



Custom Bus Wraps Become Community Showpieces

Challenge

The City of Sandy, Oregon, wanted a visually compelling way to introduce its new electric buses to the community. Sandy Transit sought to demonstrate its commitment to environmental sustainability while also building civic pride. Taylor was asked to wrap three newly commissioned electric transit buses and transform them into high-impact community showpieces. However, the wraps must withstand the elements year-round and be installed in time for an upcoming ribbon-cutting ceremony.

Solution

The Taylor Visual Impressions team applied its expertise with fleet and vehicle wraps to deliver a bus wrap solution that was engineered for all-weather durability, unwavering color accuracy and maximum visibility.

- Taylor's in-house creative execution emphasized the key messages behind Sandy Transit's electric bus program and included unique artwork for each bus.
- Our large-format production technology resulted in bus wrap graphics that were crisp, vibrant and consistent with the city's brand identity.
- High-quality installation, verified through in-progress documentation, ensured a positive first impression at the big unveiling — and continues to turn heads throughout the community today.

Results

Taylor helped the City of Sandy clearly communicate its vision for sustainable public transit.



PRODUCTION EXCELLENCE

Taylor's large-format production savvy enabled the City of Sandy to make a bold statement.



COLOR ACCURACY

G7® certified color management ensured unwavering brand consistency throughout.



SPEED TO MARKET

Design, printing and full-bus installation were completed within the tight timeframe available.