



Custom Signage Solutions for Crash Champions

A Trusted Partner in Large-Scale Branding

Founded in 1999, Crash Champions has grown from a single collision repair center in Chicago into a nationwide leader with over 600 locations. This rapid expansion required branding solutions to ensure consistency and trust across their network. We partnered with Crash Champions to deliver customizable signage tailored to their unique locations.

Highlights

- **Over 400 Rebranded Locations**, including 329 Service King facilities and 125 legacy sites.
- **Custom Sign Packages:** Tailored to each location's needs and local regulations.
- **Turnkey Service:** Comprehensive program management from design through installation and maintenance.
- **Proven Expertise:** Successfully navigated permitting and branding complexities.

Client's Vision: Unified Branding Across Locations

Unifying its brand identity was a key priority for Crash Champions during the rebranding of Service King and other acquired centers. With facilities ranging from urban storefronts to unconventional spaces like former medical offices or salvage yards, the project demanded a highly flexible approach. They aimed to create cohesive, professional signage that reflected their brand values and instilled customer trust.

In addition to maintaining aesthetic consistency, Crash Champions sought to meet local regulations while optimizing visibility. Strong, unified signage was central to enhancing customer recognition and reinforcing their reputation for excellence. Addressing these challenges required a detailed, customized approach to ensure consistency across diverse locations.

Our Approach: Tailored Solutions for a Diverse Network

We began with comprehensive evaluations to address each property's specific needs. By working closely with Crash Champions' leadership, we developed signage designs that aligned with their branding goals while meeting functional requirements and regulatory standards.

Our custom sign packages included channel letters, illuminated pylons, and monument signs designed for durability and energy efficiency. This approach ensured long-term reliability and reduced operational costs across their network.

Proactive project management played a crucial role in the program's success. Our team handled everything from site surveys to navigating permitting challenges in diverse municipalities. Proactive communication and a well-defined process minimized delays and streamlined coordination across hundreds of locations, ensuring installation schedules aligned with operational needs.

Results: Streamlined and Consistent Branding

Our cohesive signage solutions elevated brand recognition and fostered trust, delivering a unified customer experience across the network. We successfully rebranded over 400 locations, including 329 Service King facilities and 125 legacy Crash Champions sites, creating a consistent look that enhanced their professional image.

Streamlined processes reduced project delays, while energy-efficient materials and innovative designs provided long-term cost savings. By delivering high-quality solutions, we reinforced Crash Champions' reputation as an industry leader and helped them achieve their branding goals efficiently.

Ongoing Partnership

As Crash Champions grows, we remain a trusted partner, delivering scalable signage solutions for their expanding network. Our approach ensures every new location seamlessly aligns with Crash Champions' established standards, reflecting their commitment to excellence.



