



# Eurosigns

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## Eurosigns showcase design talent at National Association of Police Fleet Managers Conference

In March 2016 Eurosigns were approached by Lakeside, one of their material suppliers to supply the new and unique V-8000 emergency reflective material for two vehicles they wanted to showcase at the National Association of Police Fleet Managers Conference (NAPFM).

This material boasts many new features, including the ability to conform to simple curves, the fact there is no longer any need to edge seal and the ability to withstand vehicle maintenance such as pressure washing.

The challenging brief from Lakeside to Eurosigns was to “create impact and stand out, not a boring police car” Laura from Eurosigns took on the challenge. The brief given was every graphic designers dream. Two images were given, Space Invaders and Pac man, and a simple explanation ‘something like these pictures – but whatever you think is best’.

To satisfy this brief, Laura, one of Eurosigns designers had not only the challenge of designing something with impact but the fact that the material is only supplied in seven colours, In addition to the car wrap, Eurosigns were also asked to design an exhibition stand and the ‘sell sheet’ which went with their new V-8000 material. Once again Laura had free reign on the design and decided to do something different to what they already had.

Laura came up with a concept design using the hexagons in the reflective material. This theme was carried through into the stand design and ‘sell sheet’ to link the material with Lakeside. To add the finishing touch Laura also included some hexagons made of the reflective material which was a nice added touch.

Laura Potter, Eurosigns Graphic Designer said “This was a really fun project and I look forward to working with Lakeside Films again soon.”

