



# VEHICLE BRANDING


# CATALOG

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# VEHICLE BRANDING

Car wrapping refers to the process of applying a specially designed vinyl film onto the exterior surface of a vehicle, transforming its appearance and protecting the original paintwork underneath. This technique allows car owners to customize their vehicles with unique colors, patterns, textures or even brand advertisements, while also offering a layer of protection against scratches, UV rays, and minor abrasions. Car wrapping involves meticulous preparation, precise measurements and skilled application to ensure a seamless and professional finish. The vinyl wrap adheres to the curves and contours of the vehicle, giving it a painted-on appearance. It is a versatile and temporary alternative to traditional paint jobs, as the vinyl film can be easily removed without damaging the original paint, thereby allowing the car to be reverted back to its original appearance if desired. Car wrapping has gained popularity among individuals seeking to personalize their vehicles, businesses looking to promote their brand and even car enthusiasts who wish to change the color or style of their cars without the permanence and cost associated with repainting.





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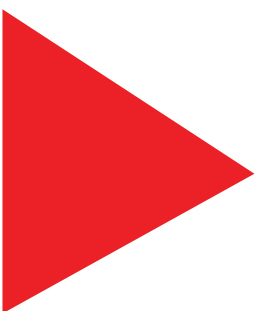
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# CAR GRAPHICS

Car graphics refer to the visual elements, designs and artwork applied to the exterior of a vehicle to enhance its aesthetic appeal, convey a message or promote a brand. These graphics can range from simple logos, text or decals to intricate and elaborate designs that cover the entire surface of the car. Car graphics are typically created using high-quality vinyl films that are meticulously cut and applied onto the vehicle's body. They can include various elements such as images, patterns, colors and typography to create a visually striking and attention-grabbing display. Car graphics serve multiple purposes, including personalization, advertising and identification. Individuals often use car

graphics to showcase their personality, interests or affiliations, while businesses utilize them as a mobile advertising tool to increase brand visibility and recognition. Additionally, car graphics can be used for identification purposes, such as emergency or fleet vehicles that require clear identification markings. With advancements in technology and design capabilities, car graphics have become highly versatile, allowing for limitless possibilities in terms of creativity and visual impact.



**If your company has a designated vehicle or fleet, adding graphics is an excellent form of advertising.**



# TRAILER GRAPHICS

Trailer graphics refer to the application of visually appealing designs, artwork and messaging on the exterior surface of trailers, typically used for commercial or promotional purposes. These graphics are created using durable vinyl films that are specifically designed to withstand the harsh outdoor conditions and provide long-lasting adherence. Trailer graphics serve multiple purposes, including branding, marketing and enhancing visual appeal. They can feature company logos, product images, contact information or eye-catching designs that effectively communicate the desired message to the audience. By utilizing trailer graphics, companies can transform their trailers into

moving billboards, effectively promoting their brand and products to a wide audience. These graphics can be customized to the specific dimensions and contours of the trailer, ensuring a seamless and professional appearance. Trailer graphics have a significant impact on brand recognition and visibility, allowing businesses to make a memorable impression and stand out from competitors. Furthermore, it offers a cost-effective solution compared to traditional advertising methods, as they provide continuous exposure and can be easily updated or replaced as needed.



**Made with high quality vinyl and premium adhesive, our vinyl trailer decals are made for all kinds of weather conditions.**





# TRUCK WRAPPING

Truck wrapping refers to the process of applying a high-quality vinyl film onto the exterior surface of a truck, transforming its appearance and serving various practical purposes. This technique involves meticulously measuring and cutting the vinyl to fit the specific dimensions of the truck, ensuring a precise and seamless application. Truck wraps offer a myriad of benefits, including customization, brand promotion and protection. With truck wrapping, truck owners can personalize their vehicles with unique colors, patterns or designs that reflect their personality or business branding. It serves as an effective marketing tool, as trucks with eye-catching wraps draw attention on the road

and create a lasting impression. Truck wraps also provide a layer of protection for the original paintwork, shielding it from scratches, UV rays and minor abrasions. The vinyl film acts as a barrier, preserving the truck's resale value by keeping the paint intact. Additionally, truck wraps can be easily removed without damaging the underlying paint, offering flexibility for changes or rebranding in the future. Overall, truck wraps offer a cost-effective solution for enhancing the visual appeal, promoting brands and protecting trucks, making them a popular choice among businesses and individuals alike.



**A wrap is a large vinyl graphic or decal. It is applied directly over the original paint of the vehicle.**



# VAN WRAPPING

Van wrapping refers to the process of applying a specialized vinyl film onto the exterior surface of a van, transforming its appearance and serving multiple purposes. This technique involves precision measurements, meticulous design and skilled application to ensure a seamless and professional finish. Van wraps offer a range of benefits, including brand promotion, customization and protection. By applying vinyl wraps, van owners can effectively promote their businesses, products or services, turning their vans into mobile advertising platforms. The wraps can feature vibrant graphics, logos, contact information and captivating designs, allowing the van to grab attention and increase brand visibility

wherever it travels. Van wraps also provide the opportunity for customization, as owners can choose from various colors, patterns or finishes to match their personal style or align with their brand identity. Moreover, the vinyl film acts as a protective layer, safeguarding the van's original paintwork from scratches, minor dents and UV damage. This helps maintain the van's resale value and keeps it looking pristine. Van wraps are a cost-effective marketing solution, providing continuous exposure and the ability to reach a wide audience without the recurring costs associated with traditional advertising methods.



**Covers and protects the original paintwork underneath and can be removed to restore the original look of the vehicle**



# FULL VEHICLE BRANDING

Full vehicle branding refers to the comprehensive process of applying a complete and cohesive visual identity onto the exterior surface of a vehicle. It involves utilizing vinyl wraps or graphics to cover the entire vehicle, including the body, windows and other visible areas, with branding elements such as logos, slogans, images and contact information. Full vehicle branding serves as a powerful marketing tool, allowing businesses to create a mobile advertising platform that effectively communicates their brand message. By transforming the entire vehicle into a moving billboard, full vehicle branding maximizes brand visibility and exposure, reaching a wide audience wherever

the vehicle travels. This branding strategy ensures consistency and professionalism, as the design elements are seamlessly integrated across the entire vehicle, creating a unified and impactful visual impact. Full vehicle branding is particularly beneficial for businesses that rely on a fleet of vehicles, as it creates a strong brand presence on the road, enhances brand recognition and establishes a sense of credibility and professionalism. Furthermore, full vehicle branding offers versatility, as the vinyl wraps or graphics can be easily updated or replaced to adapt to changing branding or promotional campaigns. Overall, full vehicle branding is an effective and cost-efficient marketing strategy.



**Full branding effective  
Typically used to advertise  
your business on  
your vehicles.**



# SIX-WHEEL BRANDING

Six-wheel branding refers to a strategic approach employed by companies to effectively position and promote their brand in the market. Unlike traditional branding methods, which typically focus on a singular aspect or element of a brand, six-wheel branding adopts a comprehensive and holistic perspective.



**SIX-WHEEL branding is still a highly effective way to garner the attention of your target audience.**





# BUS BRANDING

Bus branding refers to the practice of utilizing buses as mobile advertising platforms to promote products, services, events or causes. It involves transforming the exterior surfaces of buses into eye-catching and attention-grabbing advertisements that effectively communicate key messages to a wide audience. Bus branding provides a unique opportunity for businesses and organizations to reach diverse demographics and geographical areas, as buses travel through various neighborhoods, city centers and transportation hubs. This form of out-of-home advertising allows brands to maximize their visibility and exposure, generating brand awareness and recognition.

Bus branding campaigns often involve the application of vinyl wraps, decals or paintwork on the bus exteriors, featuring captivating graphics, logos, slogans and contact information. The size and mobility of buses make them an ideal medium for creating impactful and memorable brand impressions. Additionally, bus branding can be tailored to specific routes or target markets, ensuring that the brand message reaches the desired audience effectively. By leveraging the reach and visibility of buses, companies can enhance their marketing efforts, increase brand visibility and engage potential customers in a dynamic and cost-effective manner.



**Bus advertising is an amazing opportunity to build awareness of your company.**

