

THE CHALLENGE

Giant Oil, a multi-branded, multi-state petroleum distributor and convenience store retailer currently operating in Florida and Ohio, was looking to create a new brand package to successfully move the company's On the Fly stores forward.

THE SOLUTION

After taking a closer look at Giant Oil's Dayton, Akron and Tampa stores, our Design team created a brand identity package intended to impact the overall customer experience. GSP developed a smart, modern and welcoming design system that impacts the entire store, focusing on foodservice while creating a consistent look and voice.



"GSP's talent and eye for smart design, coupled with their knowledge of the convenience store space make them an ideal partner. Working with them is always a pleasure." - Scott Burchfield, VP of Operations

THE RESULTS

Evergreen Solution



We provided durable, evergreen solutions designed to stand the test of time as well as support future rollouts.

Increased Traffic



This new, exciting and inviting exterior and interior helps entice shoppers into the store.

Elevated Experience



According to Giant Oil, our modern On the Fly concept will make a lasting impression on customers.