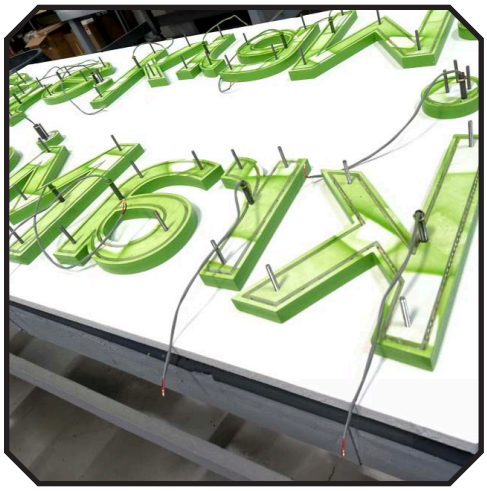
Core·Mark®

StoryLink Creative + Super Color Digital







(CASE STUDY)

Driving Brand Visibility at Scale for Core-Mark's Trade Show Presence

SUPERCOLOR™ DIGITAL

Project Overview

Super Color Digital partnered with Storylink Creative to produce high-impact trade show graphics for their client, Core-Mark, focused on strengthening brand presence and supporting lead generation at a major industry event.

The objective was clear: Create a visually dominant booth environment that would reinforce brand recognition while attracting and engaging attendees on a busy show floor.

The Challenge



Core-Mark consistently prioritizes strong brand visibility within large-scale trade show environments.

While incorporating more LED elements into their booth designs, they continue to rely on a signature feature a bold, eye-catching overhead corner sign that anchors their space and ensures visibility from across the show floor.



Each show presents a new challenge:

- Adapting the structure to different booth sizes and layouts
- Maintaining strict brand consistency
- Integrating seamlessly with evolving booth design

The Solution





Super Color Digital fabricated a custom overhead sign system designed to align with Core-Mark's brand standards while delivering maximum visual impact.

The solution included:

- 208 sq. ft. of large format graphics
- Custom halo-lit dimensional lettering
- SEG fabric system for a clean, seamless backdrop
- Scalable design adaptable to varying booth configurations

The result was a bold, elevated structure that enhanced visibility and reinforced brand identity across the entire exhibit space.

Execution

The entire fabrication was completed in-house at Super Color Digital's Las Vegas facility, ensuring quality control and precision throughout production.

Key Elements:

- 25mm Komatex multi-cut letters, ¼" clear acrylic backers and integrated halo lighting
- SEG fabric backdrop using white TXFM fabric for a smooth, modern finish
- Extruded aluminum SEG frame system for structural support and clean presentation

Once completed, the project was carefully packed and crated for shipment to Minnesota, where it was integrated with additional booth components and delivered to the advance warehouse for installation.

The project ran on schedule with no production or installation challenges, reflecting strong planning and coordination across teams.

Color Accuracy & Brand Consistency: Maintaining brand integrity was a critical component of the project. Super Color Digital ensured precise color matching to Core-Mark's PMS green and orange, delivering consistent visual output across both printed materials and illuminated elements.

The Result





The finished environment delivered:

- Strong overhead visibility across the show floor
- A cohesive blend of print and illuminated branding
- A repeatable, scalable solution for future events

The client response was clear: "Great job."

Patnership Takeaway

Super Color Digital's ongoing partnership with Storylink Creative is built on reliability, consistency, and high-quality execution.

Through multiple successful projects, Super Color continues to serve as a trusted production partner delivering complex, large-scale solutions that meet both creative and technical demands.

When brands trust us as a true partner, great ideas become buildable realities.

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