

FLEET GRAPHICS | FREE GUIDE

THE FLEET BRANDING BIBLE

The A-Z guide to turning your vehicle fleet into a high-impact, revenue-generating branding machine.

americangraph.com | (888) 774-6270 | info@americangraph.com

INTRODUCTION: YOUR FLEET IS YOUR BIGGEST BILLBOARD

Every vehicle in your fleet travels thousands of miles each year, passing in front of tens of thousands of potential customers. Yet most companies treat their fleet as a utility — not an asset.

Fleet graphics change that. A professionally wrapped vehicle generates between 30,000 and 70,000 impressions per day in urban markets, at a cost per thousand impressions (CPM) that beats virtually every other advertising channel.

"A fleet wrap is a one-time investment that works 24 hours a day, 365 days a year — even when the driver is off the clock."

CHAPTER 1: THE BUSINESS CASE FOR FLEET GRAPHICS

Before you can get budget approved, you need to make the numbers work. Here's how fleet graphics stack up against other media channels:

Advertising Channel	Avg CPM	Duration	AGS Advantage
Fleet Vehicle Wrap	\$0.15 - \$0.77	5-7 years	Lowest CPM available
Billboard	\$2.00 - \$8.00	4 weeks	
TV Commercial (local)	\$10 - \$22	Per airing	
Digital Display Ads	\$2 - \$5	Per campaign	
Radio (local)	\$4 - \$8	Per campaign	

CHAPTER 2: DESIGN PRINCIPLES FOR MAXIMUM IMPACT

The difference between a wrap people remember and one they ignore is almost always design. Here are the principles our design team applies to every project:

The 3-Second Rule

A driver passing your vehicle has roughly 3 seconds to absorb your message. Lead with your brand name and one primary call to action — nothing more.

Color Contrast is King

High contrast between text and background is non-negotiable. Dark text on light backgrounds and light text on dark backgrounds. Avoid gradients behind text.

Phone Number Size

Your phone number should be readable from 50 feet. That typically means 6-8 inches tall on a full-size box truck, and 3-4 inches on a cargo van.

White Space is Your Friend

Overcrowded wraps lose their message. Leave breathing room. A single bold statement outperforms a list of services every time.

Brand Consistency

Match your wrap colors exactly to your brand guidelines using PMS/Pantone codes, not just RGB or CMYK approximations. Color drift across a fleet destroys brand perception.

CHAPTER 3: WRAP MATERIALS & LONGEVITY

Not all wraps are created equal. Understanding materials helps you ask the right questions and protect your investment.

Material	Lifespan	Best For	Notes
Cast Vinyl (Premium)	5-7 years	Full wraps, complex curves	Recommended for full fleet
Calendered Vinyl	3-5 years	Flat surfaces, partial wraps	Cost-effective for simple applications
Reflective Vinyl	5-7 years	Safety/compliance vehicles	Increases night visibility
Perforated Window Film	3-5 years	Window graphics	See-through from inside

CHAPTER 4: MAINTENANCE & WRAP CARE

Protect your investment with these maintenance best practices:

- > Hand wash only — avoid high-pressure automatic car washes, which can lift edges
- > Use a mild detergent and microfiber cloth to prevent surface scratches
- > Park in covered or shaded areas when possible to extend UV lifespan
- > Inspect edges and seams quarterly — early repair prevents larger failures
- > Do not use solvent-based cleaners or abrasive compounds on vinyl
- > If a section is damaged, contact your installer promptly for spot repairs

CHAPTER 5: HOW TO BRIEF YOUR GRAPHICS VENDOR

The quality of your outcome is directly tied to the quality of your brief. Use this framework on every project:

- 1 Fleet inventory & vehicle types**
List every vehicle make, model, and year. Include any upcoming additions. Different vehicles require different template files.
- 2 Brand guidelines & approved assets**
Provide your logo in vector format (AI or EPS), brand colors in PMS/CMYK, and any approved typography.

3 Design direction & examples

Share 3-5 examples of wraps you admire, even from other industries. Visual references shortcut the briefing process dramatically.

4 Timeline & rollout plan

Define your must-have-by date and any scheduling constraints (vehicles can't be offline certain days, etc.).

5 Budget parameters

Be upfront about budget ranges. A good vendor will optimize your spend, not just hit a number.

Ready to start your fleet graphics project? Call (888) 774-6270 or visit americangraph.com for a free consultation.