

## Case Study

### Client:

Rotherham United  
Community Sports Trust

### Project:

Mini Bus Full Vehicle Wrap



“Broadsword were able to mock up a fantastic, bright theme that incorporated all the information we needed. The wrap was done within a couple of days and looked brilliant, with positive comment from staff and players at Rotherham United and the entire community.”

**Rotherham United  
Community Sports Trust**

Long-time customers - and collaborative partners on sponsorship events - Rotherham United Community Sports Trust came to Broadsword for a large format branding job, knowing well our capabilities for pulling off unusual or intricate projects.

Needing to build up a presence for their brand in the local community that the Trust served RUCST purchased a Mini Bus and gave us an open brief to install the livery. Creating the design from scratch, using existing logos and iconography associated with the Trust the in-house graphics team then digitally placed the design over a photograph of the un-branded vehicle for client approval.

Once the client approved the design it was printed and laminated ready for application to the vehicle. The material was carefully selected to fit the optimum lifespan of the branding to ensure both durability and a cost effective solution for the client.

The application of the graphics took place at Broadsword's Print and Display Centre in Sheffield over the course of two days and was carried out by our specialist installation team. The graphics were applied section by section in a precision process to ensure maximum quality and impact of the design.

Once complete the vehicle was handed back to Rotherham United Community Sports Trust who use it for their activities in the local community.