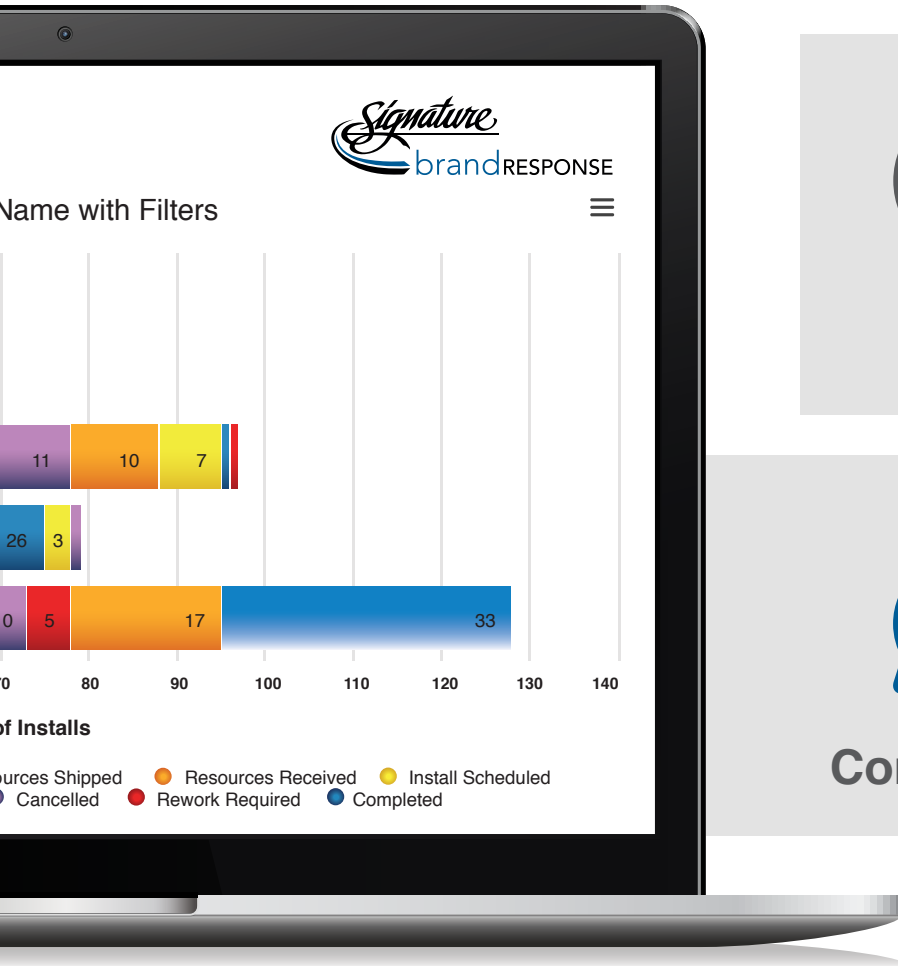


Elemental to Your Branding Success



Monitor

86

bR
brandRESPONSE



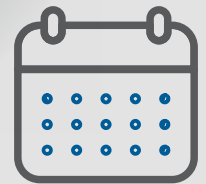
Report



Communicate



Validate



Manage

Signature
brandRESPONSE

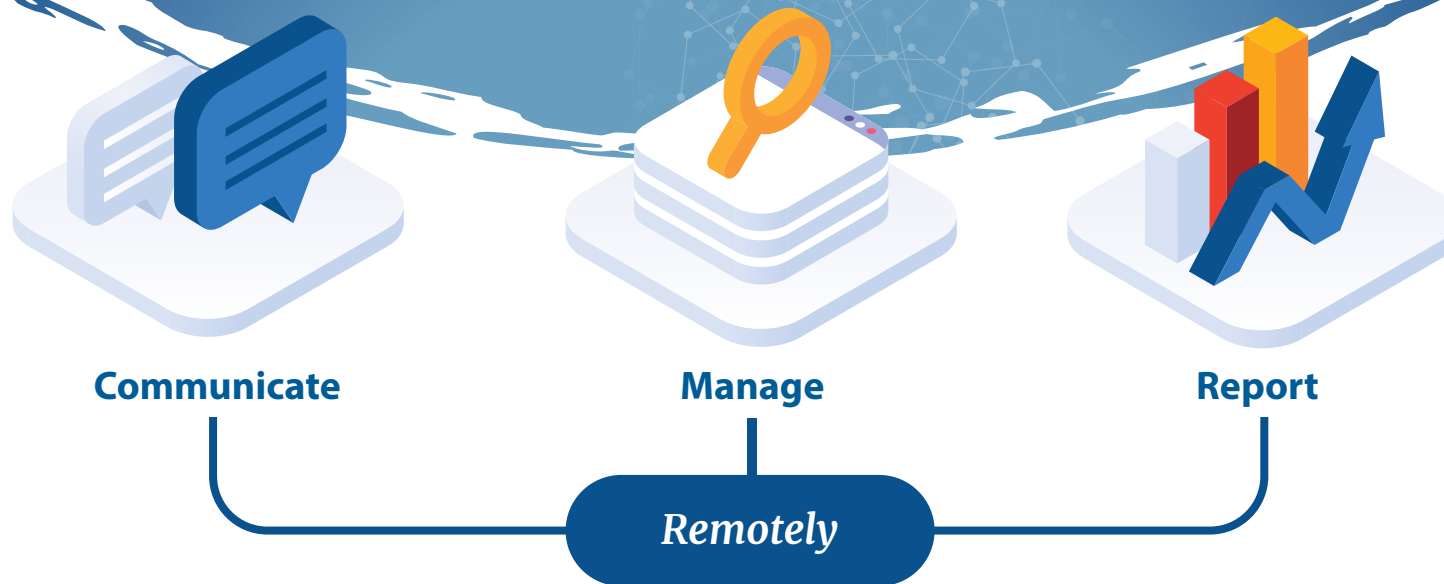
800-356-3235 | www.signaturegraphicsinc.com

Signature brandRESPONSE

As the way we work evolves, our brandRESPONSE platform is helping companies with numerous assets transition by allowing them to communicate, manage, and report on their branding projects from home.

The Digital Solution to Fleet Brand Management

brandRESPONSE puts your fleet at your fingertips with real-time access to branding initiatives that include status updates, installation photos, and essential documentation, all with accessibility from your computer.





brandRESPONSE

The Answer to Managing Large-Scale Brand Conversions

Managing branding initiatives across a wide geographical area or through conversions of numerous assets can be a challenge without the right resources. We developed a singular platform, called **brandRESPONSE**, to provide real-time project status to ensure you have the tools you need to achieve your brand goals.

Consistency is the most important thing you can do for your brand identity. **brandRESPONSE** ensures your ability to validate the consistent application of your branding across various equipment, locations, and regions through storing all project- and asset-related data in one convenient location.



1 Audit:

We audit assets that will carry your creative, and scout facilities & OEM partnerships to formulate a branding strategy.



2 Import:

We import the audited data into brandRESPONSE.



3 Monitor:

Through brandRESPONSE, track & report on your branding projects as we manage it all: design adaptations, manufacturing, shipping, and installation of your branding elements.



4 Communicate:

Comment on tasks, review important files and documentation, check-in on task progress, and share project updates with stakeholders.



5 Manage:

Use brandRESPONSE to continue conversions, as you acquire additional assets, and to house all your branding data in one location.



Create

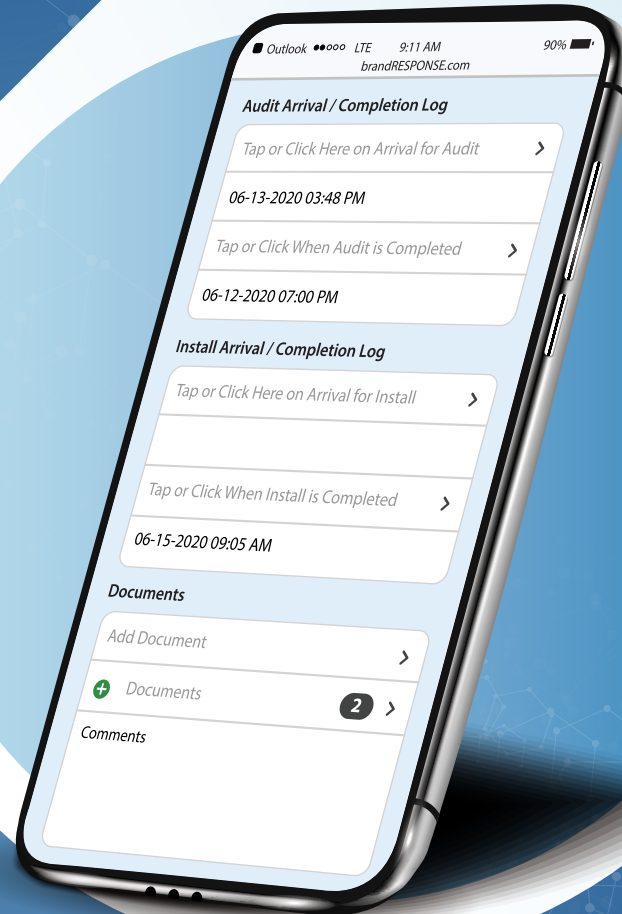
The brand**RESPONSE** process starts with documenting assets, data, branding, and site information.

Plan

Our team arranges an installation strategy and our installers document branding completion with photos.

Manage

Project visibility is critical to branding programs. brand**RESPONSE** is your source for a complete look at all your project variables.

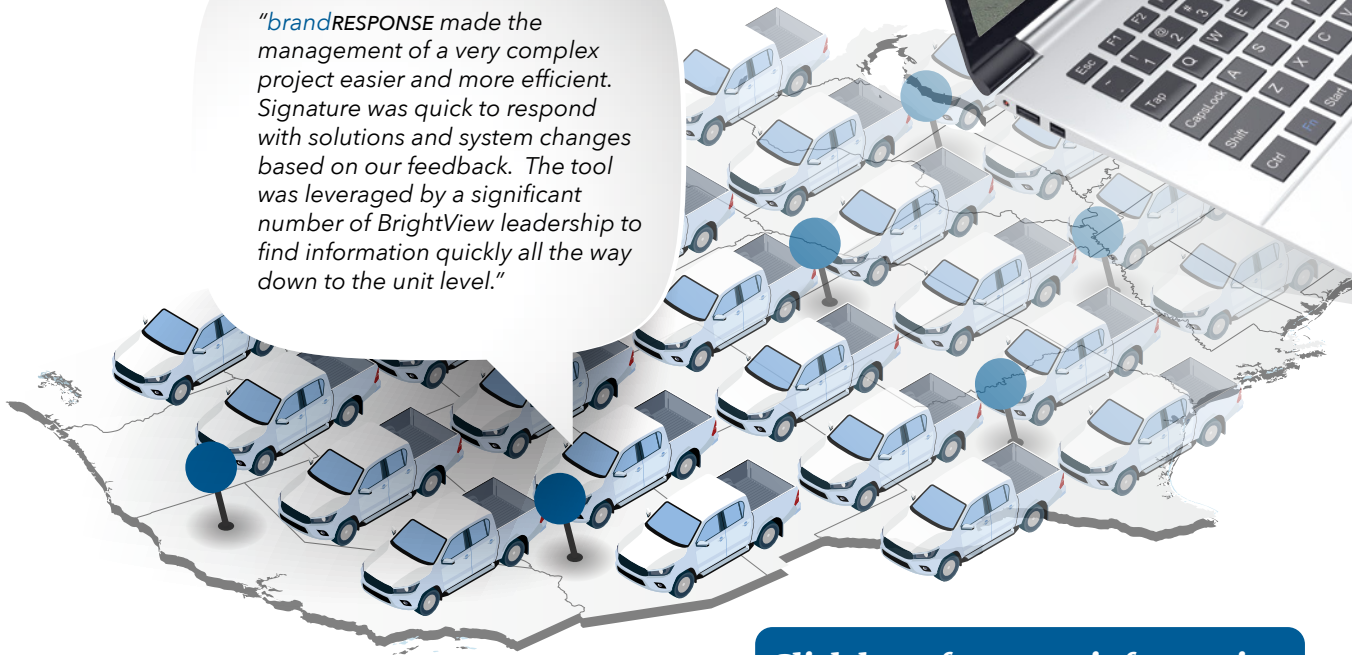


brandRESPONSE

Classifying Vehicles by Their Branding

brandRESPONSE was developed as a resource for brand owners to manage all branding aspects of their vehicles over their assets' life cycles. Fleets of 100 vehicles to 20,000+ utilize brandRESPONSE to correctly identify and classify their vehicles by the branding on them.

"brandRESPONSE made the management of a very complex project easier and more efficient. Signature was quick to respond with solutions and system changes based on our feedback. The tool was leveraged by a significant number of BrightView leadership to find information quickly all the way down to the unit level."



[Click here for more information](#)



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