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NEW VISUAL IDENTITY OF THE LUKOIL'S BRAND AT THE PETROL STATIONS IN SERBIA

LUKOIL SRBIJA has installed the latest generation totems with multimedia technology as part of an innovative pilot project implemented at the motorway petrol stations: Airport, Mihajlovac 2 and Aleksinac Motorway; as well as new side canopy panel design, with dynamic lighting, installed at petrol stations: Dobanovci South, Mihajlovac 2 and Aleksinac Motorway.

These striking brand elements were installed in accordance with the latest LUKOIL corporate standards. The main goal was to make the 12 meters high totems with electronic display surfaces and multimedia technology, as well as canopy friezes with dynamic lighting, communicate with the consumers, from greater distances thanks to their visibility at the premium motorway petrol stations, particularly during the travelling season when the traffic on these routes is significantly increased.