



Expectations for your Vehicle Graphics

It is imperative that you the customer , _____ must have complete confidence in Signs By Tomorrow and their ability to provide you with the best possible vehicle graphics. We are therefore providing you with this information to inform you of what is going to be done and what to expect, so you will enjoy your new vehicle look.

Signs by Tomorrow's staff has concurrent 15 years vehicle graphics experience. We feel that a customer's level of expectations should be set prior to starting any vehicle campaign. In our experience, most customers new to vehicle graphics believe the final product will look like paint with no imperfections. This is quite untrue. Because we are experienced, we can assimilate the look of a paint job as close as possible and at the same time might have minor imperfections. Let us explain first how we install a vehicle graphics so that you will have a better understanding of the process and take you through the basic variations that can cause minor imperfections in any vehicle wrap.

Design, Print, Finish

All vehicles are different in size, shape, contours, age, wear and tear, as well as paint type, etc... Most vehicles have a computer template designed for graphic design purposes that gives a designer an idea of how to layout a design for their vehicle. These templates are one dimensional, we will be working with a 3 dimensional vehicle. They do not show compound, complex, curves or raised surfaces. We recommend not having type or copy placed on these areas. It is better to have background color and blends in these areas. After artwork is approved, it goes to print production. At this point, depending on the size of the graphic, the graphic goes through a rip software that separates the complete graphics into several panels for ease of installation. These panels will eventually overlap on the vehicle to produce a complete seamed image. After it gets a UV vinyl lamination to protect it, the edges of each panel get trimmed and prepared for installation. It should be noted that perforated vinyl that is sometimes used on window areas instead of opaque vinyl, prints a different saturation of color due to the holes in the vinyl. It is the customers choice whether to leave the windows out of the design, cover them with opaque vinyl or cover them with perforated vinyl.

Layout, Clean, Install, Finish

When we finish printing your graphics, we ensure everything is correct and we have all the panels we need to complete the job. Next, we clean the entire vehicle and remove

any contaminants like wax, oil, silicone, grease and road grime with approved solvents suggested by each film manufacturer. We will remove any vehicle parts like mirrors, antennas, roof racks, door handles, etc. and anything else to make the installation as seamless as possible. Next, we tape the graphic panels onto the vehicle and ensure they meet the artwork layout the customer approved. Remember, designers are designing on a guide, not an exact placement. We try to install the graphics by the layout provided to best of our ability given the imperfections of the vehicle. We may have to shift the image because a designer was not able to see the true dimension of a door handle, hinge or another obstruction. Once we find the right place to start installing the first panel, we begin installation.

In every graphic application, we use a 4” squeegee, razor, masking tape, propane torch, tape measures and other tools. The entire application will be done by hand techniques. On every vehicle, we install from the back and sides, to the front for each side of the vehicle. We take the flat cast film and apply it to the vehicle. The vehicles are not always flat, which is why applying a graphic with out stretching it takes a lot of patience and experience. As mentioned above, vehicles have contours, complex curves, moldings, bodylines, etc. All of these areas have to be relaxed fit into these surfaces using special techniques and heat. When all the panels are installed in this way, we proceed to the finishing techniques.

Finishing a graphic, means we trim moldings, seams, bodylines, windows, transition panels, hinges, door openings, fuel doors, door handles, etc. This procedure is all performed by human hand techniques. You may find small patched areas where relief areas needed to be accounted for that was not in the original design. We hot seal all seams, graphic edges, plastic moldings and re-squeegee the entire graphic to ensure adhesion. Lastly, we wipe down the graphics. It should be noted that certain materials on a vehicle will not accept vinyl such as caulking, weatherproofing, and certain rubbers and edgings.

Rule of Thumb in the Vehicle Graphics Industry

As a rule of thumb, if you stand 5’ to 10’ from the completed wrap and it looks great, it is then considered a successful wrap. Remember your large image has been designed to be seen from a distance, not close up.

What to Expect

You can expect the vehicle layout and installation will match your design as close as possible, given the difference between a 1 dimensional design and a 3 dimensional vehicle. You can expect that the vinyl could have small wrinkles/ air bubbles, or small imperfections which generally will disappear overtime. It is not a paint job. You can expect that all graphic panels will align wherever possible, given unforeseen curves or protrusions on the vehicles. You can expect that our staff will respect your vehicle and your graphic design. You can expect the best vehicle graphic installation this industry has to offer.

I, _____ purchasing agent of _____ have read and understand this document of expectations for your vehicle graphics.

I, _____ designer for _____ have read and understand this document of expectations for your vehicle graphics.

DATE: _____