

# Vehicle Wraps and Graphics!



**INCREASED BRAND EXPOSURE • 16 MILLION ANNUAL IMPRESSIONS • FLEET GRAPHICS  
ADVERTISE PRODUCTS AND SERVICES • LOCAL MARKET AWARENESS**

With over **50 years** of experience producing, designing and installing vehicle graphics, Decal Impressions can work with you to transform your vehicle into a powerful marketing tool. Vehicle graphics deliver the highest ROI of any advertising option available, giving your vehicle the power to reach tens of thousands of people every day. Vehicle advertisements are 65% more effective than traditional advertising media, like billboards, and have a 57% higher conversion rate.

## FULL WRAP

Drive brand awareness with a full vehicle wrap!  
Turn your vehicle into a mobile billboard with your company logo, branding and messaging.  
*(Full vehicle wraps do not cover roof)*



## PARTIAL WRAP

A partial vehicle wrap consists of vinyl graphics covering 50-75% of a vehicle's surface. Great for using the vehicles color to make your graphics pop!



## VEHICLE DECALS

Vehicle decals can consist of letters, numbers or graphics covering 49% or less of the vehicle. These can be full color printed, or a produced from a single color of vinyl to form your vehicle graphics. Vehicle lettering is perfect for anyone seeking lower cost graphics option.



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**VISIT OUR WEBSITE FOR MORE INFORMATION!**



Full



Decals/Lettering



Full



Partial



Full



Decals/Lettering

**NEED HELP DESIGNING YOUR VEHICLE WRAP? ASK ABOUT OUR DESIGN SERVICES!**

decalimpressions.com • 2111 Kindel Ave. Cincinnati, OH 45214 • (513) 721-3801

# ***Vehicle Wraps and Graphics!***

## ***FLEET STANDARDS***

- No visible zippers, bubbles, wrinkles, or imperfections are noticeable 4' from the vehicle*
- Acceptable relief cuts and seams are subject to installer's discretion*
- Vehicle parts are not required to be removed*
- Plastic, rubber, aluminum, chrome, or silicone surfaces are not covered*
- Only the face of painted handles are covered. Any paint behind the handles is not*
- Mirrors and wheel wells are not covered*
- Hinges, slider rails, latches, and rails are not covered*
- Squeegee strokes in perf are possible*
- Final graphic placement can vary up to 2" from mockup*
- Emblems are cut around or removed and disposed of*
- Vinyl graphics are trimmed around headlights, handles, moldings, etc. with up to 1/8" of vehicle body may be visible*
- A 1/4" uncovered reveal is cut on commercial vehicles with knock outs*
- All trims are left clean and not jagged*
- Vehicle is post heated without lifted edges and/or patches*
- Not included are after-market parts such as spoilers, running rails, and hood scoops*

The intention of the wrap or decal is a cleanly installed, legibly read advertisement that can last up to 3 years with proper care. It is not intended to be used as an OEM factory installed, color change effect.

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