



MOST AFFORDABLE



## PRE CUT GRAPHICS



Pre-cut lettering is our basic graphics option and is the most affordable way to get your brand in the public eye. Typically, graphics would include your company logo, contact details and accreditation logos. Whilst this option gives little room for design innovation, you will get a fast return on your investment.

### PROS

- + MOST AFFORDABLE OPTION
- + FAST RETURN ON INVESTMENT
- + QUICK ACCIDENT REPAIR GRAPHICS

### CONS

- LEAST VISUAL IMPACT
- BASIC DESIGN
- LOW BRAND AWARENESS

RETURN ON INVESTMENT



AFFORDABILITY



VISUAL IMPACT



BRAND AWARENESS



DESIGN VERSATILITY



OVERALL SCORE

52%



BEST OVERALL



## PART WRAP



Part-wrap graphics provide by far the best cost to visual impact ratio; we adapt the amount of printed graphics to suit your budget and work with textures and images that relate to your brand. The artistic licence is vast yet part-wraps are cost-effective and create great brand recognition. Unwrapped areas are a clean backdrop for a thorough description of your business whilst digitally printed graphics bring your brand to life.

### PROS

- + BEST VALUE FOR MONEY OPTION
- + GREAT BRAND AWARENESS
- + FLEXIBLE ON COST TO MAXIMISE YOUR ROI

### CONS

- LESS VISUAL IMPACT THAN A FULL WRAP
- NO OPTION TO CHANGE THE ORIGINAL COLOUR OF THE VEHICLE

RETURN ON INVESTMENT



AFFORDABILITY



VISUAL IMPACT



BRAND AWARENESS



DESIGN VERSATILITY



OVERALL SCORE

74%



PREMIUM



## FULL WRAP



If money is no object, full wraps are the way to go! There are endless design opportunities to make a huge visual impact on your target market and build a very strong brand awareness. The design process is key to maximise the impact of the graphics and thorough application of the graphics is essential for durability. This is the Rolls Royce of vehicle graphics!

### PROS

- + ENDLESS CREATIVE LICENCE
- + MAXIMUM VISUAL IMPACT
- + PAINT WORK IS PROTECTED BY VINYL

### CONS

- MOST EXPENSIVE OPTION
- ACCIDENT REPAIRS COSTLY AND LENGTHIER
- SLOW RETURN ON INVESTMENT

RETURN ON INVESTMENT



AFFORDABILITY



VISUAL IMPACT



BRAND AWARENESS



DESIGN VERSATILITY



OVERALL SCORE

68%