



Custom Signage Solutions for Kubota

Driving Brand Excellence Through Custom Signage

Kubota, a global leader in agricultural and construction equipment, sought a comprehensive signage solution to reflect their innovative and dependable brand across dealerships nationwide. With an expanding footprint and the need for consistent branding at every location, we partnered with Kubota as their sole signage provider in the United States to deliver tailored, high-quality signage solutions that elevate their brand visibility and strengthen customer trust.

Highlights

- Successfully deployed signage solutions across over 150+ dealerships nationwide.
- Designed and implemented custom sign packages, including flag mount pylons, wall signage, monument signage, and interior signage.
- Delivered turnkey project management, from design and permitting to installation.
- Provided expertise in navigating regional permitting requirements and ensuring on-time execution.

Client's Vision: Consistency and Visibility Across Locations

Kubota aimed to create a unified and professional presence across its dealerships, ensuring that each location reinforced its commitment to quality and innovation. With diverse dealership layouts and local requirements, it required signage solutions that adhered to strict brand guidelines while enhancing customer experience and reflecting the reliability of Kubota products.

We've always shared a commitment to quality and innovation, making working with Kubota a natural fit. Like them, we value precision and craftsmanship, and this shared focus became the foundation of a strong partnership. Together, we prioritized creating seamless, high-quality signage solutions that perfectly reflect Kubota's values.

Our Approach: Customized and Scalable Solutions

To meet Kubota's goals, we began with a detailed assessment of dealership layouts and regional regulations. This groundwork allowed us to understand each location's unique requirements, guiding our design of custom sign packages that included flag mount pylons, wall signage, monument signage, and interior signage. Each design was optimized for visibility, durability, and energy efficiency, ensuring long-term value.

The partnership started with a "sample size job" that included developing a prototype wall cabinet, allowing us to showcase our capabilities and earn Kubota's trust. One of the standout elements of our approach was the integration of the iconic Kubota "K" emblem. This chrome-silver oval, featuring a bold and stylized "K," symbolizes Kubota's strength and reliability. By incorporating this emblem into each sign, we ensured that every dealership reflected Kubota's brand identity while enhancing recognition across diverse markets.

To meet Kubota's high standards, we also employed value-engineering techniques to streamline internal processes, ensuring that our solutions were efficient and aligned with their needs. This included optimizing the configuration of pylon steel and shrouds (pylon pole covers), which, with Kubota's approval, resulted in significant cost savings and a more favorable installation process. These efficiencies allowed us to maintain pricing stability for the Kubota dealer network without requiring increases this year. From urban hubs to rural regions, we navigated permitting challenges and environmental conditions, ensuring consistent branding with minimal disruption.

Our project management team coordinated every process phase, from securing permits to overseeing installations. By streamlining operations, we maintained strict timelines and ensured all signage adhered to Kubota's high standards.

