

Vehicle Signage is your personal, moveable promoter

The RedBook of



**Vehicle
Signage**

by Dom Martin

Be brave, be bold, be unusual.

What you need to know about Attracting Customers with Vehicle Signage

Vehicle Signage is your personal, moveable promoter, a powerful advertising medium, for you whilst you're stationary or on the move, done correctly it can work wonders for your business and literally change it overnight, making you the most visible company in your area and the envy of all your competitors. Get it wrong and you risk presenting the wrong image causing resentment and dissatisfaction which could be a costly error.

Vehicle livery is indispensable to every business, and more economical than most other forms of advertising.

Many companies believe it is the best form of advertising and wouldn't let their vehicles out on the road without it!

BUT

Why should you have vehicle signage?

Because you need to stand out from your competition, advertise wherever you go and project a professional image.

Vehicles that don't advertise are losing out on some seriously large advertising space, for a one-time fee which will last until your next vehicle, be it 3 years or more. It's like direct marketing advertising in your work location and directly to your potential customers.

Your vehicle signage should grasp attention and burst into your customers mind by getting in their line of sight, with over 30 million vehicles on the road in the UK you have to be different if you want to stand out.



[Watch this vehicle being wrapped in time lapse](#)

[Visit our website or click the link](#)

Knowing your budget is an important factor but remember, it is a onetime investment, most businesses think of vehicle signage as a cost instead of an income stream, so start looking around for the cheapest prices (cheap is not always cheerful) instead of looking for a business who can help them make the most out of their business.

It is not simply a case of putting stickers on a vehicle and suddenly you're going to get more customers. Design, image and appearance all need to be taken into account to achieve a good balance and end result.

Don't do what everybody else does. Be brave, be bold, be unusual but don't overload with too much information as it will lose attention.

Think!

Who are you promoting your business to and what benefit will they get from using your services or products. Make it clear at a glance so even a complete stranger would know what you do. Is your nicely designed logo legible from a distance showing who you are and what you do?

Your company name needs to shine out to make sure that customers contact you and not the competition.

What you do may be obvious to you and those who already know you but is it to the new customers you are trying capture? Is it clear in either your name, strapline, or slogan? Using photographic images or graphics can say a 1000 words. Keeping it simple will make it easy to read, stay away from too much unnecessary jargon which may overcrowd your message. White space is positive, filling all your available space can be negative.

Your signs need to be memorable, quick and easy to see, enough to place a seed in their mind, you may only have a few seconds to connect with your prospective customer.

What do your customers need and want, if it's something you do? Let them know.

Most sign companies will have a design department and should be able to offer some creative ideas. They will understand the lines of the various vehicles and how they can work for you and should also be able to advise save you money on materials. However, depending on your budget it may be necessary to invest in a graphic designer, but do ensure that the final design clearly conveys your message.

For every vehicle livery whether it's on a trailer, car, van, lorry, or coach, you should receive a visual from your sign company or designer on a template for you to proof read and authorise before it is put into production.

KINGDOM Signs
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 The Sign Of A Good Review
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Client: **Gatekeeper**
 Division: UK - Leeds

Job Specification:
 Nissan Juke Design Wrap2
 Printed, Cut and Wrapping Vinyl specifications

Authorisation:
 Order No: _____
 AJ/
 Date: _____ Job No: _____ Initial: DM



Creating a good graphic design doesn't need to be complex, sometimes the plain and simple look is best and you can always separate your logo design by taking elements from it. Use a maximum of 2 to 3 font types and logos that are clear. Choose colours that work with your vehicle not against it, for example blue on red cause a purple blur while having white on silver can disappear in certain light conditions, these and other combinations can be used, but break the two colours apart with outlines, shadows and or with other design effects.

How do you start designing vehicle graphics?

Start with 3 basic steps. **Order**, **Balance** and **Effect** all need to be used together when trying to communicate with your customers and you may also consider using a **Primary Attractor**.

Order is the arrangement of graphics on your vehicle, whether big to small, positioning or location placement needs to read like a book from start to finish.

Understanding this is thinking about the order in which you want your customer to read your vehicle graphics and remember you.

Here's a simple 1, 2, 3, example.

1. **What** services or products you have to offer?
2. **Who** are you?
3. **How** you want to be contacted?

Balance is the balancing of the graphics, this does not mean it has to be symmetrical, asymmetrical is more pleasing to the eye it needs to flow on your vehicle and communicate to your customer, it's an advert about you and what you are trying to portray. Try to take into account your vehicles natural shape and colour.

Effect are the design elements that add extra value to your text and graphics be it outlines, shadows, transformations, 3D effects the list is endless they are the final presentation of your graphics

Primary attractor is the first thing you see, the element that stands out from everything else. For example a giant teddy bear on the side of a vehicle could work if you were involved with soft toys, maybe even a plumber called Teddy, or a Rock and Roll dance instructor.

Order

1. Name with website
2. Orange with KTM
3. Phone Number

Balance

Spaced asymmetrical to allow white space



Effects

Black outline separating orange and silver bodywork

Primary attractor

Decal cut motorbike

Contact

Remember to consider how customers find more information, direct to your website where they can find everything they need to about your services or products. Use a concise web address either linking to your company name or what you do in business, you don't need to add your email addresses as they add extra clutter.

Ideally your website should be one of the first points of contact, as it is usually the most memorable and all your contact details are at their fingertips.

Using a telephone number as a contact either landline or mobile (not as unprofessional as it used to be) or both, are useful ways to pick up extra work whilst parked, at a customer's location or out on the road.

QR codes (abbreviated from Quick Response Codes) link directly to whatever you want, using a smartphone, be it to land them on your website or webpage of choice, open as a phone number, text, email or a message about offers etc.



[This QR code links you to a specific landing page](#)

Social networking or blogging sites such as Facebook, Twitter, LinkedIn are all other ways to start and stay in communication with your customers.

Location: When you are ready to have your graphics fitted the location is important to achieve a quality fit, if possible it needs to be an internal and controlled environment, which will reduce contamination from dust in the air, rain, wind and sun. Specific temperatures are required for fitting vinyl graphics onto vehicles especially when wrapping vehicles, which need to be acclimatised before, during and after fitting which cannot be controlled outside.



Large internal vehicle fitting areas result in higher quality fitting

Make sure that the sign company you use to fit your vehicle graphics have skilled vehicle graphic fitters who have the knowledge and experience to complete the application to a high standard. Ensure that they use the right grade of vinyl media as there are many different types available. With life spans from 6 months to a year, used for short term removable advertising, Budget 1-3 years, Performance 5-7 years (this should be a standard vinyl and is the minimum grade we only use for solid colours), or up to 12 year casts, which require the use of heat guns and laser thermometers to set the vinyl's.

The use of inferior grades may crack, shrink, retract or discolour and need to be of the right conformable grade to set into deep recesses. Lower quality vinyls will also be harder to remove in the future. Printed logos and images need to be laminated to extend their life and protect from abrasion and UV rays.

Once you have had your vehicle signs fitted to think of a few key points:

- First Impression Count – Keep your vehicle clean
- Avoid car washes as harsh bristles may scratch the graphics
- Avoid hot pressure washes.

finally

**Remember to drive with respect as your next
customer
could be looking at your behind.**