



Tafco has been producing quality walk-in coolers and freezers for over 50 years. Vision recently partnered with Tafco to assist with many aspects of Branding and Marketing. Vision created and designed Tafco's new, modern logo and tagline: *Walk-in to Quality*.

For brand consistency across all materials, Vision applied the new logo to numerous marketing and collateral items: Stationery, Product Guide, Installation Manuals, Product Label, Catalog, Shirts, eBlast Template, etc. Vision also redesigned Tafco's website, carrying over the new look to the website, as well. Trade Show research and preparation is another function Vision is proud to have supported Tafco with, as another example of Vision's full service capabilities to our retained clients.

