

# Vehicle Signage

## BUYER'S GUIDE

Everything you need to make an informed decision  
on your next vehicle signage project.



# The Signarama Promise

**Signarama is the world's premier provider of a wide range of full service sign and advertising products, with over 850 stores in more than 50 countries around the world.**

We are now over 100 strong across Australia, from Cairns to Hobart and Sydney to Perth, giving us unmatched national coverage.

At Signarama, we believe in going the extra mile to give you a great signage experience. Each and every Signarama sign centre offers full-service signage options that you simply cannot get anywhere else. Whether one sign or hundreds, temporary banners or corporate signs, we are committed to providing an exceptional experience for every customer each and every time.

From concept to completion, let our dedicated professionals show you the way to grow your business.





Nationally, we wrap over

# 20,241

Australian vehicles a year ... and counting!

**You're in good company. See why we're the trusted vehicle signage experts.**

“

*11/10. You guys are the best in town! Your timely service & quality is something that is hard to find in this industry. Keep up the good work!*

“

*Professional and quality work, all my store and vehicle signage were installed 2 years ago and still look brand new. Thank you Signarama.*

“

*Absolutely stoked with the way my car signage turned out. The final job came up PERFECT. Every single person has complimented the job and I'll be sending everyone to these guys in the future!*

“

*Great company and excellent service. Fast turnaround and pleasure to deal with.*

# Did you know the most cost effective way to advertise is with vehicle signs?

From a single vehicle to an entire fleet, vehicle signs are an extremely cost-effective way to be seen. With a one-off investment lasting up to five years, it makes sense to turn your vehicle into a mobile billboard, spreading your message 24/7.

Discover what we can do from cars, to trucks, buses and boats. And with over 100 Australian stores, we can create signs for your vehicles wherever they are.



Talk to your local Signarama store about custom vehicle signage solutions.

# The Signarama Difference

## Why use Signarama for your Vehicle Signage?

We understand that you are busy, and want to achieve excellent results for your business with minimum time investment.

With our international resources, we utilise the latest technology and techniques to produce top quality results at the best possible price.



### SPECIALIST GRAPHIC DESIGNERS

Wrapping a car requires very specific design skills. Our team have designed thousands, and are specialists at designing for a 3 dimensional object.

After our Sales Team measures and photographs your vehicle, our Vehicle Graphics Design Team will meet with you to discuss your requirements, gather together all of the required elements such as logos, colours, photos, etc, then design some concepts for you to approve.

The concepts are superimposed on to the photos of your vehicles to size and scale, making the approval process much easier for you.



### QUALITY INSTALLATION BY TRAINED AND EXPERIENCED APPLICATORS

The greatest film in the world is ineffective unless it is adhered to your vehicle correctly.

Our installers have passed a rigorous procedure. This includes carrying the correct liability insurance, passing a rigorous hands-on test, and commitment to following proper procedures.



### HIGH QUALITY MATERIALS

At Signarama, we always recommend the highest quality materials. Your business signage is a reflection of your company and what you stand for – and this should only be the best.

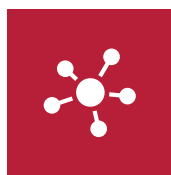
Side by side, 2 very different vinyls can look exactly the same. This can hide the real story behind the vinyls. We only use vinyls of the highest quality. All our full colour prints are laminated in a quality clear film that protects the print, and further extends the life of the graphics.



### AUSTRALIA'S LARGEST NETWORK OF SIGN CENTRES

We have more than 100 Signarama Sign Centres Australia wide.

Through our network of stores, we can manage your signage nationwide through one single point of contact.



### PARTNERS IN BRANDING SOLUTIONS

Signarama is more than just your signage company. We can brand everything from pens through to corporate head offices.

Anything you can think to put a logo on, we can help! We are in the 'branding solutions' business.



### RESEARCH & DEVELOPMENT

Since 1986, Signarama has continued to research and develop new signage solutions for our customers.

Our size and our exposure to national and international world-leading technologies, means that we can bring you some of the most creative solutions available for your business.

# Our Process

## At Signarama we pride ourselves on helping demystify the signage process for our customers.

By following these simple steps, we help make your branding process easy by taking the hassle away from your desk and letting you get on with running your business.

### 1. CONTACT US

Contact your local Signarama by phone, email, or website enquiry, or visit us in-store. We are easy to find on the internet, just search Signarama and select your local sign centre.

### 2. WE CONSULT

Your Signarama consultant can meet you on site or in our showroom to gain a full understanding of your requirements and objectives. We will then provide recommendations tailored to your business.

### 3. WE ESTIMATE

We always endeavour to provide you with an itemised written estimate within 24 hours. Once you are ready to approve your estimate, just pay a 50% deposit to get the design process underway.

### 4. WE DESIGN

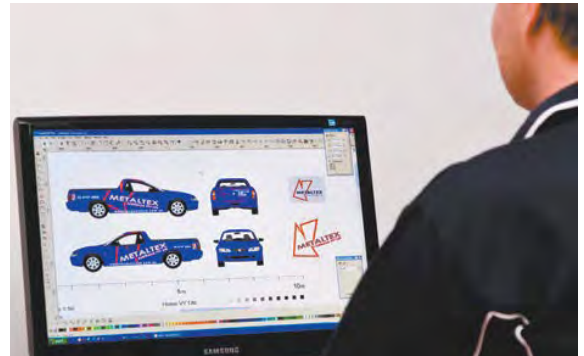
Our Graphic Designer will generate your unique, customised proof, complete with photographic overlay (where applicable) which will be presented to you for approval or changes.

### 5. YOU APPROVE

Once you are happy with the design, you provide final approval of your proof. This enables us to put your project into our Production system. We allow for between 7-10 days from the date of receiving your proof approval to completion for most projects.

### 6. WE FULFILL

We will contact you to either arrange for collection of your goods, or to schedule the date and time for the installation of your signage. Each Signarama store is individually owned and operated and can provide Terms of Trade upon request.



# Stickers, Lettering & Spot Graphics

## Vinyl stickers and spot graphics are a great option when you don't need a full vehicle wrap.

Apply logos, lettering, images and elements individually onto the surface of your vehicle. Since spot graphics tend to focus on a small area of the vehicle they are easier to clean and maintain.

The cost of Spot Graphics depends on the scale and complexity of the job – we are happy to customise a solution to suit your unique business needs.

### Things to Consider

- While vehicle wraps are a bigger investment, they tend to get more visual impressions per day per vehicle. Spot graphics and lettering do not have the same level of impact.
- Size matters. The bigger your canvas the greater impact your vehicle graphics will have on potential customers who noticed your brand.
- These graphics are perfectly suited if you are looking for a simplified message to customers. For example, when you want to just list your business name, phone number, website and possibly a list of services your business provides.

Computer cut vinyl is available in a large range of colours. This is best for adding a business name, simple one or two colour logo, phone number or web address onto your vehicle. Vinyl graphics are very cost effective, come in the brightest colours, are available in reflective, are the toughest and the longest lasting type of vehicle graphic. We use high quality vinyl, and design and cut in-house on our plotting machine.



# Magnetic Signs



## Make an impression with Magnetic Vehicle Signs.

Car magnets are a flexible and effective way to promote your business without a permanent fixture to your vehicle. A budget alternative to a vehicle wrap or graphic, it has the benefit of being quick and easy to remove.

Not all magnets are made the same. We use 0.8mm thick magnetic sheets and apply digitally printed over laminate vinyl to the surface. Vehicle-grade magnetics should be specified. Vinyl lettering, digital graphics, or screen printing are suitable for magnetics.

### Things to Consider

- Car magnets are a handy short-term solution for businesses requiring removable and replaceable signs on a regular basis. If you require a more permanent signage solution for your vehicle then we recommend vinyl graphics.
- Magnets are best applied to a flat or evenly curved surface of your vehicle and are most commonly used on doors and side panels. Your Signarama sign centre will advise you on the best use of graphics on your vehicle.
- If you are intent on having car door magnets, it is important to buy good quality 0.8mm vehicle grade magnetics, not cheaper and thinner magnets that may be available online or elsewhere, or from cheaper, lower quality signage companies.

### Caring for your Magnetic Signs

- If your magnetic sign is positioned incorrectly, remove it carefully & re-align it.
- Ensure your sign fits snugly against the metal surface and remove air pockets or leading edges caused by door handles, locks or protective trims.
- Since moisture and pollutants can collect under a magnetic sign, it should be removed and cleaned every week with a mild detergent. Ensure it dries completely before re-installing it.
- Do not expose the UV coating on the rear of your sign to scratches, fumes, vapours of solvents, airborne contaminants or extreme heat otherwise you may damage the sign or the vehicle surface.
- For the best result we recommend that you clean both the magnet and the vehicle prior to every use – this ensures that there is less grime and dirt between the magnet and the car, enabling it to stick better.

# One Way Vision Windows

## Ideal for minimalistic advertising on domestic and commercial vehicles.

One Way Vision is an innovative window graphic made from perforated self-adhesive vinyl film. It is great for completing a full or partial vehicle wrap design onto windows.

The tiny perforated (punched) holes allow visibility from the inside of your vehicle, while anyone viewing from the outside will see your window graphics. We digitally print your design in full colour, then apply an optically-clear over laminate to protect your graphics from UV, water, dust, marks and scratches.

Rest assured, we only use genuine One Way Vision vinyl which is designed to meet the VLT Standards (Visible Light Transmittance) for Australian Standards for Vehicles.

### How Does One Way Vision Work?

The human eye tends to notice brighter colours over darker colours. The printed one way vision film contains areas of printed graphic (a print pattern) as well as unprinted see-through areas covering up to 50% of the film. The holes, where there is no film, have no ink and therefore are generally darker, almost black.

When someone during the day looks at the rear window from the outside, their eye is drawn to the printed image, as it reflects more light than the see-through areas. which looks like it is on a solid piece of vinyl.

However, when viewed from the inside, a person will see the outside world through the holes. The secret here is ensuring the printed graphics are hidden from the other side of the glass. This is best achieved by having a black 'backing' that covers only the printed areas on the film, without blocking the unprinted areas.

### Things to Consider

- One Way Vision may restrict your vision outside, especially in wet or dusty conditions. Ensure you work with a Signarama sign centre so that you get the legal vehicle-grade material installed on your vehicle.
- Typically, One Way Vision signs made with quality vinyl last around 3 years.



### Why One Way Vision?

One way vision graphics maximise your brand's visibility as you drive around, attracting attention as your advertising sits on a prominent position of your vehicle. Go one step further and create a fully wrapped vehicle for greater visual impact.

Perforated film also adds solar control and privacy as people outside can't look in, but your visibility is clear as you look inside out.

# Vehicle Wraps

**MOST  
POPULAR!**



## Transform your vehicle into a mobile advertising billboard!

### At Signarama, we are dedicated to high quality results and customer satisfaction.

Each and every Signarama centre uses a specialist vehicle graphics design program that tailors custom graphics to the dimensions of your vehicle.

With over 20 years of experience designing and wrapping vehicles of all kinds, we supply full colour digitally printed graphics using the latest technology and materials.

A vinyl car wrap not only gives your vehicle a unique look, it also protects your factory paint job, ensuring that your vehicle stays as pristine as the day you bought it.

Although every vehicle wrap is custom-made, we can provide graphics to meet almost any budget. Your Signarama consultant will help you get maximum impact for your money.

### We print your vehicle graphics with the latest quality vinyl graphics to produce vibrant graphics with visual impact and long service life.

For this reason, we print your vehicle graphics with the latest wide-format technology available, and use quality vinyls such as Avery, 3M and Arlon. Printed graphics are over-laminated with a matched conformable film to protect the graphic against UV damage.

All graphics are applied by skilled applicators, who have completed an advanced level of training.

We apply a UV over-laminate to our digitally printed vehicle graphics to protect the film from UV, weather, and abrasion.

## Full Car Wrap

A **full car wrap** covers all paintwork with digitally printed vinyl graphics, excluding the roof. We can do a full wrap on vehicles, buses and some trucks.

Also, within this category is a full colour change, where we use high quality solid colour vinyl. This can be used on its own or with complementary advertising graphics. This second layer is applied to the surface of the coloured vinyl, using digitally printed die cut graphics or computer cut vinyl graphics.

To get the best finish for your full vehicle wrap we may remove the badges on your car; it gives a professional finish and we wrap over this area. The badges are not discarded; we reposition them in place over the top of the graphics once installed.



## Partial Wrap

A **partial wrap** covers part of the paintwork and generally excludes the bonnet.

The two most common methods in this category include using digitally printed vinyl graphics or spot graphics; which can be a combination of digitally printed die cut graphic and computer cut solid colour vinyl graphics.

Although it is most common to see a partial wrap done for a vehicle, we can also do partial wraps for buses, caravans and some trucks.

## WE CAN WRAP ALMOST ANYTHING!

With a little imagination and ingenuity, we can turn almost any object – inanimate or otherwise – into an advertisement or billboard. From helicopters to helmets, from bins to bikes, we can help your idea come to life.



# Our Vehicle Wrapping Process

1

## We Plan & Measure

While we have many vehicle templates on file, it is usually best for us to photograph and measure your car, van, truck, caravan or other vehicle prior to designing the graphics for it.

As our vehicle graphics are all custom designed and made to advertise your business, it is important that we assess your vehicle in person.

Factors that can affect the design includes the positioning of windows, the condition of the current paint work, if existing graphics need to be removed, if there are pop rivets, screws, or other obstructions, etc.

We make it easy and convenient for our clients to come in and discuss their requirements with us at a Design Consultation meeting.

2

## We Quote

We will provide you with a full written quote. We usually require a 50% deposit in order to start work on your project.

3

## We Design

We request a logo in vectorised EPS or AI format, or at additional cost we can redraw your logo. Our professional graphic designers will layout your design on the template that matches your vehicle. This will enable you to see your ideas come alive right in front of you. We then send the design to you for approval and any changes.

4

## We Print & Install

Once approved, your job is moved into the Production queue. Our Installation team will contact you to book a suitable time to drop off your vehicle so we can complete the wrapping. We typically require that you leave your vehicle with us for 1–2 days. When printed, cured and laminated, our team of professionals will apply the graphics to your vehicle.

5

## Your car is ready for pick up!

We will phone you when your newly wrapped vehicle is ready to pick up.



## Preparing your vehicle

Vinyl film is like putting a thin skin on your car. Every imperfection on your car will be visible, so it is important that your vehicle is supplied to us in a clean condition, ready to apply graphics. Clean your vehicle thoroughly of all waxes, oils and dirt. Rust spots ideally need to be fixed beforehand.

If there are existing graphics on the vehicle, and you are not paying us to remove them, then the graphics and all adhesive residue must be fully removed.

Whilst we require that your vehicle is presented to us clean, our installation team will prepare your vehicle's surface with special cleaners to allow our graphics to fully adhere.

If the paint work is in poor condition, or the vehicle has been repainted, we cannot be held liable for any damage that occurs as a result of the graphics application.

## Warranty

Please note, vehicle graphics are only subject to any warranty claims for vertical applications. Non-vertical applications such as bonnets, roofs and sloping surfaces are not warrantable items.

Warranties are effective from the date of installation. Any claims under warranty will only be a reprint of the original graphics, no changes will be made without additional cost.

Check with your local Signarama location regarding their warranty policy.

# Van Wraps

## Basic Spot Graphics



## Spot Graphics / Partial Wrap



Computer-cut vinyl that satisfies your branding needs and your budget.

A combination of computer-cut vinyl and digitally printed vinyl.

## 3/4 Wrap



## Full Wrap



Digitally printed vinyl installed to at least 50% of your vehicle that provides a wonderful contrast.

Like it says on the label – a full coverage of digitally printed vinyl to all sides of your vehicle.

# Ute Wraps

## Basic Spot Graphics



## Spot Graphics / Partial Wrap



Computer-cut vinyl that satisfies your branding needs and your budget.

A combination of computer-cut vinyl and digitally printed vinyl.

## 3/4 Wrap



## Full Wrap



Digitally printed vinyl installed to at least 50% of your vehicle that provides a wonderful contrast.

Like it says on the label – a full coverage of digitally printed vinyl to all sides of your vehicle.

# Car Wraps

## Basic Spot Graphics



Computer-cut vinyl that satisfies your branding needs and your budget.

## Spot Graphics / Partial Wrap



A combination of computer-cut vinyl and digitally printed vinyl.

## 3/4 Wrap



Digitally printed vinyl installed to at least 50% of your vehicle that provides a wonderful contrast.

## Full Wrap



Like it says on the label – a full coverage of digitally printed vinyl to all sides of your vehicle.

# Miscellaneous

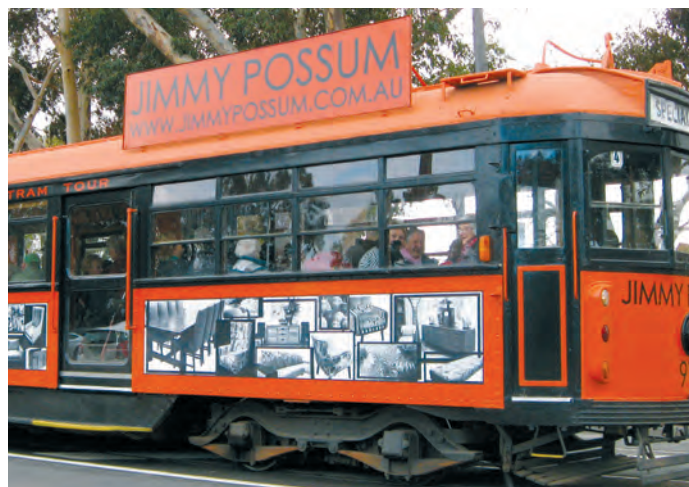
## Truck Graphics



### THE BIGGER, THE BETTER!

We can install onto flat side panels, truck curtains, as well as curved surfaces. Using the right material on refrigerated vehicles can also help your van run more efficiently!

## Bus & Tram Graphics



## Boat & Aircraft Graphics



## Trailer Graphics



## Novelty Projects



# Corporate & Fleet Graphics

**Your brand. Your vehicle.  
Consistent. Everywhere.**

We know that your brand is your biggest asset, and you need it to be represented the same way wherever it is (we're a big brand too, and we know how important it is!).

**Wherever you have a vehicle,  
we have a store!**

Through our network of stores, we can manage your fleet graphics nationwide through one single point of contact. Easy for you, allowing you to get back to running your business while we take care of the coordination.

At Signarama, we've been experts in managing the signage on fleets of vehicles for years. Through our 100-strong network of stores, we can manage the colours and printing in one place and then swing our team across Australia into action.

With more than 100 stores from Cairns to Hobart and Sydney to Perth (and many places in between) chances are that wherever you have a vehicle that needs signage, we're there.

**Yes, we do  
multi-national  
rollouts!**

With over 100 stores around Australia, and 850 around the world, we have huge coverage.



# Preparing your artwork

**We can help you with your existing art file, so you get the result you want.**

## HOW TO SEND YOUR FILES TO US

Many files can be emailed directly to us. Photographic art (bitmap or raster files) is often too large to email. These can be sent on CD, USB, uploaded via the Artwork Upload form on your local Signarama store's website, or on cloud services like Hightail, Dropbox, or WeTransfer. We work with most common file formats.

## TIPS

**Fonts & Text** – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system (we have thousands of fonts, but there is sometimes one that we don't have).

If you don't know how to convert fonts to outlines, just ask your local Signarama consultant, and they will tell you how to do it on your design program.

**Colour** – the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new Signarama digitally printed graphics. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity.

## SCANNING

We can offer scanning services for photographs, logos, etc. These are scanned up to 2400dpi. The bigger the original, the better the result.

The logos and designs are the property of the company they represent.



## If you have no artwork, no problem!

Our national network of Signarama sign centres have thousands of high-resolution photos, images, illustrations, video clips, sound files, fonts and backgrounds in sizes big enough for vehicles.

Whether or not you have an in-house designer, Signarama can work with you to build the best brand image possible.

**Contact your local Signarama sign centre today to learn more about our professional creative design services.**

# Caring for your vehicle graphics



## Care for your vehicle graphics like you would any paint finish.

Keep your vehicle clean! Hand washing your vehicle regularly with a soft, clean cloth or sponge is ideal. We recommend rinsing off as much dirt and grit as possible with a spray of water.

Only clean your car with plain water or warm water and a mild detergent and a soft cloth.

Spot cleaning of surface contaminants like bugs, bird droppings, tree sap and tar is required immediately, as it can stain and damage the vinyl film. Your Signarama vehicle wrap specialist will advise on what cleaners you may use.

## Store your vehicle indoors or under cover wherever possible.

Vinyl graphics, like paint, will fade over time from prolonged exposure to sun and atmospheric pollutants, particularly on the horizontal surfaces such as the bonnet, roof, and boot.

Try to store your vehicle in a garage, carport or a shaded area during the day. At night protect the car from dew or rain. If a garage is unavailable consider using a cloth car cover at night.

## Do not use:

- Automatic car washes
- Wax or similar coatings
- Pressure hoses
- Bristle type brushes
- Cutting and polishing agents
- Harsh cleaning agents
- Avoid the use of rear windscreen wipers where graphics are applied to the rear window. The constant friction of the wipers will lift the vinyl.
- Serif style fonts and small text are very delicate as they do not have a large surface area, therefore you may find they peel up easily if rubbed. You will need to take extra care when washing these areas. If they do peel up wipe the excess water away and lay back down. Once the car is dry go over them again with your finger to stick back down.

# Frequently Asked Questions

## How much does a wrap cost?

As with any questions about cost, there are several factors involved. These include:

- The amount of coverage or square meterage involved.
- The complexity of the application. Some vehicles have a lot of curves and indents on the body, so take extra application time.
- The quality of the vinyl used. This is one area where we do not compromise. We use the highest quality Avery, 3M, or Arlon vinyl graphics specifically designed for vehicle applications.

## How long does it take?

We normally return your initial design concept within 3 days of receiving your order. Once that is approved, a team member will phone you to book a mutually convenient time to have your new graphics applied. This will normally be done within 10 working days after the artwork approval.

## How long do you need my car for?

This will vary, depending on the coverage involved in your design. One-way vision on a back window can be done in as little as 90 minutes, whereas a full wrap of a van can take 1.5 days.

## Can I remove the graphics when I sell my car?

Interesting question. This is where the use of high quality materials for the initial job will pay off. Cheap low quality vinyls will be very hard to remove. There is every likelihood that they will break apart and be taken off very slowly in pieces about the size of a 20-cent piece. They will also leave adhesive glue behind that will be very hard to clean off.

In contrast, the correct vehicle-grade vinyl will be easily removable with the application of a bit of heat from a heat gun or hair dryer.

## Will the graphics damage my paint work?

Absolutely not. In fact, they will do an excellent job of protecting your paint work from UV rays, and associated fading, and minor scratches. This will assist in achieving a good resale value. If the wrap is not a full one, then those areas that are not covered with graphics may fade a bit, as they will not have the inbuilt UV protection that is afforded by having graphics on the vehicle.

## Does the colour of my car matter for vehicle wrapping?

The colour of your car doesn't matter for vehicle wrapping unless your design incorporates the existing paintwork into the design. If that was the case, we would use as much of your existing paint colour in order to save you money.

It is however worth considering the colour of the vehicle if for example you are trying to wrap a white car in black vinyl. Wrapping does have its limitations, and you may find that you will slightly see the existing colour of the vehicle through door seams and in door jams.

## What if I dent a side of my car, can my car wrap be fixed?

We archive all our work, so we could print a partial piece of your car wrap and install the damaged panel. Please note that the sun may have faded the neighbouring panels so an exact colour match for your car wrap cannot be guaranteed.

## Why should I do a vehicle wrap as opposed to vinyl lettering or paint?

Wrapping a vehicle means you have better branding and design options. We can create signage now that was unheard of a decade ago.

Also, when you are ready to upgrade your vehicle you can strip the vinyl and be left with the original paintwork in almost pristine condition.

## Will my car wrap peel or fade?

Like any signage your vehicle wrap will fade over time. You should expect to get a comfortable 4 years in before there is any noticeable fading.

MAKE MORE OF YOUR BUSINESS PURCHASES

# Signarama Finance Solutions

## Don't wait for new signs!

Pay nothing for 3 months with Moula Pay

## Signarama now accepts Moula Pay

With Moula Pay, you have the flexibility to repay your purchases in instalments over 12 months, with the **first three months interest and repayment free\***. If you pay within the interest free period, you pay no additional fees, penalties or interest. It's that simple.

Applying for Moula Pay is **quick, simple and 100% online**.

### How does it work?

- 1 Apply for Moula Pay online.**  
We'll assess your business within 24 hours and let you know what credit limit we can offer.
- 2 Select Moula Pay.**  
Tell your Signarama store you would like to pay by Moula Pay.
- 3 Enjoy simple repayments.**  
Pay in instalments over 12 months, or repay early at any time to save on interest, with no penalties.

For more information visit our website  
[signarama.com.au/business-signage-finance/moula-pay](http://signarama.com.au/business-signage-finance/moula-pay)

Or talk to your local Signarama Expert!

\* Conditions apply.

Are you looking for a  
longer term finance solution?

We also offer Signarama Finance  
with various term options

Be smarter with your cash flow.

Ask us about Signarama Finance.



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[www.signarama.com.au](http://www.signarama.com.au)  
Call 1300 982 822