SpeedPro Imaging
Great. Big. Graphics.

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NO MORE BLANK WALLS!

Some of our recent projects have taken aim at the archetypal blank wall. Here at SpeedPro we have the Great. Big. Graphics. to transform any space!
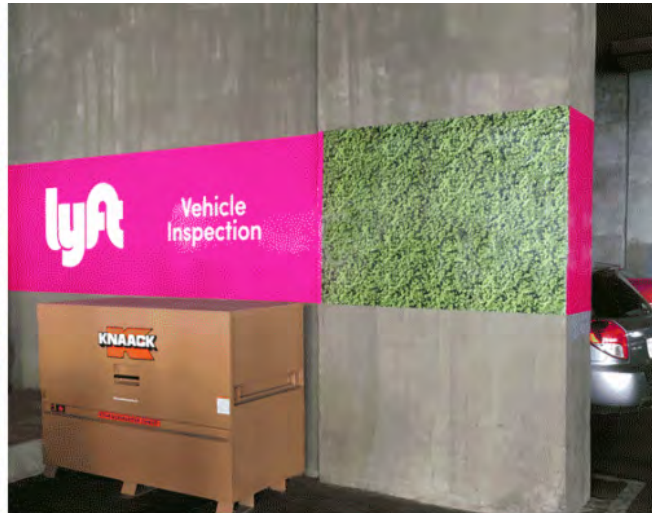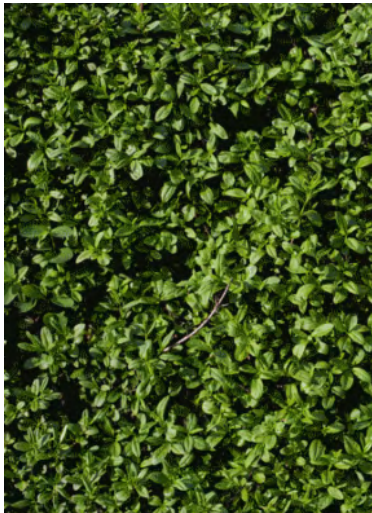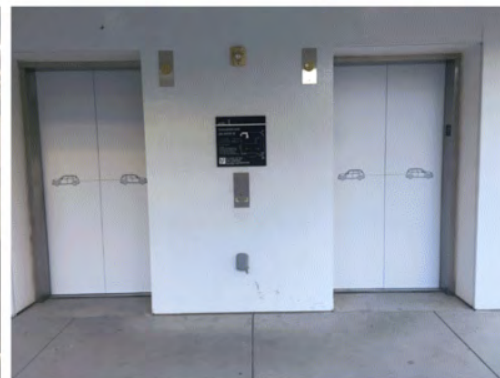
Garage Gets A Face-LYFT

The magenta branding of Lyft is as ubiquitous as it is bright, and it has helped to endear the ride-sharing company to tens of millions of active users. Now that familiar hue is brightening up the Constructivist gray of a parking garage. We produced durable concrete graphics and column wraps for their designated vehicle inspection areas. A purely functional space becomes an advantageous branding opportunity - our transformation specialty!
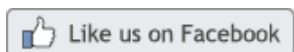
MINI Cars, Big Graphics!

MINI USA via TEAM Enterprises, an experiential marketing company based in Ft. Lauderdale, Florida, had the not-so-small task of branding an entire parking garage. The breadth of the project included concrete graphics, column wraps, outdoor vinyl banners, elevator wraps, and sidewalk signs. Fortunately, we have the production dexterity to accommodate all their varied marketing needs. With their clean, modern black and white branding and after a marathon installation day, we had the garage looking bright, coherently branded, and MINI-fied!

ADOBE Rebels Against the Blank!

We've already established that a blank wall cannot be abided, but especially not by a graphic-software company focused on fostering creativity. (Unless it is considered 'negative space,' of course). But that was not the case for a certain gray expanse in their downtown San Francisco office - a graphic was certainly needed. However, this wall provided a unique challenge. Instead of a printed wall mural, they desired a contour-cut vinyl decal. While we are certainly versed in contour-cut vinyl, an intricate decal of this size brings about some unusual production and installation challenges. Not cowed by the scope, we took on the job, and were definitely glad we did. Everything turned out beautifully! The vintage, display typography and matte finish provided a polished yet imaginative (and cheeky) punch befitting the work space of such a design-forward company.

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