



CASE STUDY

(OR HOW WE LIKE TO SHOW OFF)

W UNIVERSITY of WASHINGTON

University of Washington

The University of Washington invited Stella Color to brand the exterior of the Husky Central Downtown Link, the University's primary licensed products store. Stella Color, a Washington State certified Women's Business Enterprise, enabled the University to work with a partner that not only provided innovative solutions, but also met their corporate social responsibility mission.

The project included digitally cut lettering as well as specialty cut vinyl products, pole banners, window films, and graphic wraps. The Husky "purple and gold" was a critical color match for all graphics; Stella Color produced four different types of media, all output with different technologies, while maintaining consistent color.

On-site installation management and internal project management allowed Stella Color to exceed the University of Washington's expectations:

"I have been impressed with the follow-through, attention to detail, and overall quality of the products your company has delivered. [Your] skilled production management helped catch a few things I would have missed otherwise and their good communication (love those Excel charts!) helped to keep us all on track.... You have a terrific team, and I am very pleased with the final products..."

~ Wayne Gillam
Creative Production Manager, UW Marketing

