



VEHICLE SIGNAGE BUYER'S GUIDE







Why choose Cityscape?

“Amazing local business! Excellent staff and prompt professional service.”

“Excellent service, exceptional customer service and professional design team. Highly recommend, fantastic local business.”

“Excellent and highly professional service! Exceptional quality product and kind, friendly and welcoming staff!”

“Got my car and trailer signed up by these guys, great price, great job, would highly recommend them!”

“Quick, reliable, excellent quality and very affordable, I will definitely be a return customer and I will certainly be recommending Cityscape to my own clients.”

Did you know the most cost effective way to advertise is with vehicle signage?

From a single vehicle to an entire fleet, vehicle signs are an extremely cost-effective way to be seen. With a one-off investment lasting up to five years, it makes sense to turn your vehicle into a mobile billboard, spreading your message 24/7.

Every vehicle wrap is custom-made and we can provide graphics to suit almost any budget. At Cityscape we print your vehicle graphics with the latest quality vinyl graphics to produce vibrant graphics with visual impact and long service life.

Printed graphics are over-laminated with a matched conformable film to protect the graphic against UV damage. All graphics are applied by skilled applicators, who have completed an advanced level of training. We apply a UV over-laminate to our digitally printed vehicle graphics to protect the film from UV, weather, and abrasion.

Discover what we can do for you, from cars, buses and trucks, we can turn almost any object into an advertisement or billboard!

We offer Basic Branding, Half Wraps, Full Wraps as well as Rear-Window Cut Vinyl Graphics or One-Way Vision.

Basic Branding

This is a great option for when you don't need a full vehicle wrap or are working with a small budget. These graphics are suited towards businesses who are looking to send a simple message to their customers. For example, displaying your logo, business name, contact details and even a list of services you offer.

Though this option doesn't have the same level of impact as wraps, they are easier to clean and maintains as they only cover a smaller area of the vehicle.

Half Wraps

A half wrap covers part of the paintwork and generally excludes the bonnet. The two most common methods in this category include using digitally printed vinyl graphics or spot graphics; which can be a combination of digitally printed die cut graphic and computer cut solid colour vinyl graphics.

Although it is most common to see a partial wrap done for a vehicle, we can also do partial wraps for buses, caravans and some trucks.

Full Wraps

A full car wrap covers all paintwork with digitally printed vinyl graphics, excluding the roof. We can do a full wrap on vehicles, buses and some trucks.

Also, within this category is a full colour change, where we use high quality solid colour vinyl. This can be used on its own or with complementary advertising graphics. This second layer is applied to the surface of the coloured vinyl, using digitally printed die cut graphics or computer cut vinyl graphics.

To get the best finish for your full vehicle wrap we may remove the badges on your car; it gives a professional finish and we wrap over this area. The badges are not discarded; we reposition them in place over the top of the graphics once installed.

Rear-Window Cut Vinyl Graphics

This is a great budget friendly option that you can choose to have as a stand-alone item or to complete any of the previous options.

While it has a longer lifespan than one-way vision, it may impede the drivers vision.

Rear-Window One-way Vision

One-Way Vision is an innovative window graphic made from perforated self-adhesive vinyl film. It is great for completing a full or partial vehicle wrap design onto windows. They typically last around 3 years when made with a quality vinyl.

The tiny perforated (punched) holes allow visibility from the inside of your vehicle, while anyone viewing from the outside will see your window graphics. We digitally print your design in full colour, then apply an optically-clear over laminate to protect your graphics from UV, water, dust, marks and scratches.

Rest assured, we only use genuine One Way Vision vinyl which is designed to meet the VLT Standards (Visible Light Transmittance) for Australian Standards for Vehicles.



Preparing your artwork.

We can help you with your existing art file, so you can get the results you want.

How to Send us your Files

You can directly email us any artwork as long as the file isn't too large. If you have a file to send us that is too large, you can simply come and see us with the file on a USB, send it to us, or use a cloud service like WeTransfer or Dropbox.

Tips for Best Results

Fonts & Text – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system.

If you're not sure how to convert text to outlines, don't hesitate to get in contact with us.

Colour – the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new vehicle signage. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity.

If you have no artwork, no problem! Contact our team at Cityscape to see how we can help you with our professional design services that we offer.

Preparing your vehicle.

THIS IS A VERY IMPORTANT STEP IN ENSURING YOUR VEHICLE IS READY FOR US TO APPLY YOUR SIGNAGE. ADDITIONAL CHARGES WILL APPLY FOR VEHICLES THAT ARE HANDED OVER TO US THAT HAVEN'T BEEN PREPARED.

Vinyl film is like putting a thin skin on your car. Every imperfection on your car will be visible, so it is important that your vehicle is supplied to us in a clean condition, ready to apply graphics. Clean your vehicle thoroughly of all waxes, oils and dirt. Rust spots ideally need to be fixed beforehand.

If there are existing graphics on the vehicle, and you are not paying us to remove them, then the graphics and all adhesive residue must be fully removed.

Whilst we require that your vehicle is presented to us clean, our installation team will prepare your vehicle's surface with special cleaners to allow our graphics to fully adhere.

If the paint work is in poor condition, or the vehicle has been repainted, we cannot be held liable for any damage that occurs as a result of the graphics application.

Our vehicle wrapping process.

1. We Plan and Measure

While we have many vehicle templates on file, it is usually best for us to photograph and measure your car, van, truck, caravan or other vehicle prior to designing the graphics for it.

As our vehicle graphics are all custom designed and made to advertise your business, it is important that we assess your vehicle in person.

Factors that can affect the design includes the positioning of windows, the condition of the current paint work, if existing graphics need to be removed, if there are pop rivets, screws, or other obstructions, etc.

2. We Quote

We will provide you with a full written quote. We usually require a 50% deposit in order to start work on your project.

3. We Design

We request a logo in vectorised EPS or AI format, or at additional cost we can redraw your logo. Our professional graphic designers will layout your design on the template that matches your vehicle. This will enable you to see your ideas come alive right in front of you. We then send the design to you for approval and any changes.

4. We Print and Install

Once approved, your job is moved into the Production queue. Our team will contact you to book a suitable time to drop off your vehicle so we can complete the wrapping. We typically require that you leave your vehicle with us for 1-2 days. When printed, cured and laminated, our team will apply the graphics to your vehicle.

5. Your Car is Ready!

We will phone you when your newly wrapped vehicle is ready to pick up.

Basic Branding



Half Wrap

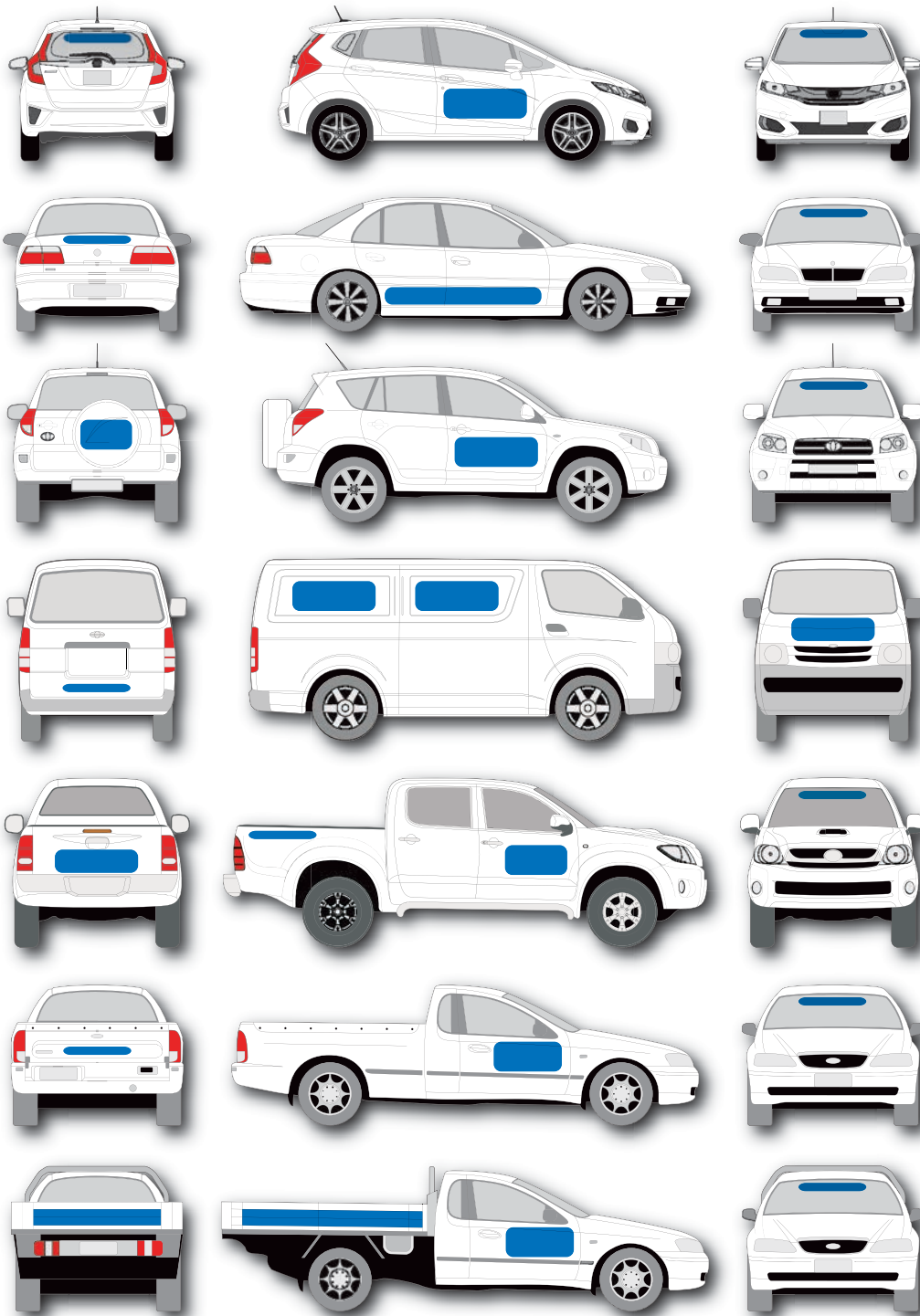


Full Wrap



Vehicle Signage: Basic Branding

Prices from \$450



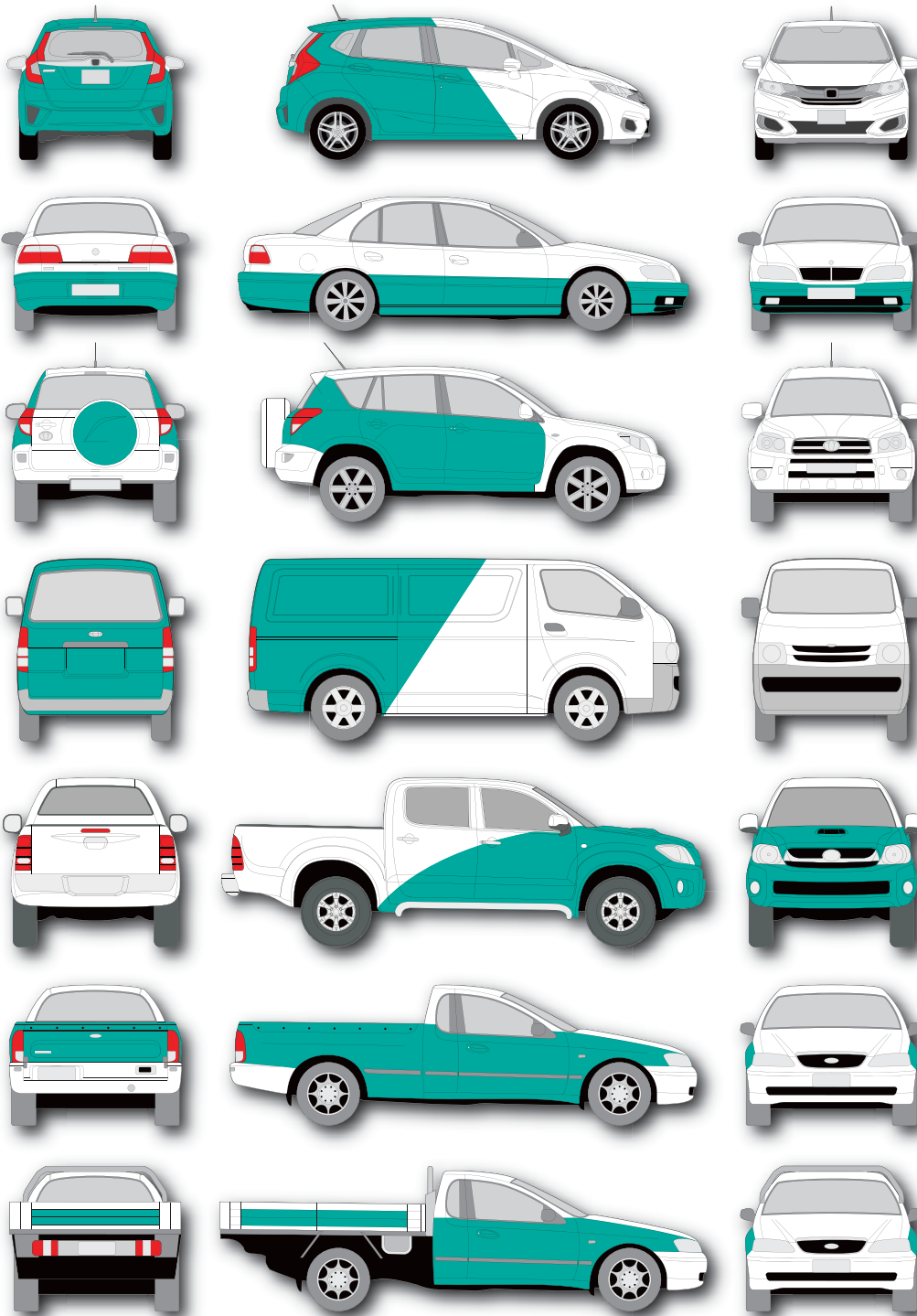
- Budget friendly
- Simple message

Computer-cut vinyl
that satisfies your
branding needs.



Vehicle Signage: Half Wrap

Prices from \$2200



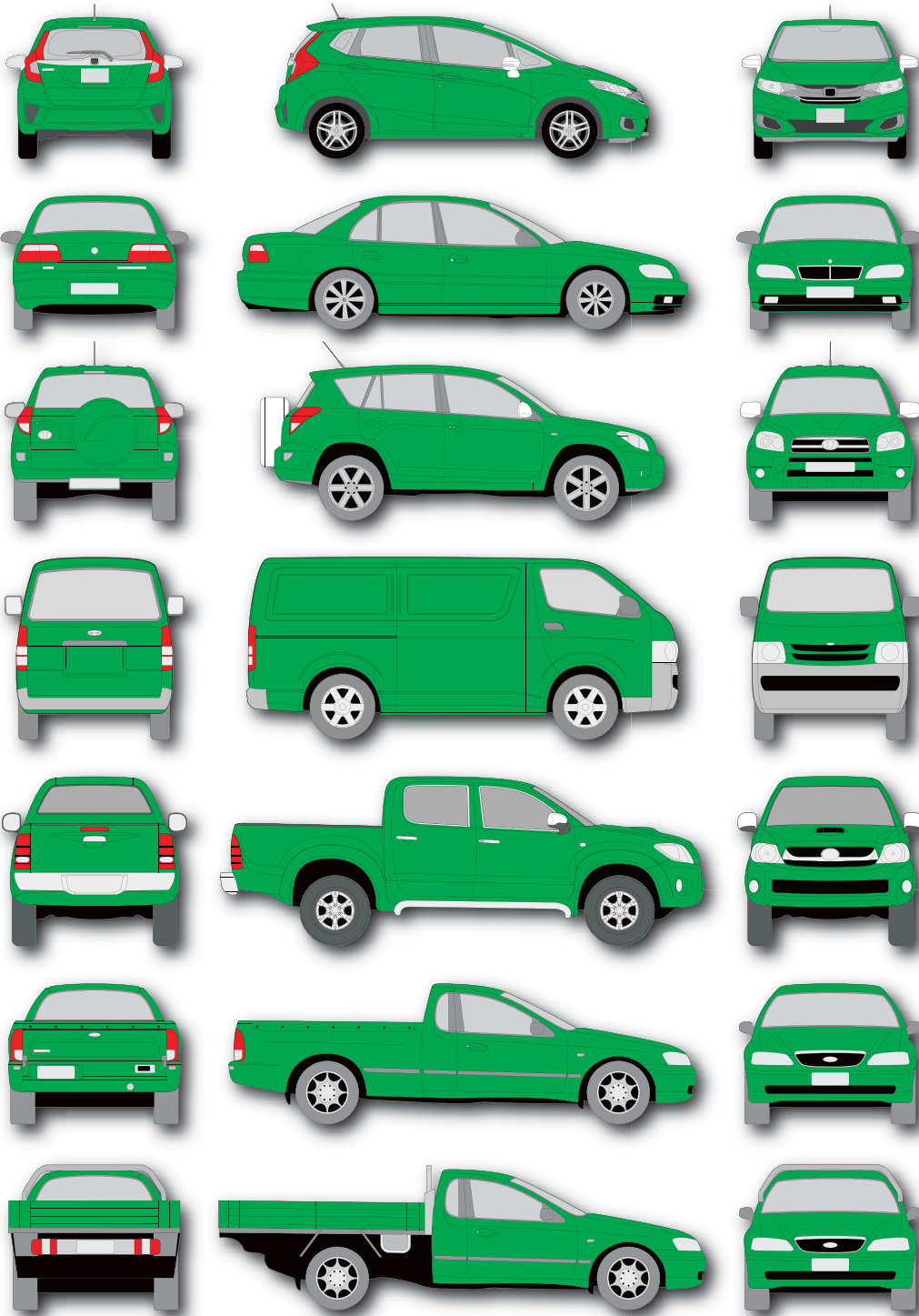
Digitally printed vinyl
installed to at least 50%
of your vehicle.

- Provides a great contrast
- Eye-catching



Vehicle Signage: Full Wrap

Prices from \$3500



Provides a full coverage
digitally printed vinyl
to your vehicle.

- Provides a great contrast
- Eye-catching
- Protects the paint



Rear-Window Cut Vinyl Graphics

Prices from \$120

- + Budget Option
- + Long Lifespan

- Impedes Driver's Vision
- Minimal Privacy



Rear-Window One-Way Vision

Prices from \$300

- + Premium Option
- + Excellent Driver's Vision
- + Maximum Privacy

- Medium Lifespan





Trucks



Caring for your vehicle.

You should care for your vehicle signage like you would any paint finish.

Cleaning

Keep your vehicle clean! Hand washing your vehicle regularly with a soft, clean cloth or sponge is ideal. We recommend rinsing off as much dirt and grit as possible with a spray of water.

Only clean your car with plain water or warm water and a mild detergent and a soft cloth.

Spot cleaning of surface contaminants like bugs, bird droppings, tree sap and tar is required immediately, as it can stain and damage the vinyl film. Our team at Cityscape can advise you on what cleaners you may use.

Storing your Vehicle

Vinyl graphics, like paint, will fade over time from prolonged exposure to sun and atmospheric pollutants, particularly on the horizontal surfaces such as the bonnet, roof, and boot.

Try to store your vehicle in a garage, carport or a shaded area during the day. At night protect the car from dew or rain. If a garage is unavailable consider using a cloth car cover at night.

Do Not Use:

- Automatic car washes
- Wax or similar coatings
- Pressure hoses
- Bristle type brushes
- Cutting and polishing agents
- Harsh cleaning agents
- Avoid the use of rear windscreen wipers where graphics are applied to the rear window. The constant friction of the wipers will lift the vinyl.
- Serif style fonts and small text are very delicate as they do not have a large surface area, therefore you may find they peel up easily if rubbed. You will need to take extra care when washing these areas. If they do peel up, wipe the excess water away and lay back down. Once the car is dry go over them again with your finger to stick back down.

FAQ's

HOW MUCH DOES A WRAP COST?

As with any questions about cost, there are several factors involved. These include:

- The amount of coverage or square meterage involved.
- The complexity of the application. Some vehicles have a lot of curves and indents on the body, so take extra application time.
- The quality of the vinyl used. This is one area where we do not compromise. We use the highest quality Avery, 3M, or Arlon vinyl graphics specifically designed for vehicle applications.

HOW LONG DOES IT TAKE?

We normally return your initial design concept within 3 days of receiving your order. Once that is approved, a team member will phone you to book a mutually convenient time to have your new graphics applied. This will normally be done within 10 working days after the artwork approval.

HOW LONG DO YOU NEED MY CAR FOR?

This will vary, depending on the coverage involved in your design. Oneway vision on a back window can be done in as little as 90 minutes, whereas a full wrap of a van can take 1.5 days.

CAN I REMOVE THE GRAPHICS WHEN I SELL MY CAR?

Cheap low quality vinyls will be very hard to remove. There is every likelihood that they will break apart and be taken off very slowly in pieces about the size of a 20-cent piece. They will also leave adhesive glue behind that will be very hard to clean off.

In contrast, the correct vehicle-grade vinyl will be easily removable with the application of a bit of heat from a heat gun or hair dryer.

WILL THE GRAPHICS DAMAGE MY PAINT WORK?

Absolutely not. In fact, they will do an excellent job of protecting your paint work from UV rays, and associated fading, and minor scratches. This will assist in achieving a good resale value. If the wrap is not a full one, then those areas that are not covered with graphics may fade a bit, as they will not have the inbuilt UV protection that is afforded by having graphics on the vehicle.

DOES THE COLOUR OF MY CAR MATTER FOR VEHICLE WRAPPING?

The colour of your car doesn't matter for vehicle wrapping unless your design incorporates the existing paintwork into the design. If that was the case, we would use as much of your existing paint colour in order to save you money.

It is however worth considering the colour of the vehicle if for example you are trying to wrap a white car in black vinyl. Wrapping does have its limitations, and you may find that you will slightly see the existing colour of the vehicle through door seams and in door jams.

WHAT IF I DENT A SIDE OF MY CAR, CAN MY CAR WRAP BE FIXED?

We archive all our work, so we could print a partial piece of your car wrap and install the damaged panel. Please note that the sun may have faded the neighbouring panels so an exact colour match for your car wrap cannot be guaranteed.

WHY SHOULD I DO A VEHICLE WRAP AS OPPOSED TO VINYL LETTERING OR PAINT?

Wrapping a vehicle means you have better branding and design options. We can create signage now that was unheard of a decade ago.

Also, when you are ready to upgrade your vehicle you can strip the vinyl and be left with the original paintwork in almost pristine condition.

WILL MY CAR WRAP PEEL OR FADE?

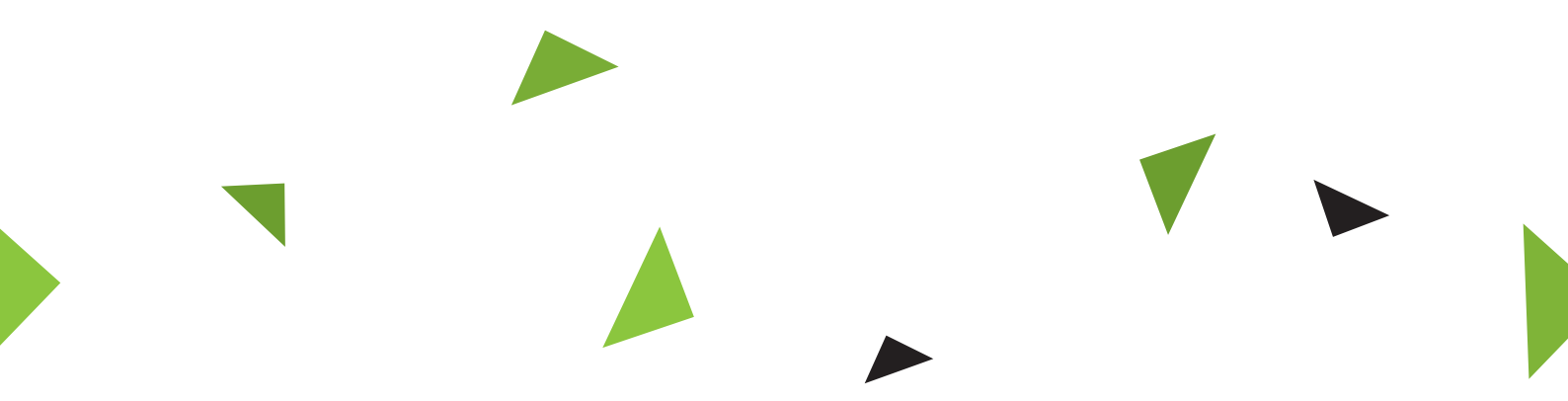
Like any signage your vehicle wrap will fade over time. You should expect to get a comfortable 4 years in before there is any noticeable fading.

WARRANTY

Please note, vehicle graphics are only subject to any warranty claims for vertical applications. Non-vertical applications such as bonnets, roofs and sloping surfaces are not warrantable items.

Warranties are effective from the date of installation. Any claims under warranty will only be a reprint of the original graphics, no changes will be made without additional cost.

Check with us regarding our warranty policy.





DESIGN | PRINT | SIGNAGE

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