



CREATIVE SOLUTIONS + FUNCTIONAL DESIGN + FABRICATION.

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12pointsignworks.com



# VEHICLE WRAP

## F.A.Q's

(frequently Asked Questions)





## What kind of wraps are there?



Quarter wraps consist of larger digitally printed graphics, applied to the sides and rear of the vehicle. Lower stripes are a good area to break up space, and use for web site URL's, services offered, and/or phone numbers.

The larger upper panel serves well for company logo, and some extra area for design elements. (shapes and sizing will vary depending on vehicle make, and model.)



Half wraps consist of a larger area of coverage, usually covering the back OR the front half of a vehicle. The half wrap also includes a full wrap on the rear, (or hood, if front half wrap is chosen) contrary to just digital elements like on the quarter wrap. More area coverage is more exposure.

The large digitally printed area serves as a great canvas to incorporate more design elements, patterns, photographs, etc.



Three-quarter wraps are another step towards full wraps, but for less cost. Utilizing the majority of the vehicle area for vinyl, we can design a wrap that compliments the existing paint color, essentially making the non-covered areas an integral part of the wrap.

This allows for a huge area covered, and design boundaries become less constrained; allowing your message to be presented loud and clear.



Full wraps speak for themselves. When designing a full wrap, you maximize the amount of area you can cover your vehicle with company info/contact number, etc. This also allows the development of a full design- background textures, patterns, photographs, etc. can all be seamlessly integrated over all panels.

\*\*Roof is not usually included, but please talk to your sales representative if roof coverage is needed.

## Can you wrap my vehicle?



Replacing old graphics with fresh, new, up to date visual advertising is a common place in business. Number changes, address changes, branding updates, or just outdated looks are just some instances of companies replacing existing graphics on your fleet vehicles. Some vehicles have seen so many changes, or service hours that the surface and paint of the vehicle is in desperate need of restoration. Assessing the current state of the vehicle's exterior is imperative to the application and life expectancy of the new wrap or graphics being applied.



Many service vehicles have been painted several times, and had many graphics on them. The quality of each exterior application directly affects the next layer. Some people will just paint over existing cut vinyl, and apply new graphics to the painted surface. At some point, the original vinyl will lose its adhesion, begin to lift, taking the paint and anything layered on top of it with it. Vinyl, like paint, only adheres as good as the prepped surface. This holds true with quality of install as well; blemishes and imperfections will show through your wrap as cast films are just thin enough to help conform to curves and contours of vehicle panels.



Bottom line: if the existing vehicle surface is peeling, chipping, or lifting, you're throwing good money at a bad situation. Life expectancy of the graphics and quality installation is compromised and not guaranteed. Most vehicle graphics installers won't even touch a vehicle in rough condition. Take the time and spend the extra money on a new paint job and surface prep. Your fleet vehicles will show your customers you take care of your equipment, as you would their business. You'll regain that look of excellence and increase longevity of your vehicle, and its marketing capabilities.

Feel free to contact us at [12pointsignworks.com](http://12pointsignworks.com) for a free estimate and assessment of your vehicle and wrap or graphics project.



## ***How much does it cost?***

Vehicle wraps are all custom jobs. Although we have some idea of what each level could be priced at, there are several items that can and will affect the pricing outcome. The main cost is the design. At 12-Point Signworks, we charge \$250 for a partial wrap conceptual design, and \$350 for a full wrap concept design. This design includes initial concept art, and up to two (2) rounds of revisions. Once the design is done, we can better finalize the total price of your vehicle wrap. (Note: you should receive an estimate for cost before we finish, but if items or requests from clients exceed the initial scope, we will revisit the given estimate to make adjustments with the client.)

There are many materials that you can use, from the solid color wraps, (or what we call color change wraps, or "designer" wraps) to a fully designed digitally printed wrap. We also have specialty materials such as reflective and chrome vinyls that can be used but there is a premium charge for those materials; as they are more expensive than the standard wrap vinyls. Combining cut vinyl solid colors with digitally printed wraps is extremely common within the partial wrap projects, as they allow the cost to remain low, yet help add coverage and information.

Hopefully this guide will help you choose a direction, which will help your salesperson to point you into the right package for your available budget. Remember; the more art/logo/photos you can provide our design team with, the less time and cost it is to you. Re-creation of artwork can become costly, so if you have vector art files and high res images, please send those to your account representative.

We look forward to working with you on your vehicle and fleet graphics projects, and helping you grow your brand awareness!

***Cool Branding. Cool Stuff. Cool People.***



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