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# A Beginner's Guide to Vehicle Wraps & Graphics

Use Your Fleet to Impactfully Advertise  
Your Business Every Single Day





Vehicle wraps and graphics allow you to advertise your company 24 hours a day, seven days a week. And they're not just eye candy—they're a proven way to strengthen your marketing efforts.

**91%**

of people notice  
the words and  
pictures on  
fleet vehicles

**75%**

of people develop a  
favorable impression  
when vehicle graphics  
are used

**29%**

of people base their  
buying decisions on  
impressions gained  
from fleet graphics



*According to the American Trucking Association (ATA)*



## What Are Vehicle Wraps and Graphics?

A vehicle wrap is a graphic or solid panel that's printed onto pressure-sensitive vinyl, laminated and installed or "wrapped" directly onto a painted vehicle.

## What Types of Vehicle Wraps Are Available?

Vehicle wraps provide limitless opportunities to make your fleet stand out. They can be designed to fit vehicles of any type and size. However, there are some standard product categories.

**Full wraps** cover nearly all of the open surface area on a vehicle or trailer, which generally allows for more creativity. These wraps offer ample opportunities for you to communicate your message using innovative, complex and visually appealing designs.

**Partial wraps** (also called half wraps) cover only a portion of a vehicle or trailer. Typically, these wraps focus on a company's logo and other primary branding elements. Partial wrap designs are simpler than those of full wraps because less information is being communicated.

**Vehicle graphic lettering and numbering** (also called spot graphics) is commonly used in place of full or partial wraps. Spot graphics offer substantial cost savings compared to full or partial wraps. Use spot graphics to keep your message simple or just show your company's name, website or phone number. Letter and number shapes and sizes are often cut directly from a roll of pigmented (colored) vinyl.

**Specialty color-change wraps** can change the look of your car by changing its color. They provide a way for you to instantly upgrade the look of your car without the permanence of paint. Color change wraps can transform your car and can be removed when you're ready for a new look or ready to sell.







## How Much Do Vehicle Wraps Cost?

While the cost of vehicle wraps varies by project and vehicle, they remain a relatively affordable means of advertising, especially when you consider how many impressions each wrap makes over its lifetime. However, the key cost drivers are:



The complexity of the wrap design.



How much material is required.



The difficulty of installation (depends on the size and type of vehicle).



Whether its installation also involves the removal of an existing wrap.

## How Long Do Vehicle Wraps Last?

Vehicle wraps typically last between five to seven years when they are printed using high-quality materials and are installed properly by a professional installation team. Depending upon your geographic location and how you care for your vehicle, a wrap can last even longer.

A warranty may be provided for vehicle wraps or graphics printed and installed by reputable vendors. Since there are many different types of materials and warranties offered by different vinyl manufacturers, it is impossible to describe them all here. However, you may want to ask if your provider is a select convertor of premier wrap films, vinyls and substrates and whether they can produce graphics in accordance with [3M's MCS™ Warranty](#) and [Avery Dennison's ICS™ Warranty](#). Professional vehicle graphics providers should provide a Certificate of Conformance that your wraps exceed or meet the requirements of whichever warranty is right for your fleet.

Look for a provider who offers a variety of material options that meet the needs of your fleet or vehicle's usage. There are custom solutions that work as temporary, promotional graphics for vehicles, as well as medium, and long-term protection for heavy duty off road, commercial and private vehicles under the most extreme conditions. At Visual Marking Systems, we can match the right components to allow the most cost effective branding and advertising of your business when your vehicles hit the road.





## What Does the Vehicle Wrap Design Process Look Like?

Every vehicle wrap is unique. The right provider will start the design phase with a consultation, during which they'll discuss your specific needs and conduct an on-site survey of your vehicle. During the survey, the designer will gather detailed measurements and take pictures of every side of the vehicle. Specific features—including side body moldings, door handles, lift kits and rivets—will also be recorded. All of this should happen before any design work takes place.

After your design is completed, the provider should allow you to review it so that any changes can be made prior to printing. Here are some of the most important things to pay attention to when reviewing a vehicle wrap design:

- ✓ The design's look and feel accurately reflects your company's brand
- ✓ The colors match your brand's colors and your logo appears correctly
- ✓ All phone numbers and names are correct and there are no misspellings in other text
- ✓ All QR codes or URLs are correct and lead to the right web pages

Most importantly, you should be sure that you like your design. If you don't, now is the time to communicate any changes related to aesthetics. The entire design process should involve frequent communication between you and your wrap provider.

Additionally, in every case, vehicle wraps should be designed by experts who understand how to design wraps that look good on the curves and shapes of vehicles, using high-resolution images. Vehicle wraps should also be printed by a company that uses the latest digital printing technologies. All of this will ensure your wraps look their best and last as long as possible.





## How Are Vehicle Wraps Installed?

Installation is a complicated process that takes years to perfect and typically requires professionally trained installers. Vehicle wraps and graphics that aren't installed correctly not only look unprofessional but won't last as long on your vehicle as those that are installed properly.

To ensure you get the most out of your investment, you should work with a professionally trained installer. When vetting installers, be sure to ask them which organizations conducted their certification training. The Professional Decal Application Alliance (PDAA) is the premier training organization for vehicle wrap installers throughout the United States.



## About Visual Marking Systems

For more than 60 years, VMS has been leading the customized digital, screen and large-format printing industry with high-quality graphics that help businesses stand out from their competitors. The skilled design staff at VMS are experts in graphic design, material selection, printing processes, product design and quality assurance.

**If you're interested in learning more about vehicle wraps and graphics or would like to talk about your specific project, reach out through [vmsinc.com](https://vmsinc.com) or call us today.**