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Vibrant Graphics reveals a brand-new look

MILWAUKEE -- After years of staying on top of the trends through a focus on variable images, Vibrant Graphics has updated its own look to better reflect its cutting-edge, complete services.

In November, the company rolled out a new logo and color scheme as part of a re-branding process that will last over the next several months. The redesigned logo features a prominent swooshing "V" enclosed by a metallic rim. This futuristic look represents Vibrant's drive to stay on the forefront of technology, embracing new innovations instead of focusing on the status quo. The circular design models an image of consistency, which is evident in the company's products and services, and completeness, because Vibrant is a full-service digital printing company. Since the company has always been print-focused, the circle also mimics the drums of the printing press, or an open injection mold.

The new colors of brilliant red and black indicate Vibrant Graphics' aggressive pursuit of perfection and customer satisfaction. They are eye-catching shades meant to best showcase the company's incredible print resolution and quality.

Now that the new logo has been completed, Vibrant Graphics is focused on updating its website and existing print materials to more effectively communicate the company's advantages. The new logo and design have been implemented on the company's website, and the site's content has also been updated. This redesign is ongoing, and periodic updates will keep the public informed about further advances.

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Based in Milwaukee, Wisconsin, Vibrant Graphics specializes in digital printing, with expertise in in-mold labeling and variable imagery. The company strives to provide the consumer goods industry with high quality, variable image print labels, as well as other printing services.