

INCIDENT REPOSE TRAILER

Publications and Electronic Media | **Special Purpose Publication**



Designer | **Terri Bradford**

Purpose & Outcomes | Unique special purpose utility trailer

The Gilbert Public Schools Safety and Security department purchased a new emergency trailer to house incident response signage, tools, paperwork for parent and student reunifications, and emergency supplies in January 2020. There was a need to create a custom design to apply to the trailer following the new GPS branding guidelines, so Terri Bradford created a bold, one-time, multi-purpose design to maximize usage and also serve as an advertisement and promotion during town parades and events.

Starting with photos of the blank white trailer, she paid special attention to detail on moving parts such as the door, and visibility of each design in use and on the road. She created custom vector graphics in Illustrator and then superimposed a mockup each side of the design in Photoshop for precise application before sending it off to the vendor.

The trailer was completed in February 2020. This trailer has been a unique special purpose print application which is very distinguishable on the road and parking lots. It clearly communicates the purpose of the trailer, beautifully unique, yet on-brand, and the inclusion of the website URL on the back strategically leads curious viewers to the GPS district website to get more information.



Usage | Mockup for placement



[SIDE 1 WITH DOOR] DESIGNED BY TERRI BRADFORD



[SIDE 2] DESIGNED BY TERRI BRADFORD



[FRONT] DESIGNED BY TERRI BRADFORD



[BACK] DESIGNED BY TERRI BRADFORD



Mockup of design sent to vendor









