



# CORPORATE IDENTITY DEVELOPMENT

## VOLKSWAGEN

Volkswagen was looking for a turn-key partner who would assist them in developing a visually stunning facade with integrated lighting and signage across their North American dealer network. Only Sobotec was able to deliver the turn-key solutions they needed from idea to installation.

Client: Volkswagen

Project: Illuminated White Frame Design Modern Contemporary Facade, Illuminated Curbside Pylon, Interior Panels & Signage

Location: Across North America



**Sobotec** has been working with major corporations and their brands since the early 1990's.

# THE IMPORTANCE OF CORPORATE IDENTITY

## North America's Corporate Identity Development Leader

In corporate culture, a company's brand is one of the most valuable assets of their business. The brand serves the dual purpose of establishing a company's identity while underpinning a host of marketing objectives.

The Corporate Identity Development (CID) division at Sobotec strictly focuses on the visual identity of major corporations. We have worked with global brands on their corporate identity needs and re-imaging design requirements since the early 1990's.

Our CID division was created to address the need for brand uniformity throughout multiple installations and is one of the only fully integrated divisions of its kind providing coverage all across North America.

We provide all the services required for your project from concept to completion, ensuring that all brand guidelines are adhered to, reinforced and that your project is structured for maximum presence in the marketplace.

Our CID products include:

- Custom Facades & Interiors
- Custom & Standard Panel Systems
- Integrated Lighting
- Signage
- Substructures
- Custom Projects and Displays

To learn more about our CID division, visit [Sobotec.com](https://www.sobotec.com).

# CLIENTS

## The Most Recognizable Brands in the World Trust Sobotec

For the past 30 years the world's leading brands have trusted our CID division to design, manage, manufacture, and install their built brand assets across North America.

Whether it is a single location or multiple sites Nationwide, our CID division ensures that each brand is properly and authentically represented in architectural built form.



We have worked with numerous industries including:  
Automotive - Petroleum - Hospitality - Food Services - Entertainment - Banking - Retail

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## AUDI

Creating a distinctive and striking new look, Audi's patented design required strict brand enforcement and precise manufacturing for its facade. Sobotec was the only company capable of meeting Audi's specific requirements.

Client: Audi

Project: Audi Terminal Design Facade, Illuminated Curbside Pylon, Signage

Location: Across North America

# SERVICES

## Your One-Stop Source for National Corporate Programs

We provide a turn-key, integrated solution for corporate brands which include:

- A full-service, concept to completion approach for all CID projects
- One company to deal with for all locations across North America
- Working with a single-source responsibility company for the complete budgeting, design, engineering, fabrication, manufacturing, procurement, project management, delivery and installation of your facade
- A full suite of products and services for facades and panel systems including cladding, materials, corporate colors, patented designs, integrated lighting, signage, substructures, displays, innovative custom projects, custom graphics and more
- Acting as your brand watchdog we implement uniformity, standardization and quality control across all project types and sizes, with brand guideline reinforcement

For the past 30 years our CID division has been working with the world's top brands.

Contact us today to learn more about our services and to discuss your company's corporate identity goals.

# DESIGN & ENGINEERING

Our CID division specializes in:

- Understanding the unique design requirements, aesthetics and functional efficiency of your brand in built form
- Providing upfront R&D, engineering and design-assistance to help you achieve your intended vision for your corporate identity
- Budget support assistance, design suggestions, and cost control strategies to identify other value-added benefits
- Designing numerous types of branded applications such as customized facades, entrance portals, interiors and even custom displays to feature vehicles or products

Early on we work with architects and designers in the preliminary design stages of a project.

To learn more about our design and engineering services, visit [Sobotec.com](http://Sobotec.com)



## HYUNDAI

Hyundai had a very complex and intricate design which needed a customized solution. Only Sobotec had the expertise to take their unique fluidic wave design concept and develop it into an engineered custom facade.

Client: Hyundai  
Project: Hyundai Dealership Global Brand Initiative  
Location: Across Canada



## PORSCHE

Sobotec's SL-2000 architectural panel system was the basis of design for Porsche's first dealership prototype. This design featured large curved panels with linear elements and marked the beginning of Porsche's corporate identity program.

Client: Porsche  
Project: High-Performance Facade  
Locations: Across North America

# MANUFACTURING & FABRICATION

Our production capabilities, commitment to quality and technical expertise are just some of the reasons why the world's top global brands rely on us for their corporate identity needs.

Our state of the art facility is able to provide numerous production benefits for our CID clients including:

- Precisely matched corporate colors
- Custom branded graphics
- Optimized budgets for multiple projects
- Rapid deployment of products and systems
- Use of world-class materials and custom-engineered Sobotec systems
- Fabrication of intricate and complex designs
- Design and testing of highly engineered structures
- Quality control of all manufactured and fabricated products
- Signage, sub-structures, integrated speciality lighting, displays, custom projects and more

**Once a CID program has been established, it can be launched quickly due to our rapid manufacturing and mass customization capabilities.**



# PROJECT MANAGEMENT

To ensure we meet your exact requirements, we dedicate the following personnel and processes to each of our CID clients:

- Your own assigned project manager actively engaged with every detail of your CID program
- A team of experienced professionals committed to meeting the exact requirements of your brand in built form
- A seamless process that handles every aspect of your CID program for all project locations from start to finish
- Outstanding client support throughout every phase of your project from initial design to final installation

We recognize the unique needs of corporate identity programs and understand the critical role branding plays in a company's success.

Our project managers will oversee all aspects of your CID program delivering each project on-time and within budget.

## HONDA

Honda's CID program incorporates a large cylindrical entrance portal which is centralized within the facade. This CID program is unique as the United States and Canada both utilize their own distinct colors and brand elements. Sobotec has worked on Honda dealerships in the United States and is responsible for their Canadian CID program.

Client: Honda  
Project: Exterior Facade and Cylindrical Entrance Portal  
Location: Across Canada



Photo Courtesy of Simmons - Rockwell

# SELECTED PROJECTS

VIEW OUR LATEST PROJECTS BY VISITING [SOBOTEC.COM](http://SOBOTEC.COM)



Photo Courtesy of Simmons - Rockwell



# INSTALLATION

We always put our customers first and here are some reasons why they consider us the best:

- Installation coverage all across North America
- Thousands of installed projects for the most recognizable global brands
- The highest quality standards in the industry
- On-time, on-budget and on-schedule installations
- One of the best safety records in the Nation
- Decades of experience

Our in-house installation crews and partners are industry professionals who have installed CID projects all across North America.

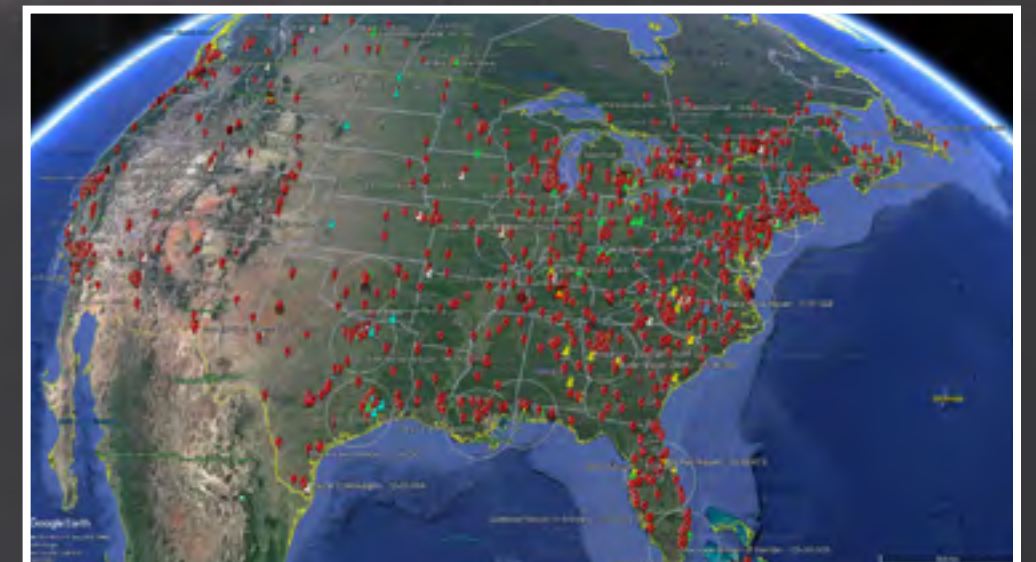
## NISSAN

For over 20 years Sobotec's CID division has been a trusted partner to Nissan. We have designed, fabricated and installed over 1,100 dealership projects for them. We are proud to be working with them again on their new roll out of innovative Featured Vehicle Displays and new dealer facade elements.

Client: Nissan

Project: Nissan Featured Vehicle Display, 1st Generation Nissan Dealerships & New Nissan Dealership Facade Elements

Location: Across North America



Actual CID Installation Locations.

# CUSTOM PROJECTS

We have helped corporations develop innovative ways to distinguish their brands.

Some examples include:

- Featured Vehicle Displays
- Custom Displays
- Custom Projects
- Custom Interiors

Our CID division has redefined the way companies approach their national corporate identity programs.

If you have an idea that requires a custom design for your brand, contact us today to learn how we can help.





# LIGHTING & SIGNAGE

Lighting and signage play a pivotal role in how a brand is identified. Along with providing facade solutions and architectural wall panel systems, we also provide our CID clients with the following:

- Standard Signage
- Illuminated Signage
- Specialty Lighting
- Integrated LED Lighting
- Kiosks & Curbside Pylons



Whether it is standard signage or integrated LED lighting, we will help you illuminate the importance of your brand in built form.

# NORTH AMERICAN COVERAGE

Whether it is a handful of branded flagship stores or a launch of a few hundred dealerships, we provide global brands and corporations with coverage all across North America.

From coast to coast, you can rely on us for the following:

- Installations across every city in North America
- Single source responsibility from the initial design idea to final installation
- Project design uniformity and brand standardization ensuring your corporate identity is properly and authentically represented for all project sizes
- Enforcement of brand guidelines for every project

Interested in how we can help you design and deliver a corporate identity program across 5 or 500 locations?  
Learn more by visiting [Sobotec.com](http://Sobotec.com).



Learn how Sobotec can help with your CID program.

Get started today.

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