



CASE STUDY

(OR HOW WE LIKE TO SHOW OFF)



PCC Natural Markets

Trusted Collaborative Partner

PCC Natural Markets launched a new location in Edmonds, Washington and requested Stella Color to be part of the team producing the signage and in-store visuals for the new concept. Collaborating with Bruce Hale Design and Zeppelin Studios, Stella Color produced complex multiple signage and cut vinyl as well as exterior banners to extend the branded PCC look into the surrounding building exterior. PCC's new concept was educationally based around informational signage informing shoppers what local producer or grower was being offered in each category of the store. The outcome was an exciting, informative experience for all visitors to learn more about PCC while separating their brand from other grocery retailers in the region.

