



How-Do-We-Do-That?

Preparing your new Truck Signage!



Before going to a Truck Lettering Company design your own idea. You will see before hand your idea and artwork on your computer screen. Then you can give the art work to a sign maker . And let them do their work on your new truck.

Start with taking picture's of your truck, one of each side, if possible use a digital camera. When using a film camera you have to wait till they are developed and you may not like them. With film pictures you still need to scan them to get them in your computer. With a digital camera you can bring the pictures in your computer and see if you can use them or take new pictures.

In your paint program, remove all the surrounding area from the truck, all you need is the truck, don't worry if your finished picture is not perfect. All you're interested in is the overall layout of the 4 sides of the truck.

When placing the artwork you will create, make sure that you need to take inconsideration, the sliding or swing doors on the passengers' side. At the same time look at that side where the gas cap is located. It is better not to put your lettering on the gas cap.

If you have a special company logo, which you use on all your company's stationary, insist that the sign maker doesn't make any changing on your logo design.

In our company, "Lock Clinic Inc." we have a special first letter, it is our experience that the sign maker will use a different design "L". It is your logo from your company, insist on your design.

You could if so desired start with a new (your) company logo. You design it, you use it.

Lets start and make the artwork.

*Sales &
Service*

*Locksmiths
Your City*

Available 24 Hours

555 123-0000

Here above are some samples. They are only in Black and White. The colour is not important. When you go to the sign maker, you decide then which colours you want. Start in your program and type the words and/or letters. Use the format for the right font, italic, and size. Keep it small enough so you can work with it on your screen. Give your art work colour that closely is the colour you like. High light the complete artwork and give it a border line, in the right thickness. For the border line I used a black border. You

could use on your screen a light green only for viewing on the screen.

On our trucks we use blue lettering with a white border. Use only a border if you want it. For our trucks that are gray it stands out with blue lettering and a white border.

While going on service calls look what ideas you see on similar trucks.

Save each group of lettering as a separate file. Check with your sign maker and ask on how to save the file, in what format and version.



Of course we realize that there is more sign space on the drivers side. On the passengers side we have to consider the doors. The letters have to be on the truck, not in the thin air. Bring each part of your sign from one side to the other side and place them if possible at the same spots.

If on the driver's side the phone number is at the right hand bottom you place the phone number at the passenger's side at the left hand bottom.

When you like to use a Manufacturers logo's contact the manufacturer to send

to you a copy in the file format you need and place it on your truck. Some manufacturers have an incentive plan and will pay part of the cost in money or in merchandise.

Save your art work on CD or disk. Make two copies, one for future possibilities and one for your sign maker. Do not save it on your hard drive, they could crash. And the next time you need it for the second or new truck you have to start all over.

