

— VOMELA · MANUFACTURING: VISUAL COMMUNICATIONS & BRAND PRODUCTION

Unifying a growing brand & digital ecosystem for scale.

INDUSTRY

Manufacturing: Visual
Communications &
Brand Production

CLIENT

Vomela

SERVICES

Brand Strategy • Enterprise Web
Audit • Web Consolidation
Strategy • Visual Identity •
Brand Governance • Digital
Architecture Planning

ENGAGEMENT

Strategic brand and digital
partnership

— THE CHALLENGE

Vomela is one of the most capable physical brand production organizations in North America.

Their work has appeared at the Olympics, the Super Bowl, the Macy's Thanksgiving Day Parade, and the NYC Marathon. Across more than 25 locations, their teams deliver fleet graphics, retail environments, event activations, stadium installations, direct mail, and experiential branding at a scale very few organizations can match.

But as Vomela grew through expanded services and ongoing acquisition activity, its brand and digital presence grew alongside it: organically, in pieces, and without a unified architecture to hold it together. The result was a set of predictable challenges:

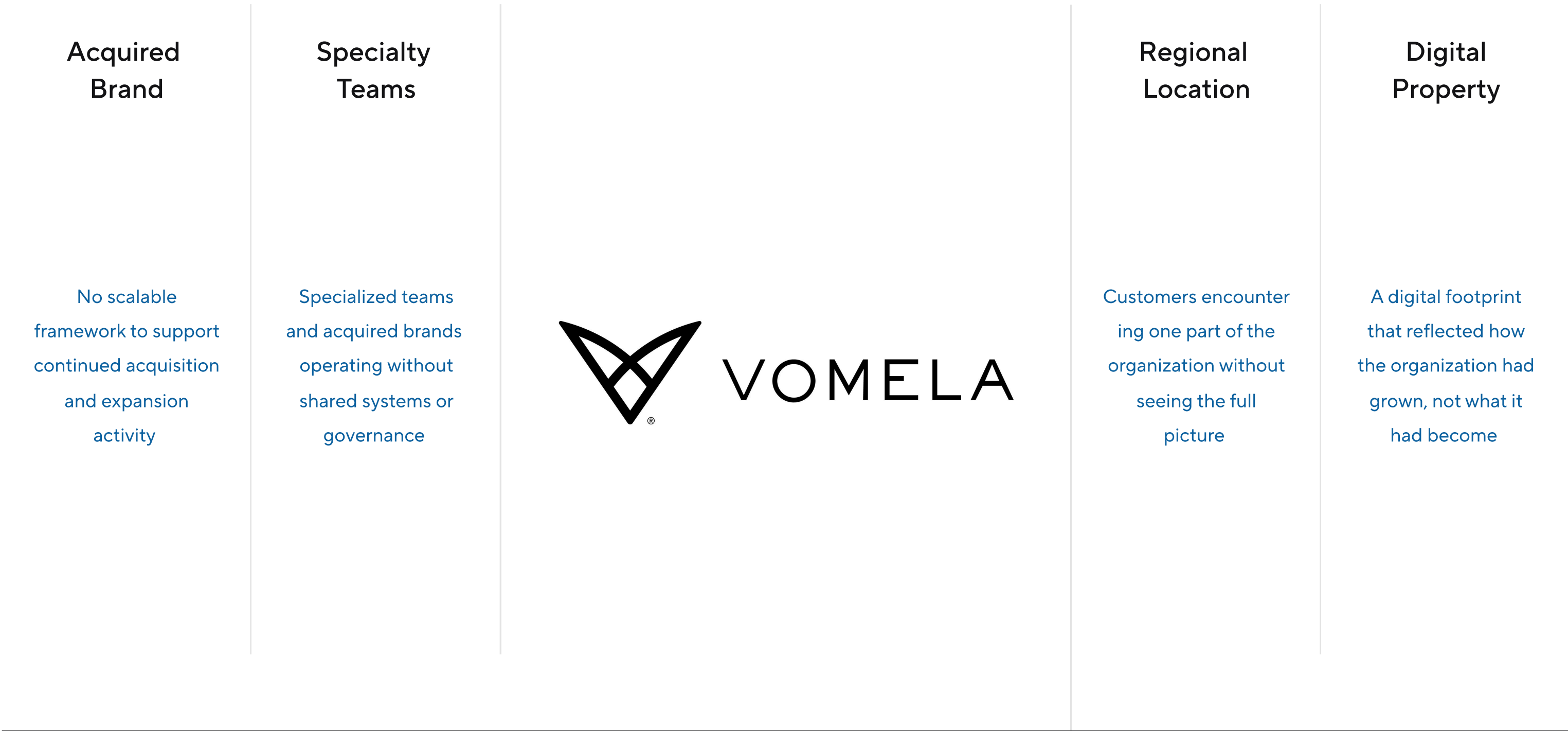
- 01 Websites and digital properties that did not reflect a consistent brand voice or visual system
- 02 Customers encountering one part of the organization without seeing the full picture
- 03 Specialized teams and acquired brands operating without shared systems or governance
- 04 A digital footprint that reflected how the organization had grown, not what it had become
- 05 No scalable framework to support continued acquisition and expansion activity

Vomela did not need reinvention. They needed alignment, and a system built to scale with the organization going forward.

THE OPPORTUNITY

Get ahead of fragmentation.

Organizations that grow through acquisition accumulate complexity faster than they can manage it. Brand inconsistency, fragmented digital properties, and disconnected governance structures are not failures of vision. They are the natural byproduct of growth that outpaces infrastructure. The opportunity was to get ahead of this pattern.



OPPORTUNITY
ACROSS THE SYSTEM

- 01 Brand architecture & positioning
- 02 Visual identity evolution
- 03 Enterprise web audit & assessment
- 04 Web consolidation strategy
- 05 Brand governance & resource infrastructure

— WHAT CARIMUS IMPLEMENTED

Five workstreams.

End-to-end support across discovery, strategy, design, build, and governance — sequenced so each layer reinforces the next.

01

Brand architecture & positioning

Workshops and strategic frameworks to clarify how Vomela's capabilities, specialized teams, and acquired brands relate to one another under a unified organizational story, without losing the depth that makes each part of the business valuable.

02

Visual identity evolution

Modernization of the existing Vomela brand system through updated guidelines, technical artwork systems, and a scalable visual framework that gives teams across the organization a more consistent foundation to work from.

03

Enterprise web audit & assessment

A comprehensive evaluation of Vomela's full digital footprint across brand consistency, infrastructure, user experience, analytics, and scalability, identifying friction points and prioritizing opportunities for consolidation and improvement.

04

Web consolidation strategy

A clear roadmap for reducing redundancy across digital properties, including governance models, integration planning, and a future-state digital architecture designed to support continued growth and acquisition activity.

05

Governance frameworks

Recommendations for a scalable internal brand resource hub and repeatable governance processes, enabling consistency across locations and teams without requiring centralized control of every decision.

— TIMELINE

0-30 Days

Discovery & Strategy

Brand strategy, messaging framework, and audit

30-60 Days

Brand Design Evolution

60-90 Days

Website Build

90+ Days

Migration & Launch

— THE PARTNERSHIP

Beyond a brand refresh.

What began as a brand and digital assessment became a longer-term strategic partnership. As the audit surfaced the depth of the challenge, the engagement expanded to address not just immediate inconsistencies but the underlying systems driving them.

The work evolved from fixing what was visible to building what was needed: brand architecture and messaging strategy, enterprise web consolidation planning, visual identity modernization, digital governance frameworks, integration and future-state architecture planning, and internal brand resource infrastructure.

The relationship became less about individual deliverables and more about establishing the operational foundation that allows Vomela to grow without losing the clarity and consistency that makes the brand trustworthy.

SCOPE OF PARTNERSHIP

• Brand Strategy	• Brand Modernization	• Website Modernization
• Messaging Strategy	• Logo Refinement	• Video Production

— OUTCOMES

Evidence of scale.

The partnership touched nearly every layer of how Vomela shows up, from the enterprise digital footprint and brand architecture to visual systems and governance frameworks supporting teams across more than 25 locations. The work focused on long-term scalability and consistency, building a foundation designed to absorb continued growth without sacrificing coherence.

25⁺

25+ locations supported through unified brand systems

8

Brands aligned under unified architecture (5 service brands + 3 standalone brands)

1

Unified multisite platform supporting all business units with permissions-based access

Multi^{yr}

Sustained strategic engagement.

Insightful Restructuring

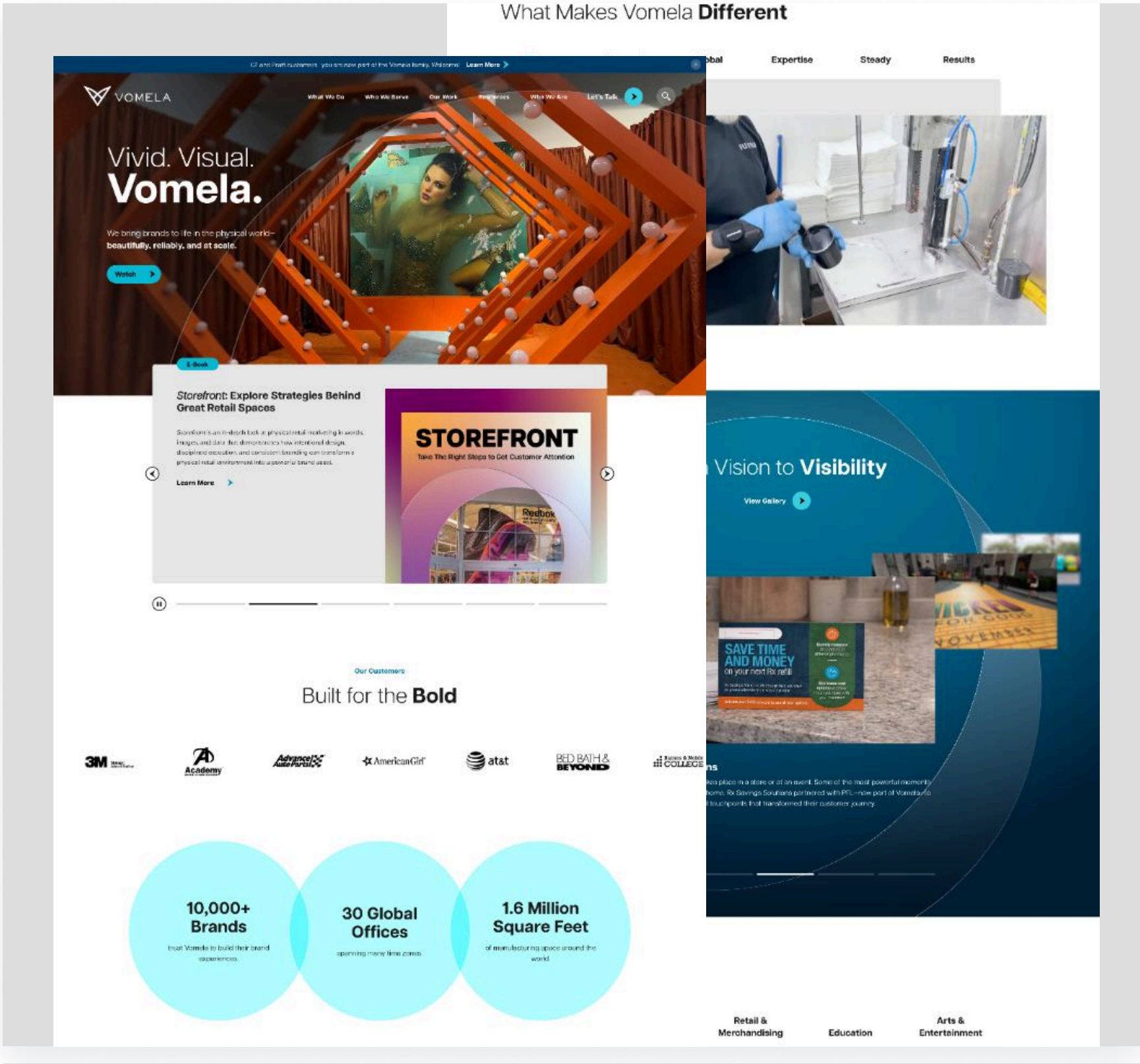
CONSISTENCY THROUGHOUT BRAND ARCHITECTURE



DELIVERED • SHOWCASE

A more connected brand experience.

The work looked beyond a visual refresh to examine how Vomela shows up across websites, systems, teams, and customer experiences. The result is a more connected brand experience that better reflects the full scope of the organization.



Vomela Website

DIGITAL

ALSO DELIVERED

- 01 Brand architecture & positioning** Strategic frameworks and workshops clarifying how Vomela's capabilities, specialized teams, and acquired brands relate without flattening the depth that makes each part of the business valuable.
- 02 Visual identity evolution** Updated guidelines, technical artwork systems, and a scalable visual framework giving teams across 25+ locations a consistent foundation to build from.
- 03 Enterprise web audit & assessment** Comprehensive evaluation of Vomela's full digital footprint across brand consistency, infrastructure, UX, analytics, and scalability, with friction points identified and opportunities prioritized for consolidation.
- 04 Web consolidation strategy** A clear roadmap for reducing redundancy across digital properties, including governance models, integration planning, and a future-state digital architecture built to support continued acquisition activity.
- 05 Brand governance & resource infrastructure** A scalable internal brand resource hub and repeatable governance processes enabling consistency across locations without requiring centralized control of every decision. Includes a permissions-based multisite structure allowing each business unit to manage their own content, with SSO integration for secure, IT-managed user access across the organization.



A Unified Approach

Guided by the United Nations Sustainable Development Goals, Vomela collaborates across the supply chain to share knowledge, align values, and work alongside partners who are equally committed to strengthening relationships and caring for our planet.



One Company. One Commitment. Three Practices.

Our Responsible Business approach reflects the combined strength of Vomela, working across three integrated practices to deliver a more complete, more accountable avenue to physical brand experience at scale.

- **Events:** Sustainable event and exhibit solutions, including reusable systems, modular design, and globally recognized environmental standards.
- **Transportation:** Fleet branding and environmental graphics with a focus on material efficiency, durability, and operational responsibility.
- **Retail & Commercial:** Data-driven direct mail, retail environments, and multi-location programs designed to reduce waste through targeting, automation, and smarter distribution.

Central to this approach are innovation at every level and deep supplier collaboration. What we produce is only as responsible as the partners and processes behind it.

Enabling Client Sustainability Goals

Alignment, Collaboration, Shared Values. Sustainability is a business imperative. Today's leading organizations hold their supply chains to the same standards they hold themselves—what we call choosing the right partners matters. At Vomela, clients can expect:

- **Scalable solutions** across multiple locations, programs, and brand touchpoints.
- **Supplier collaboration** with leading materials, manufacturing, and paper suppliers committed to responsible sourcing and waste reduction.
- **Innovation-driven problem-solving** using new approaches and materials to help clients achieve sustainability goals more efficiently.
- **Transparency and accountability** that creates alignment on values as important as alignment on execution.

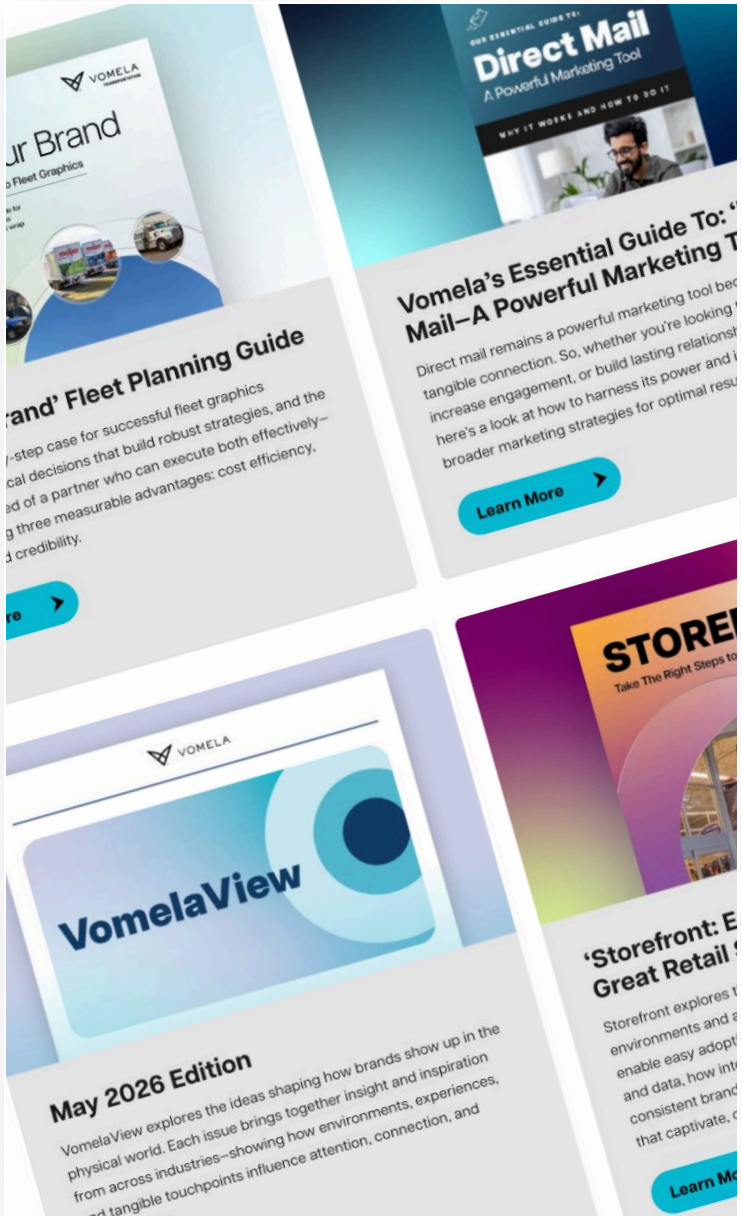
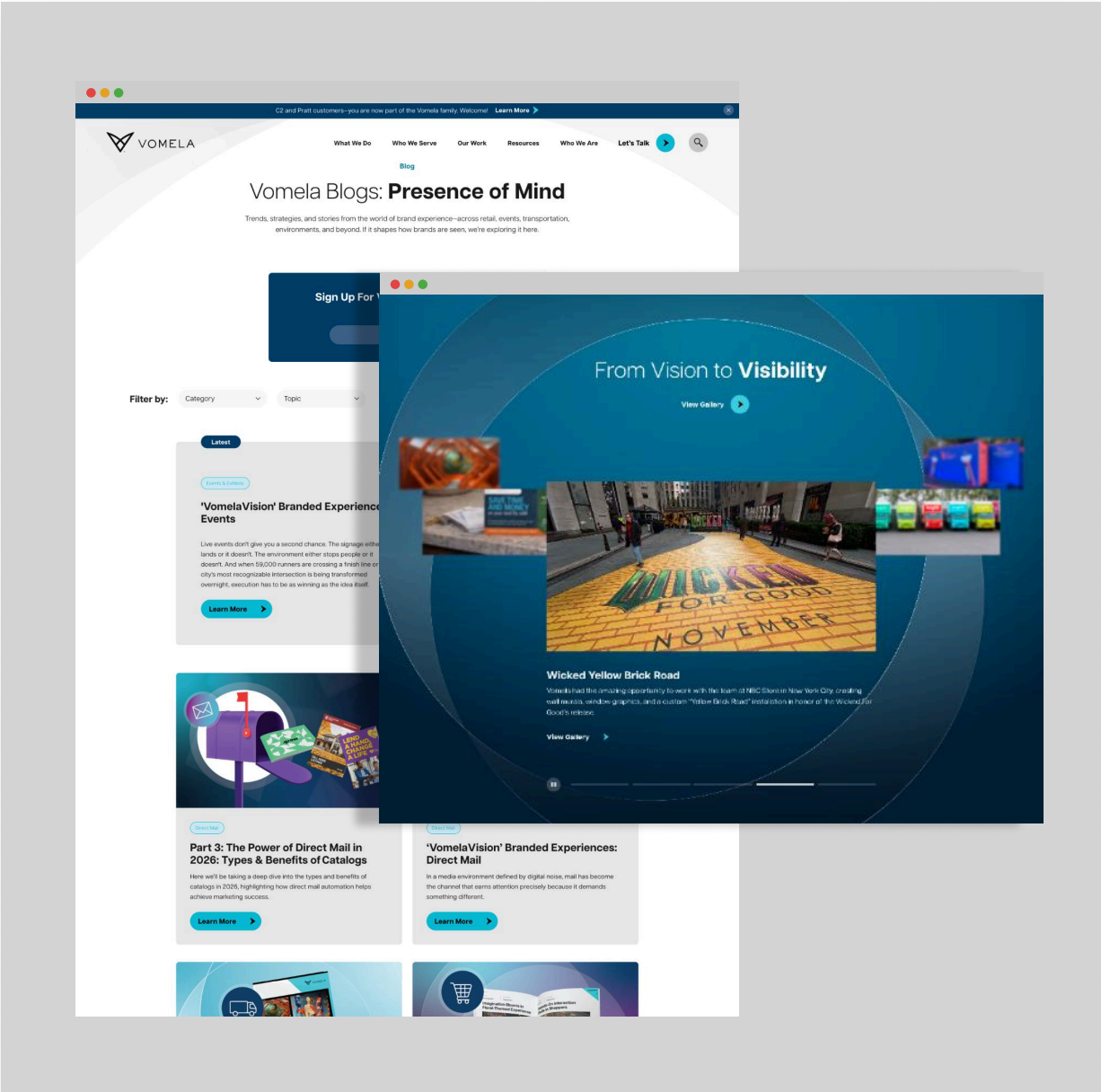
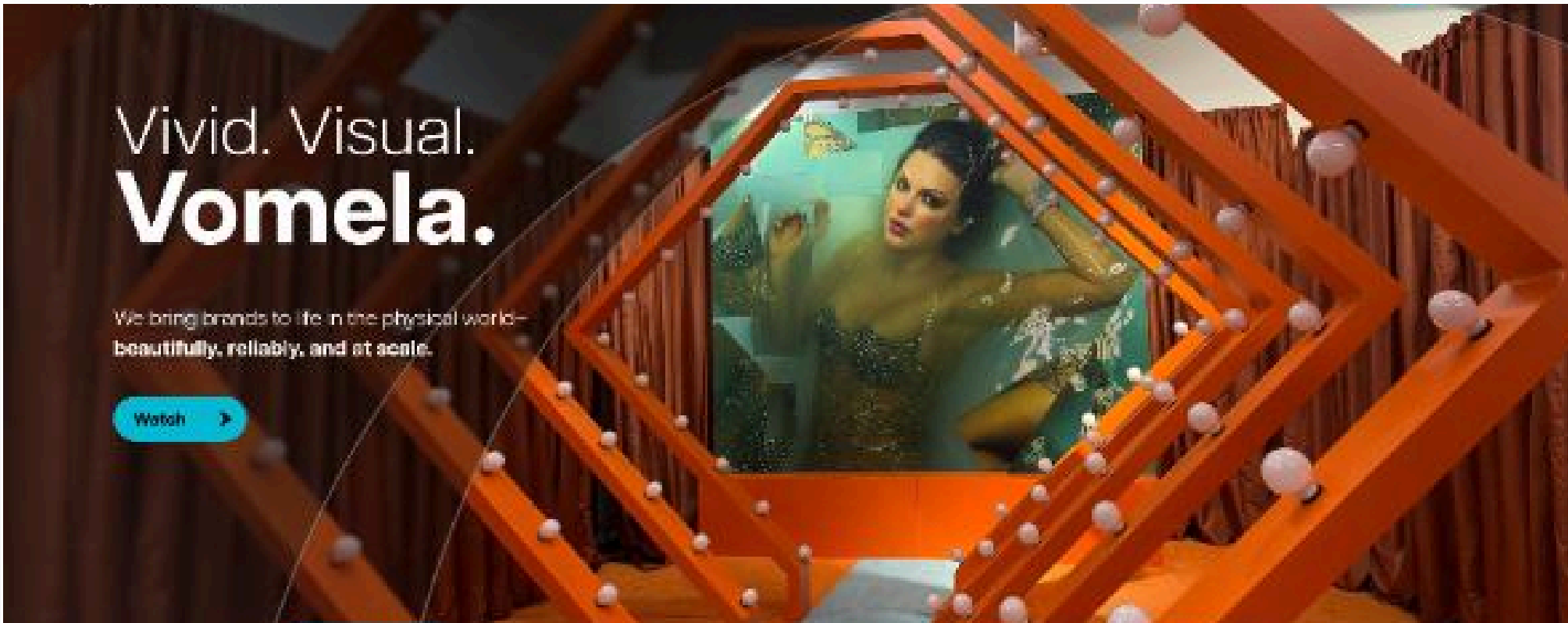
We are on a continuous sustainability journey ourselves. The certifications and frameworks below reflect ongoing progress—not a destination.



EcoVadis Gold

One of the world's most rigorous independent assessments of corporate sustainability, evaluating environment, labor and human rights, ethics, and sustainable procurement. Most has earned Gold Status—placing us among the top sustainability performers worldwide—a recognized and meaningful benchmark for enterprise clients evaluating key supplier partners.

[Learn More](#)



— STRATEGIC TAKEAWAY

For enterprise organizations growing through acquisition, brand and digital complexity is not a design problem. It is a **systems** problem.

Inconsistent websites, fragmented governance, and disconnected brand experiences are symptoms of an infrastructure that has not kept pace with the organization. Vomela's engagement demonstrates what becomes possible when brand architecture, digital consolidation, and governance frameworks are built to scale alongside the business.



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