

# VEHICLE WRAP DESIGN CHECKLIST

## DESIGNING FOR YOUR VEHICLE

- Note the vehicle make and model
- Account for details
- Create an accurate template
- Work around seams
- Choose between a partial and full wrap
- Follow your area's vehicle laws
- Section off the wrap

## BRAINSTORMING YOUR DESIGN

- Determine your wrap's purpose
- Consider your audience
- Think long-term
- Create a hand-drawn sketch

## CREATING EFFECTIVE MESSAGING

- Keep the messaging concise
- Include a clear call to action
- Choose a legible font
- Size the text for maximum visibility

## DESIGNING ENGAGING VISUALS

- Match your company's colors
- Use high-contrast colors
- Feature your logo
- Keep the design simple
- Incorporate negative space
- Use high-resolution images

## OPTIONAL DESIGN CHOICES

- Merge seamlessly with the paint job
- Create an optical illusion
- Make people laugh
- Use a unique URL or phone number
- Include a QR code
- Add a design to the vehicle's roof

