

# VEHICLE SIGNAGE



All you need  
to know about  
vehicle signage  
and branding

**Quick  
Product  
Guide**

## DID YOU KNOW?

*Leveraging the branding potential of vehicle signage is the most cost-effective marketing strategy for any sized business. Vehicle signage is a high-impact medium with a relatively low advertising investment. Professionally branded vehicles are highly effective as mobile billboards, constantly attracting business day and night. Establish your brand, grow your business and add to your bottom line with inviting vehicle wraps, lettering, decals, magnets or one-way vision solutions. Reach more people – more often!*

“

Regionally, we  
brand over  
**5 500**  
vehicles  
per year!

”



## HOW DOES IT WORK?

-  **The client briefs the franchise store**
-  **Vehicles are measured and photographed**
-  **A written quote is prepared for the client's approval**
-  **Digital artwork or graphics are designed**
-  **The client approves and signs off on the design**
-  **The design is printed onto high-grade quality material**
-  **Vehicle wrap or lettering is professionally applied to the vehicle**



## WHICH VEHICLES CAN BE BRANDED?



# WHAT VEHICLE SIGN AND BRANDING OPTIONS CAN I CHOOSE FROM?

## VEHICLE WRAPS

Vehicle wraps can be described as a series of high-grade or heavy-duty vinyl decals that have been designed to place over the various body parts of a car, bakkie, truck etc. Choose from 3 types of vehicle wraps:



### FULL WRAP

All vehicle panels incl. one-way vision signage on the rear window



### 3/4 WRAP

Most vehicle panels with one quarter not wrapped



### HALF WRAP

Selected side panels of the vehicle with the rear window included



## VEHICLE LETTERING

Vehicle lettering and decals are cut from vinyl as opposed to printed on vinyl. The lettering and decals are pre-spaced and pre-masked meaning the design is applied all at once. Vehicle lettering is different to vehicle stickers which are placed on a vehicle.



## VEHICLE DECALS

Vehicle decals are also known simply as stickers or vehicle graphics. Graphics, images and letters are printed onto vinyl and then applied to the surface of a vehicle.



## ONE-WAY VISION

One-way vision is digitally designed and printed vinyl graphics which are placed on the windows of a vehicle. They typically cover the entire window but do not obstruct vision from within the vehicle looking out. One-way vision similarly provides privacy and temperature control aspects, as the vinyl blocks out light and heat from the outside in.



## MAGNETIC SIGNS

These signs are produced by applying a high-quality vinyl overlay to a magnetic backing which is then laminated for a glossy effect. The magnets are not permanent and can be placed anywhere on a vehicle. Magnetic signs are not suited to aluminium vehicles as aluminium is not a magnetic material.



# WHICH VEHICLE SIGNAGE IS BEST FOR MY NEEDS?

Depending on your budget and industry, any of the vehicle signage options can be custom designed and applied to your vehicle or fleet of vehicles. Vehicle wraps are usually more striking than lettering or decals. Depending on your brand's identity and needs, vehicle lettering or one-way vision may suit your requirements better.

Typically, medical companies prefer simplistic decals and one-way vision to protect their brand and products. Larger vehicles such as trucks and busses may fare better with full wraps to maximise marketing reach. Smaller vehicles and motorbikes are usually better suited to vehicle lettering or decals. Real Estate companies often use a mix of vehicle signage in consistent ways to catch the attention of people in the areas they operate in.

Speak to your Signarama store today to discuss your vehicle or fleet branding needs and see how we can help you grow your business.

## DESIGN CONSIDERATIONS

*Once you have realised the immense marketing potential of vehicle branding, the next step will be to consider how you want to convey your brand message, which brand elements matter and how the design can add to your bottom line.*

“ Signarama is positioned to brand any national fleet. ”



As your partner in signage and branding, Signarama has compiled the following list of considerations to assist in your creative decision-making process:

- Designs and graphics should be clear, concise and attractive
- Over-complicated designs will detract from your message
- Ensure the graphics represent your message appropriately
- Short, sweet and eye-catching designs are best
- Design for your target audience
- Make use of consistent designs across your entire fleet
- Your brand name should be highly visible
- Adjust your design to meet your budget (don't skimp on design for cheaper prices)

# THE BENEFITS OF VEHICLE SIGNAGE

- 1 Long-lasting, up to 5 years
- 2 Visible 24/7
- 3 Cost per impression is low
- 4 High impact advertising
- 5 Cost-effective
- 6 UV-resistant, durable and weather-proof

“ Professionally branded vehicles are highly effective as mobile billboards, constantly attracting business day and night. ”



# HOW TO CARE FOR YOUR VEHICLE SIGNAGE

*Once you have invested in your vehicle signage, you can protect your investment by taking proper care of your vehicle branding. Signarama has compiled the following guidelines to make caring for your vehicle branding quick and easy:*

- 1** *Wash your vehicle in a covered or shaded area to avoid streaking*
- 2** *Avoid high-pressure washing apparatus, brush washes and commercial carwashes*
- 3** *Rinse your vehicle properly to remove all dirt and debris before washing*
- 4** *Use an appropriate car care product or detergent, clean water and a soft cleaning cloth*
- 5** *Start at the top of the vehicle and work your way down to avoid scratches*
- 6** *Rinse thoroughly after washing*
- 7** *Dry gently with a proper chamois or clean soft towel*
- 8** *Avoid wax products that contain petroleum distillate which may damage vehicle wraps*
- 9** *Never wax vehicle wraps or graphics that have a matte finish or film*
- 10** *Use detergents that have a pH balance between 3 and 11 – free of strong solvents and alcohol*
- 11** *Avoid using rear windscreen wipers as this will damage one-way vision*



## NOTE

*Although vehicle signage is suited for outdoor use, extreme weather conditions can damage your signage. When caring for your vehicle branding, take care not to scrub over corners of lettering or decals, as this can lift the product or damage the signage. With proper care, your vehicle signage can last up to 5 years.*

# WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?



*Years of expertise and knowledge in the signage and branding industry*



*Highly skilled workforce*



*Creative and efficient production and design practices*



*Professional installation and application*



*High-quality materials used in all signage applications*



*An authoritative voice in the signage industry*



*Client-focused work ethic designed to help your business grow*



*Network located across Southern Africa*



*Signarama is a credible member of The Franchise Association of Southern Africa (FASA)*



## THE SIGNARAMA DIFFERENCE IS IN THE *detail*

Due to our collective years of experience both locally and internationally, Signarama takes the utmost care when dealing with clients and strives for a smooth signage process from conception to installation. Each client is treated with due diligence and care, ensuring their individual needs are specifically considered and addressed, resulting in bespoke vehicle signage – the Signarama way!

We take great pride in our vehicle signage and branding, ensuring our designs look professional, striking, unique and flawless. We only work with the best technology and materials in the signage industry, yielding uncompromised quality and workmanship in both design and application of our vehicle signs. This is the Signarama difference!



# Thank you

for choosing Signarama for your signage needs.

Signarama is South Africa's biggest and most trusted signage franchise. From concept to installation, we can assist you with all your signage and branding needs. Our range of vehicle branding and signage is guaranteed to suit any industry and budget with the aim of growing your business at the heart of ours. Whether you have a single vehicle or a fleet to brand, your vehicle signage is in good hands with us.

With over 20 years of experience in the industry, Signarama prides itself on professional signage and branding solutions that are delivered timeously.

*Trust us to help grow your business.*





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