

The logo consists of a stylized circular emblem with a blue and orange gradient, set against a light blue and yellow circular background. The text "SmartWrap" is centered below the emblem, with "Smart" in a light blue font and "Wrap" in a dark blue font.

SmartWrap

GUIDE TO VEHICLE WRAP DESIGN

START WITH A

Great Logo

START WITH A

Great Logo!



START WITH A

Great Logo!



and possibly a MASCOT.



**So what is a
great logo?**



A great logo is...

- **Easy to read**
- **Simple**
- **Unique**

A great logo is NOT...

- Too fancy
- Hard to read
- Just like another company
-but different.

Some great, iconic logos...



To mascot... or not to mascot?



To determine whether your company would benefit from a mascot ask yourself...

- 1) Is my company residential or commercial?**
- 2) Do I service my customers at their homes?**

If yes to *either* QUESTION...



Then your company could
ABSOLUTELY
benefit from a
FRIENDLY MASCOT CHARACTER

CASE STUDY:



**25% of their BUSINESS
comes from vehicle wraps!**



A FRIENDLY MASCOT
helps build **TRUST** and helps
potential clients remember
your business in a
POSITIVE LIGHT.

OK, so start with a
GREAT LOGO
and a
FRIENDLY MASCOT.

What's next?

THE HIERCHY
of INFORMATION
(of course!)



It's a reverse
PYRAMID

This is how the HIERARCHY of INFORMATION works...

LOGO
(and MASCOT if applicable)

TAG LINE

**CONTACT
INFORMATION**

If your wrap looks like this...



it will NOT be as effective as...

THIS!

BIG!

Smaller



You want people to remember your name.

The logo for 'Smart Wrap' features a stylized letter 'O' on the left. The 'O' is composed of two overlapping curved segments: a dark blue one on the top-left and a gold one on the bottom-right. To the right of the 'O', the word 'Smart' is written in a light blue, lowercase, sans-serif font, and the word 'Wrap' is written in a dark blue, uppercase, serif font. The entire logo is set against a background of three large, overlapping, semi-transparent circular arcs in light blue, gold, and light grey.

Smart Wrap

IT NEEDS TO BE BIG!

Next Up... **The 3 Second Rule**



What's that?

(You can only look for 3 seconds!)



Basically, people have
3 seconds OR LESS
to understand your
vehicle wrap while it's
moving or when they
are passing it.

People
DO NOT
have the time or
patience to read
a whole bunch of
information!
GOT IT?

They dont have time to read:

- **Bullet points**
- **More than 1 phone number**
- **More than 1 tag line**
- **lots of logos**
- **blah blah blah blah**

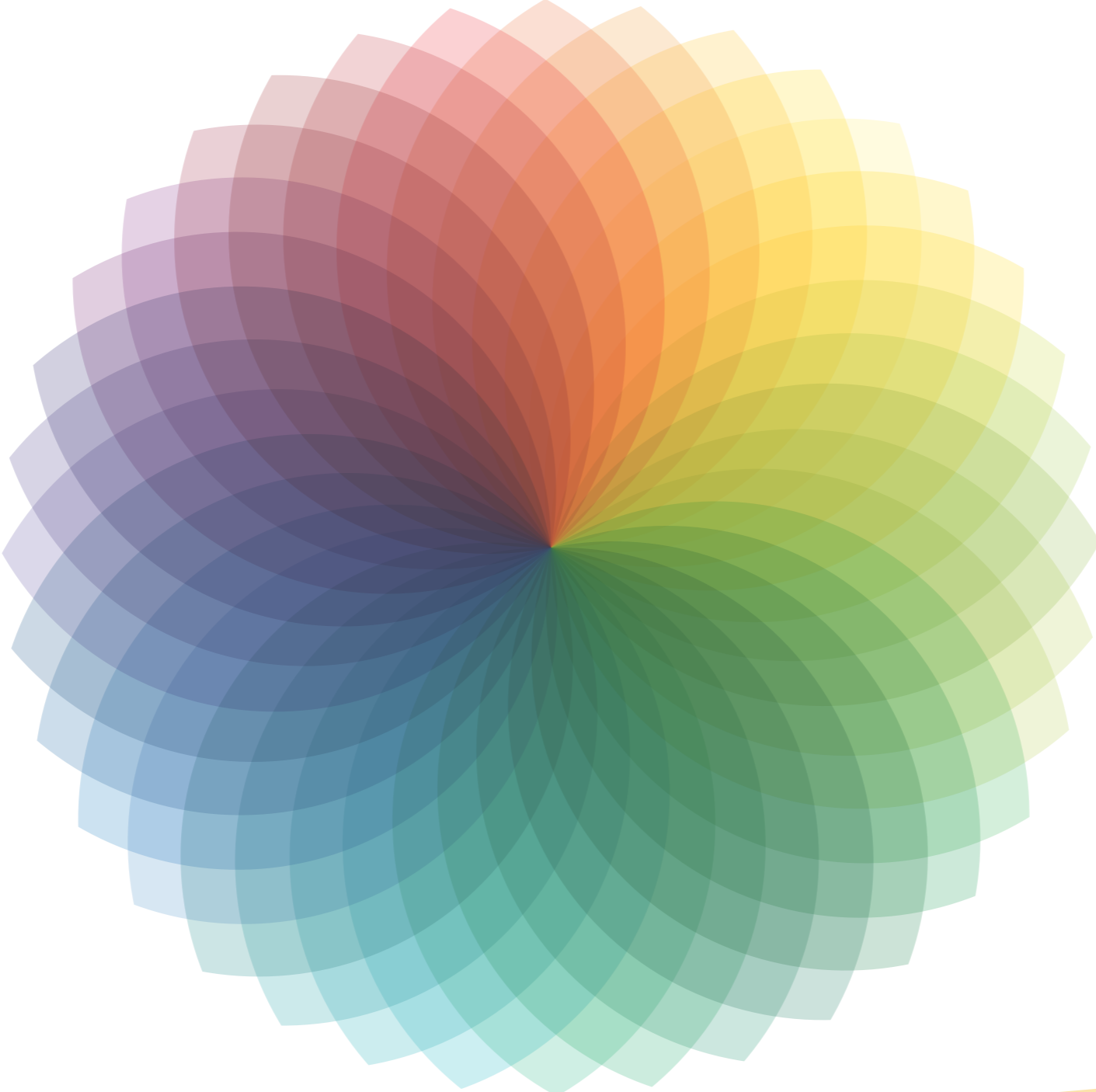
The 3 Second Rule

Who you are and what you do must be understood in 3 seconds or less...

-from looking at your logo and mascot ONLY.

Next...

COLOR





**What colors
should you pick?**

Look at your competition...



**AND
DON'T
PICK
THAT!**

**Pick Colors that make you stand
out from the others in your
INDUSTRY.**

**If most Landscapers are green
why not be PURPLE?
or ORANGE?**

**You will stand out
and be remembered.**

THINKING VS. FEELING

This is SUPER important.



VS



Thinking creates a barrier *and*
a delay to action.

You want people to have an immediate

GOOD FEELING

when they look at your wrap.



REMEMBER THIS:

Emotion is the

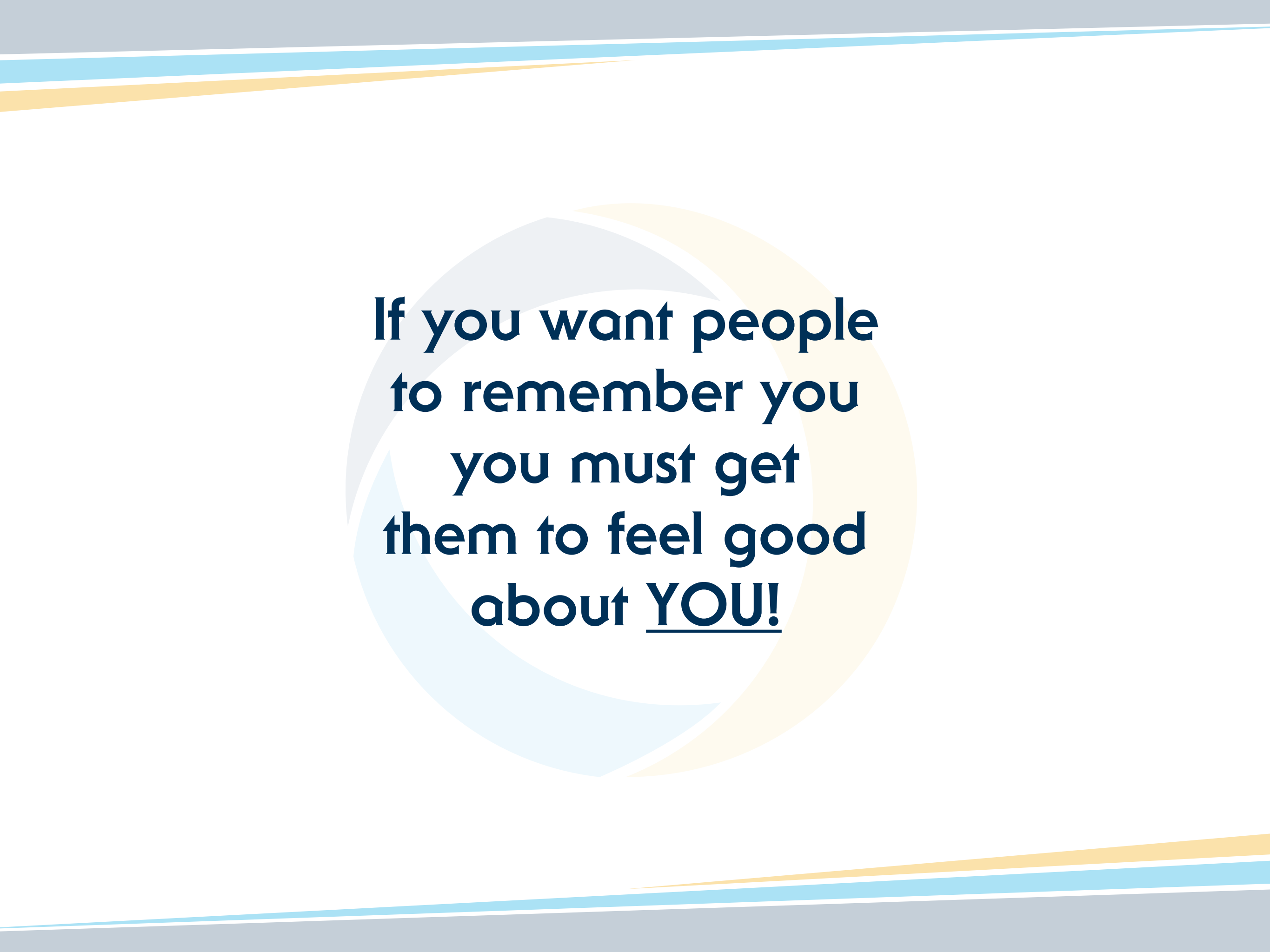
**CATALYST
TO
ACTION**

OK, so what should you put on a wrap?

- 1} A GREAT Logo**
 - Mascot (if relevant)**
 - Tag Line (if good)**
 - Contact Info**
- 2} Good use of Color.**
- 3} Pay attention to the emotional appeal of the wrap.**

Remember the 3 Second Rule.

**If they spend 2.5 seconds trying
to read or understand ALL the info
on your wrap that only leaves .5
seconds AT BEST to have a feeling
and that's
NOT ENOUGH TIME.**



**If you want people
to remember you
you must get
them to feel good
about YOU!**

WHAT YOU SHOULD NOT PUT ON A WRAP...

- **Bullet Points**
- **Stock Photography**
- **Generic Tag Lines**
- **Multiple Phone Numbers**
- **Multiple Tag Lines**
- **Other Company's Logos**

Lastly...

Think of a wrap in terms of all your other marketing efforts, not in isolation from them.

- **Website**
- **Social Media**
- **Print Ads**
- **Radio**



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