

Meadow Gold Dairies Hawaii - Problem Based Learning Project Marketing and Graphic Design



MEADOW GOLD BRANDING & TRUCK GRAPHIC DESIGN PROJECT – DRAFT

PROJECT OVERVIEW

Meadow Gold cares about Hawaii and is committed to our communities. We are strong promoters of fostering opportunities that expand learning to real world application and execution. We believe that challenging students to creatively and critically think, problem solve and successfully implement their ideas, can provide unique and memorable learning experiences that positively influence skills and career development. We benefit by a more robust and skilled employee base joining the Hawaii workforce. Meadow Gold hopes to provide an extraordinary learning experience between students and our company/brand.

THE CHALLENGE

Meadow Gold operates a fleet of 130 trucks, tractors, trailers and reefers, delivering products to stores, schools and foodservice institutions across the islands. This fleet serves as exceptional advertising vehicles that drive brand awareness and visibility in Hawaii's neighborhoods.

Meadow Gold would like to invigorate the image of our trucks with innovative design concepts that reflect our company philosophy and promote our dedication to Hawaii. Many of our vehicles are due for complete graphic updates as some are dated and showing their wear. In addition to updated designs, we are open to various print and application mediums that can be effectively installed, painted or applied to our trucks.

DESIRED OUTCOME

- A branding concept for Meadow Gold Dairies Hawaii that communicates our company philosophy, our commitment to locally manufacturing dairy/juice products in Hawaii, as well as our dedication to our communities.
- Utilizing this brand concept, create graphic design draft layouts for our 21 ft. trucks and propose researched application method, materials and estimated costs.

ESTIMATED TIMELINE (To be developed with schools)

- Initial Meeting with Schools
- 1st Mid Project Mentor Feedback and Project Review
- 2nd Mid Project Mentor Feedback and Project Review
- Final Project Presentation
- Selection of Proposals for Implementation
- Implementation Phase



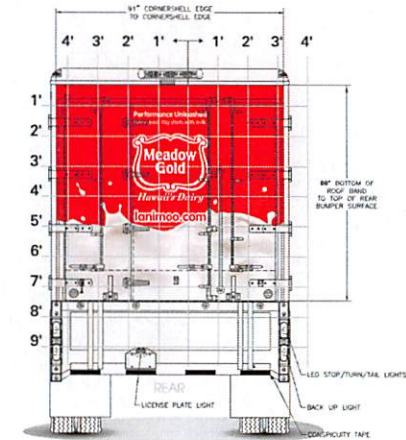
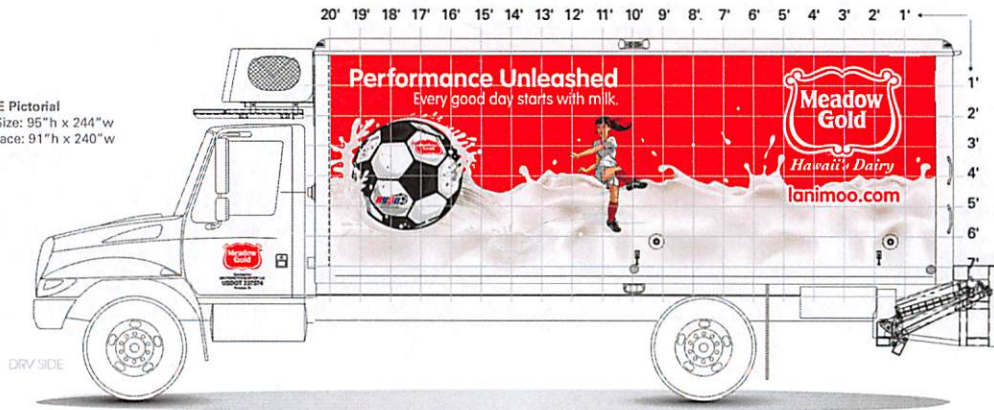
TRUCK SPECIFICATIONS & SPECIAL CONSIDERATIONS

- Please see example Truck Layout and Measurements - 21ft Truck
- Many of our trucks differ in size, placement of doors, handles, lifts and texture of surface (rivets).
- For the purposes of this project, we will use our 21 ft. trucks as an example – these trucks commonly deliver to schools.

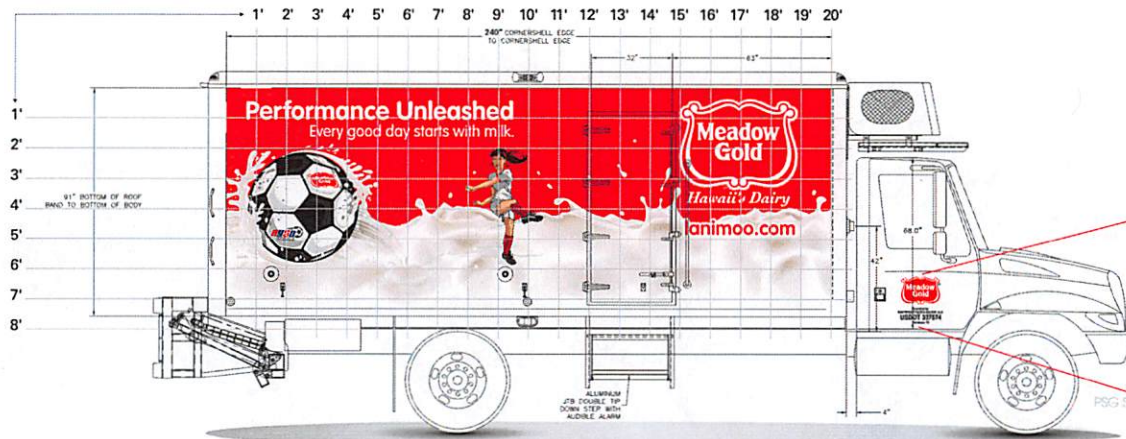
MG ASSETS TO BE PROVIDED

- Logo – Meadow Gold Hawaii's Dairy (Red / Black)
- Logo – Lani Moo

SIDE Pictorial
Production Size: 95" h x 244" w
Markable Space: 91" h x 240" w



REAR Pictorial
Production Size: 88" h x 93" w
Markable Space: 86" h x 91" w



Door Meadow Gold Logo / Copy
18.88" h x 17.89" w
**Logo below not to scale.*



Application Layout For Dean Foods Co - Meadow Gold | Order #2552583 | Shown: 21Ft Route Truck_Meadow Gold AYSO | JPH

Panel-to-panel overlap is provided where needed. The correct panel-to-panel match sequence is identified on the backside, at the top of the individual panels.

