

Get the most out of your graphics.



Tips to maximize your wrap's impact.

Graphics are one of the most versatile and cost-effective ways to advertise. Given the extremely high visibility and reach of graphics, below are some tips to get the most out of your wraps.

1 Grab their attention.

You've got 3–5 seconds to direct consumers eyes to the areas you'd like them to focus on. In order to make an impression with a visual image, you must draw individuals to the portion of the wrap that you have identified as most critical through effective design. Design tools such as 3M's VAS can help aid in this process. 3M Visual Attention Software offers a web based application that provides fast and easy analysis to determine the area of an image that captures the eye of the viewer. To learn more about creating impactful designs check out [Visual Attention Software](#).

2 Promote day and night.

Reflective graphics have been proven to boost impressions by up to 40% relative to traditional graphics. Keep your message visible 24/7 with reflective accents such as decals and cut letters or with a reflective wrap. Not only do reflective graphics increase impressions, but they also enhance visibility for added safety. Reflective graphics are an easy way to stand out and maximize your impact. [Graphics & Signage](#)

3 Be concise and consistent.

Your graphics should help tell your brand's story and reflect your brand's identify. Keep your graphics on message with branding that is consistently applied across your fleet. Even if there are variations in design, it is important to stay on brand and communicate the same overarching story. When wrapping your fleet, use consistent themes, colors and/or images to create comparable appearances. This helps increase brand recognition and provides more impactful reinforcement to your audience.

4 Design to scale.

If you have a fleet of vehicles that vary in size and type, adjust your message and design accordingly. A design that works well for your trailer may not work well for your delivery van. Scaling and tailoring your design according to the vehicle application enhances the aesthetics and effectiveness of your graphics.

5 Keep your graphics well maintained.

Well maintained graphics are important for a positive portrayal of your brand. Graphics that are not regularly cleaned or become shoddy due to poor maintenance can create a negative perception of your brand. Also, make sure you are keeping your graphics fresh and updated, especially as your branding evolves. Keep track of your graphics life cycle and update your graphics as recommended by the manufacturer.