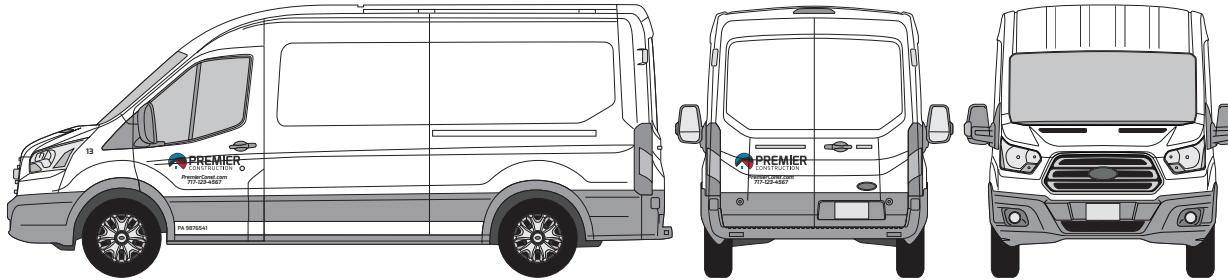


# THIS IS HOW WE ROLL



## DOOR LETTERING



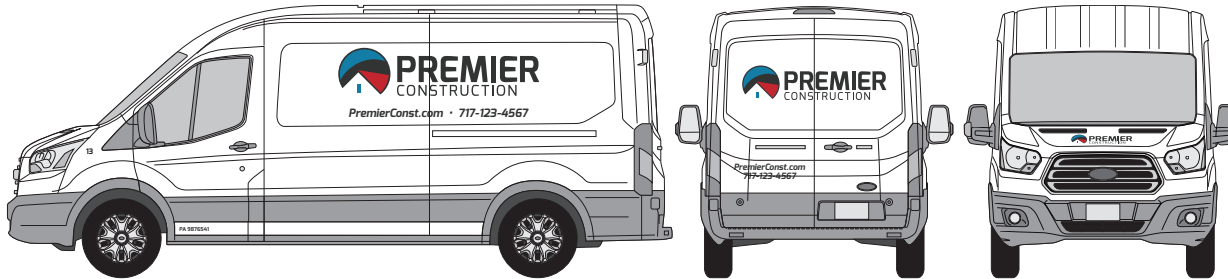
## COVERAGE INCLUDES:

- Driver door
- Passenger door
- 1 rear door

## DESIGN PACKAGE INCLUDES:

- 1 preliminary layout depending on extent of lettering
- 1 round of revisions to preliminary layout

## BASIC LETTERING



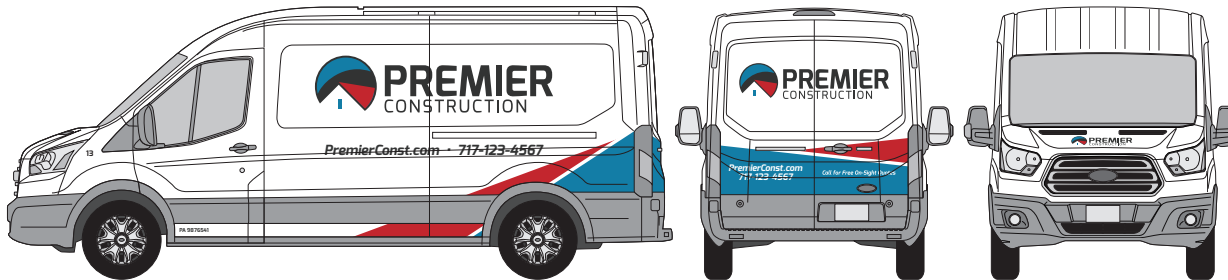
## COVERAGE INCLUDES:

- Driver side
- Passenger side
- Both rear doors
- Hood logo

## DESIGN PACKAGE INCLUDES:

- 1-2 preliminary layouts depending on extent of lettering
- 2 rounds of revisions to chosen preliminary layout

## LETTERING PLUS



## COVERAGE INCLUDES:

- Driver side
- Passenger side
- Both rear doors
- Small graphic on each side & rear
- Hood logo

## DESIGN PACKAGE INCLUDES:

- On-site or phone consultation with in-house designer
- 2 preliminary layouts depending on extent of lettering
- 2 rounds of revisions to chosen preliminary layout

\* Each option is configured using our standard white vinyl with UV gloss or matte laminate. Any additional types of material (such as One Way perforated window vinyl or reflective vinyl) will increase overall price of package. Pricing is separate for install and design packages. All packages include any PA, USDOT and unit numbers needed. **Please contact us for fleet pricing.**

## PARTIAL WRAP



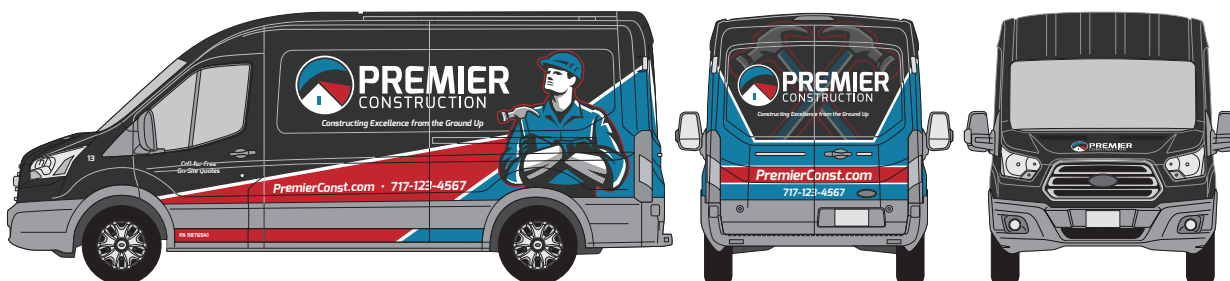
## COVERAGE INCLUDES:

- Full coverage on rear & sides behind the front doors
- Hood logo

## DESIGN PACKAGE INCLUDES:

- On-site or phone consultation with in-house designer
- 2 preliminary layouts
- 3 rounds of revisions to chosen preliminary layout

## FULL WRAP



## COVERAGE INCLUDES:

- Full coverage on front, sides & rear
- Partial roof (may vary depending on van height or type)

## DESIGN PACKAGE INCLUDES:

- On-site or phone consultation with in-house designer
- 3 preliminary layouts
- 3 rounds of revisions to chosen preliminary layout

\* Each option is configured using our standard white vinyl with UV gloss or matte laminate. Any additional types of material (such as One Way perforated window vinyl or reflective vinyl) will increase overall price of package. Pricing is separate for install and design packages. All packages include any PA, USDOT and unit numbers needed. **Please contact us for fleet pricing.**

## SETUP OF EXISTING DESIGN

CLIENT PROVIDED  
DESIGN FILES



CHECK FILES, SETUP  
& PROOFING



INCLUDES:

- Supplied client design files will be sized and checked for any potential areas of concern by in-house designer
- 2 rounds of revisions to initial proof layout

## LOGO RECREATION

PIXELATED JPG FILE THAT  
NEEDS RECREATED



RECREATED VECTOR LOGO FILE  
IS CRISP & CLEAR



INCLUDES:

- Recreation of client logo if vector files are unavailable
- Final logo files will be provided in .ai, .pdf, .jpg (RGB & CMYK color modes), and .png formats
- Pricing may change depending on amount of work required

## LOGO REFRESH

ORIGINAL LOGO



REFRESHED LOGO



INCLUDES:

- On-site, video or phone consultation with in-house designer
- 2 preliminary logo concepts
- 2 rounds of revisions to 1 preliminary logo concept
- Final logo files will be provided in .ai, .pdf, .jpg (RGB & CMYK color modes), and .png formats
- Logo style guide noting usage, colors, & fonts

**\* TERMS AND CONDITIONS:** Full payment of design fees are required prior to any design work. An hourly rate will be charged for any additional design work outside the original scope of the job. Any imagery purchased from resources outside Cassel's stock photo collection will incur an additional charge passed on to the customer. Cassel obtains exclusive rights to all final working design files (excludes the final logo files). Client obtains exclusive rights and files to final logo(s) after full payment for design fee is received by Cassel. Should any client cancel the project after work has begun, the design fee will be forfeited in lieu of compensation to Cassel. All pricing in this guide is subject to change.

## STANDARD LOGO

ORIGINAL LOGO



NEW LOGO



### INCLUDES:

- On-site, video or phone consultation with in-house designer
- 2 preliminary logo concepts
- 2 rounds of revisions to 1 preliminary logo concept
- Final logo files will be provided in .ai, .pdf, .jpg (RGB & CMYK color modes), and .png formats
- Logo style guide that defines usage, colors, & fonts

## PREMIER LOGO

ORIGINAL LOGO



NEW LOGO & ADDITIONAL  
BRAND ELEMENT



### INCLUDES:

- On-site, video or phone consultation with in-house designer
- 2 preliminary logo concepts
- 2 rounds of revisions to 1 preliminary logo concept
- Final logo files will be provided in .ai, .pdf, .jpg (RGB & CMYK color modes), and .png formats
- Logo style guide that defines usage, colors, & fonts

\* **TERMS AND CONDITIONS:** Full payment of design fees are required prior to any design work. An hourly rate will be charged for any additional design work outside the original scope of the job. Any imagery purchased from resources outside Cassel's stock photo collection will incur an additional charge passed on to the customer. Cassel obtains exclusive rights to all final working design files (excludes the final logo files). Client obtains exclusive rights and files to final logo(s) after full payment for design fee is received by Cassel. Should any client cancel the project after work has begun, the design fee will be forfeited in lieu of compensation to Cassel. All pricing in this guide is subject to change.