



PROJECT > Brand Identity
CLIENT > Ace Express Pallets

Case Study > October 2005

Client overview

Ace Express Pallets provides a nationwide distribution service for palletised dry freight. Specialising in overnight service to all 32 counties of Ireland, the organisation encompasses a network of 12 satellite depots, which operate via a central hub with online information support.

The Requirements

They came to Dara Creative for a strong, visible identity that was both instantly recognisable on lorry and van livery, and suitable for a range of corporate marketing materials. Targeting manufacturing, distribution and wholesale companies, the brand had to be seen on the road at night, inspire confidence in customers and reflect the shared values of all 12 network member organisations.

The Project Included

- Overall brand identity
- Logo
- Livery for lorries and vans
- Corporate Brochure
- Information packs
- Promotional maps highlighting breadth of service
- Headed paper and associated corporate materials

The Design

We developed a distinctive, hexagonal logo, which reflects the many facets of the company and its multi-directional distribution service. Internal chevrons express movement, speed and the client's progressive vision. Eye catching corporate blues stand out on a matt silver background to convey a reliable, professional image, while being highly recognisable on the road at night. To be used on everything from van livery to marketing materials, the brand design is powerful, contemporary and extremely versatile.

The Results

- Distribution figures increased from 400 to over 2,000 pallets per week
- 500% increase in turnover
- With new branding, client won significant contracts with:
 - Euro General (The Pound Shop)
 - Dale Farm Ice Cream
 - General Mills (Haagen-Daaz Ice Cream)
 - Fernhill Stone
- Client moved warehouses twice, each time doubling capacity to cope with demand
- In 12 months, client established a brand that is instantly recognised in all 32 counties
- A huge number of contractors have offered to brand their trucks with the new livery
- More independent hauliers joined Ace Express Pallets as a result of the brand's success.
- Brand received a great deal of media attention – in national newspapers and trade press.
- 100% positive feedback from employees.

Client Comment

“Prior to the launch of our new identity, the throughput was in the region of 400 pallets per week. Twelve months later, we are moving in excess of 2,000 pallets a week. That's a massive achievement and a sales increase of 2.5 million. It's a phenomenal result by any standards.”

Mark Tracey, *Director of Sales, Ace Express Pallets*