START WITH A
Great Logo
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Great Logo!
START WITH A GREAT LOGO!

and possibly a MASCOT.
So what is a great logo?
A great logo is...

- Easy to read
- Simple
- Unique
A great logo is NOT...

- Too fancy
- Hard to read
- Just like another company
- but different.
Some great, iconic logos...
To mascot... or not to mascot?
To determine whether your company would benefit from a mascot ask yourself...

1) Is my company residential or commercial?
2) Do I service my customers at their homes?

If yes to either QUESTION…
Then your company could **ABSOLUTELY** benefit from a **FRIENDLY MASCOT CHARACTER**
CASE STUDY: 25% of their BUSINESS comes from vehicle wraps!
A FRIENDLY MASCOT helps build TRUST and helps potential clients remember your business in a POSITIVE LIGHT.
OK, so start with a **GREAT LOGO**
and a **FRIENDLY MASCOT**.

What’s next?
THE HIERARCHY of INFORMATION
(of course!)

It’s a reverse PYRAMID
This is how the HIERARCHY of INFORMATION works...

LOGO
(and MASCOT if applicable)

TAG LINE

CONTACT INFORMATION
If your wrap looks like this...

602.570.8860

it will NOT be as effective as...
You want people to remember your name.

IT NEEDS TO BE BIG!
Next Up... The 3 Second Rule
What's that?
(You can only look for 3 seconds!)
Basically, people have 3 seconds OR LESS to understand your vehicle wrap while it’s moving or when they are passing it.
People DO NOT have the time or patience to read a whole bunch of information! GOT IT?
They don't have time to read:

- Bullet points
- More than 1 phone number
- More than 1 tag line
- Lots of logos
- Blah blah blah blah
The 3 Second Rule

Who you are and what you do must be understood in 3 seconds or less...

-from looking at your logo and mascot ONLY.
What colors should you pick?

Look at your competition…
AND DON'T PICK THAT!
Pick Colors that make you stand out from the others in your INDUSTRY.

If most Landscapers are green why not be PURPLE? or ORANGE? You will stand out and be remembered.
THINKING VS. FEELING

This is SUPER important.
Thinking creates a barrier and a delay to action.

You want people to have an immediate GOOD FEELING when they look at your wrap.
REMEMBER THIS:

Emotion is the CATALYST TO ACTION
OK, so what should you put on a wrap?

1} A GREAT Logo
   Mascot (if relevant)
   Tag Line (if good)
   Contact Info

2} Good use of Color.

3} Pay attention to the emotional appeal of the wrap.
Remember the 3 Second Rule.
If they spend 2.5 seconds trying to read or understand ALL the info on your wrap that only leaves .5 seconds AT BEST to have a feeling and that’s NOT ENOUGH TIME.
If you want people to remember you, you must get them to feel good about YOU!
WHAT YOU SHOULD NOT put on a wrap...

• Bullet Points
• Stock Photography
• Generic Tag Lines
• Multiple Phone Numbers
• Multiple Tag Lines
• Other Company’s Logos
Lastly...

Think of a wrap in terms of all your other marketing efforts, not in isolation from them.

- Website
- Social Media
- Print Ads
- Radio
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