

FLEETS LOOKBOOK



Keeping fleets of every size
on brand, on schedule, and
ready for the road.



STREETNO

01

BRANDING YOUR FLEET

Discover how to transform your vehicles into powerful brand assets. This section explores the fundamentals of fleet branding—covering strategy, visual consistency, and design considerations that ensure every vehicle reinforces your brand and leaves a lasting impression on the road.

02

WRAP STYLES

Explore the range of fleet wrap options available, from subtle branding to full-coverage designs. This section breaks down wrap styles, materials, and key investment considerations to help you choose the right solution for your goals, budget, and long-term brand impact.

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CAR & SUV GRAPHICS

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BOX TRUCK & SEMI GRAPHICS

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BUS GRAPHICS

BRANDING YOUR FLEET

Branding your fleet turns every vehicle into a moving advertisement for your business. Whether parked or on the road, a professionally wrapped vehicle increases brand visibility, builds credibility, and helps potential customers recognize and remember your company.



FLEET WRAP STYLES & INVESTMENT GUIDE

Not every fleet needs the same level of coverage. From simple spot graphics to full vehicle transformations, each wrap option offers a different balance of visibility, design impact, and investment.

SPOT GRAPHICS

- Coverage: 5-20%
- Best for: Compliance, Entry-Level Branding



Typical Investment:
\$500-\$1,500 per vehicle

PARTIAL WRAP

- Coverage: 25-60%
- Best for: Regional Service Fleets, ROI-Focused Companies



Typical Investment:
\$2,000-\$4,500 per vehicle

FULL WRAP

- Coverage: 90-100%
- Best for: Growth-Focused Brands and Fleet Programs



Typical Investment:
\$4,500-\$7,500+ per vehicle



VAN
GRAPHICS >>>





VAN «« GRAPHICS





TRUCK GRAPHICS >>>



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what you
treasure
most.

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TRUCK GRAPHICS >>>





TRUCK GRAPHICS





CAR & SUV GRAPHICS >>>





BOX TRUCK & SEMI GRAPHICS







**BOX TRUCK &
SEMI GRAPHICS** >>>



BUS GRAPHICS >>>





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