

FLEET GRAPHICS | FILLABLE CHECKLIST

FLEET REBRAND MASTER CHECKLIST

The step-by-step project management checklist for fleet rebrands from 10 to 500+ vehicles.

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HOW TO USE THIS CHECKLIST

Work through each phase in order. Check off items as they are completed and assign a team member responsible for each section. This checklist is designed for rebrands of 10-500+ vehicles across single or multiple locations.

PHASE 1 DISCOVERY & PLANNING

Inventory all vehicles

Document every vehicle: make, model, year, VIN, current graphics condition, and location.

Identify priority vehicles

Rank vehicles by visibility/daily impressions. Wrap highest-impact vehicles first.

Set project timeline

Define start date, milestone dates, and final completion date. Build in 20% buffer time.

Assign project lead

Designate one internal owner responsible for vendor communication and approvals.

Confirm budget

Finalize total budget. Get itemized quotes covering design, print, and installation separately.

PHASE 2 DESIGN & APPROVAL

Provide brand assets to vendor

Share vector logos (AI/EPS), PMS color codes, approved fonts, and any brand guidelines.

Request vehicle templates

Confirm your vendor has accurate dimension templates for every vehicle make/model in your fleet.

Review initial concept designs

Evaluate concepts for brand accuracy, legibility at distance, and consistency across vehicle types.

Conduct stakeholder approval round

Get sign-off from marketing, operations, and executive leadership before any print.

Proof final files

Request a print-ready proof in PDF format. Confirm colors, bleeds, and text before approval.

Archive approved artwork

Store final approved files in a central location for future reorders and spot replacements.

PHASE 3 PRODUCTION & INSTALLATION

[] Confirm production lead times

Typical production is 2-3 weeks depending on quantity. Confirm dates in writing with your vendor.

[] Schedule vehicle availability

Coordinate with operations to schedule downtime — minimize impact on routes and deliveries.

[] Arrange installation locations

Confirm installation facility addresses, hours, and any vehicle access requirements.

[] Plan nationwide installation logistics

For multi-state fleets, confirm regional installer network and coordinate shipping of printed materials.

[] Inspect first vehicle

Review the first completed vehicle in person before approving the remainder of the fleet.

[] Document installation dates

Record wrap installation date per vehicle — this starts the warranty and maintenance clock.

PHASE 4 QUALITY CONTROL & SIGN-OFF

[] Photograph every wrapped vehicle

Capture front, rear, driver side, and passenger side for your records.

[] Check all edges and seams

Inspect for lifting, bubbling, or misalignment. Report any issues to installer immediately.

[] Verify brand consistency fleet-wide

Compare completed vehicles side-by-side to confirm color and placement consistency.

[] Complete warranty documentation

Confirm warranty terms in writing with your vendor — materials and installation separately.

[] Update internal vehicle records

Log new wrap details in your fleet management system for tracking and future planning.

Need help managing your fleet rebrand? American Graphics & Signs handles nationwide installation for fleets of all sizes. Call (888) 774-6270 or visit americangraph.com