



Holland

GRPS-479

HOLLAND

WESTERN STAR

Holland

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HOLLAND

DEFINING A BRAND TO BRING A SUCCESSFUL RAIL SOLUTIONS PROVIDER UP TO SPEED

Blu Sky worked closely with the Holland management team to define and develop a brand messaging strategy. The new identity came to life through a variety of new initiatives including ads, tradeshow booth graphics, website, rebranded service vehicles and much more. Blu Sky provided the guidance, creative strategy, design and execution needed to bring this already successful company up to speed with a revitalized identity.

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