



# Garbage services with a big WOW



^ Newsletter, mascot and fleet graphics

## Business

Family-owned garbage franchises with different names in different communities in Oregon

## Audience

Residential and business customers in Oregon communities; city or county government agencies that grant and manage franchises

## Challenge

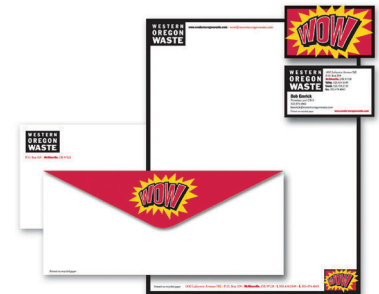
Develop one name and brand identity to clarify communications and save costs for all locations from McMinnville to the Pacific Coast by ordering common truck graphics and other materials. Create visibility for the company around the 75th anniversary

## Strategy

Build a splashy, high visibility design system around the owner-selected name: Western Oregon Waste, or WOW. Create a comic book look and modular identity that works in multiple applications. Create the WOW Man character to communicate services in the WOW Town News

## Results

Cost savings with common materials for all locations. Huge increase in staff enthusiasm and support for company initiatives. Great community acceptance and positive response. Streamlined communications with franchise overseers



^ Logo and stationery system

