CorelDRAW® Drives Professional Graphics on the NASCAR Racing Circuit

Overview

Name: David Coomer

Company: Coomer Media Group

Location: Lexington, Kentucky

Industry: Screenprinting and Advertising

Product: CorelDRAW® Graphics Suite

"CorelDRAW provided immediate results. The program provides a seamless, one-stop solution." – David Coomer

David Coomer, owner of Coomer Media Group, has spent years building the success of his company. Based in Lexington, Kentucky, his business has conquered the hairpin turns presented by the highly competitive screen-printing and advertising market, and grown into an award-winning design and production firm. Coomer Media Group (www.coomer.org) has created graphics and advertising campaigns for a wide variety of projects including custom automotive artwork for the NASCAR racing circuit. The company's software of choice is CorelDRAW® Graphics Suite.

Coomer Media's NASCAR gigs tend to have one thing in common—tight deadlines. David's team was given 48 hours to create a truck design for Timber Wolf. Relying on CorelDRAW Graphics Suite, they revved up a design, sought and obtained approvals, and produced and installed the custom decals, making their deadline in record speed. But the amazing results they delivered to the customer weren't their only reward. The Timber Wolf truck not only made a big impression on the track, but also went on to win an ADDY award from the American Advertising Federation in 2006.

"Using CorelDRAW, we quickly came up with several designs for the Timber Wolf truck," David says. "We didn't need to factor in extra time to render the images. Once the designs were complete, the proofs were available instantly and we quickly sent them to the plotters and cutters. CorelDRAW provided immediate results. The program provides a seamless, one-stop solution."

Fast Designs for NASCAR

David's crew relied on CorelDRAW Graphics Suite as an integrated element of their design process. "First, we took detailed measurements of the vehicle and profile photos. Then, we recreated the car as a mathematically precise model in CorelDRAW. Each dimension in the model had to be exact to the vehicle to ensure the decals would fit perfectly and not need to be re-cut during installation. Then, when the model was complete, we began the creative process."

Logos and images for NASCAR vehicles need to be realistic and eye-catching. David says CorelDRAW helps them ensure a precise fit and colors, while creating photo-quality images. "The key to making a great car is creating the most realistic image. Our award-winning design required the placement of logos as well as a central image of the wolf. We used the easy-to-use tools in CorelDRAW to meet our goals, resulting in a very sophisticated product for the client. The software's Perspective, Distort, and Gradient tools were critical in helping us realize our vision."

When working under tight time constraints, David believes this powerful graphics suite is key to making the magic happen. "Our team knows that when we work with CorelDRAW we aren't going to spend a lot of time fiddling with commands and finding the right function. The tools we need are easy to find and so flexible that we're able to produce high-quality content in a limited amount of time. With the integrated features in CorelDRAW Graphics Suite—like Corel® PowerTRACE™ and previewing

overprints—we're able to get even more done, faster than ever before. The results are impressive and clients are always satisfied."

For clients like Timber Wolf, the logos and images aren't only used for NASCAR vehicles, but as part of a larger promotional effort. "It's not just the design of the car we think about. We create graphics that work for TV, merchandise and a variety of NASCAR-related products. The themes we create are more than just a logo."

The Tools For Success

The team at Coomer Media Group leveraged CorelDRAW Graphics Suite and their screen-printing expertise as a key differentiator when tackling NASCAR projects. Their success on the motor sport track has enabled David's design team to explore other creative projects, including work for marketing departments, as well as print and TV advertising. "When we started the shop, the team learned as many programs as possible to expand our options. The staff here is capable of 3D rendering, film editing, vector graphics— the whole range of advertising needs. Corel products are the real heart and soul for our high-resolution and quality graphics. We depend on CorelDRAW to conceptualize and execute the majority of our work."
Coomer Media Group's reputation depends on the quality of its products and the speed at which the team works. When introducing a new member to the staff, David never worries about a learning curve slowing them down. "Everyone can use CorelDRAW Graphics Suite. After only one day, a new employee can start creating impressive work with this software."

To learn more about **CorelDRAW Graphics Suite**, visit **www.corel.com/coreldraw**

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