One job: the number.

A driver stopped at a red light gets about 30 seconds with this van. In that time they should catch three things, in this order:

1

The number

Biggest thing on every panel. Nothing else close to it.

2

Plumber

The name says it. No picture needed.

3

24/7

The reason to save the number now instead of later.

Phone, license number and website are placeholders. The shop drops in the real ones; you check them on the proof.

WHAT GOES ON, WHAT STAYS OFF

Six things. Every extra word makes the number smaller.

ON THE VAN

- **[phone]** written as XXX-XXX-XXXX
- STEADY VALVE PLUMBING + logo
- DRAINS / WATER HEATERS / REPIPES
- 24/7 - WE PICK UP AT 2 AM
- LIC [license #]
- [your-site.com] (small, optional)

LEAVE OFF

- ~~A list of every service~~
- ~~Wrench, plunger, cartoon plumber~~
- ~~Social media icons~~
- ~~QR code (nobody scans in traffic)~~
- ~~Slogans longer than 5 words~~
- ~~Photos of pipes or water~~

White van, mostly white wrap: navy type on white is the most readable pair you have. Orange is for one band and the 24/7 line, not for the number.

DRIVER SIDE (FRONT OF VAN AT LEFT)



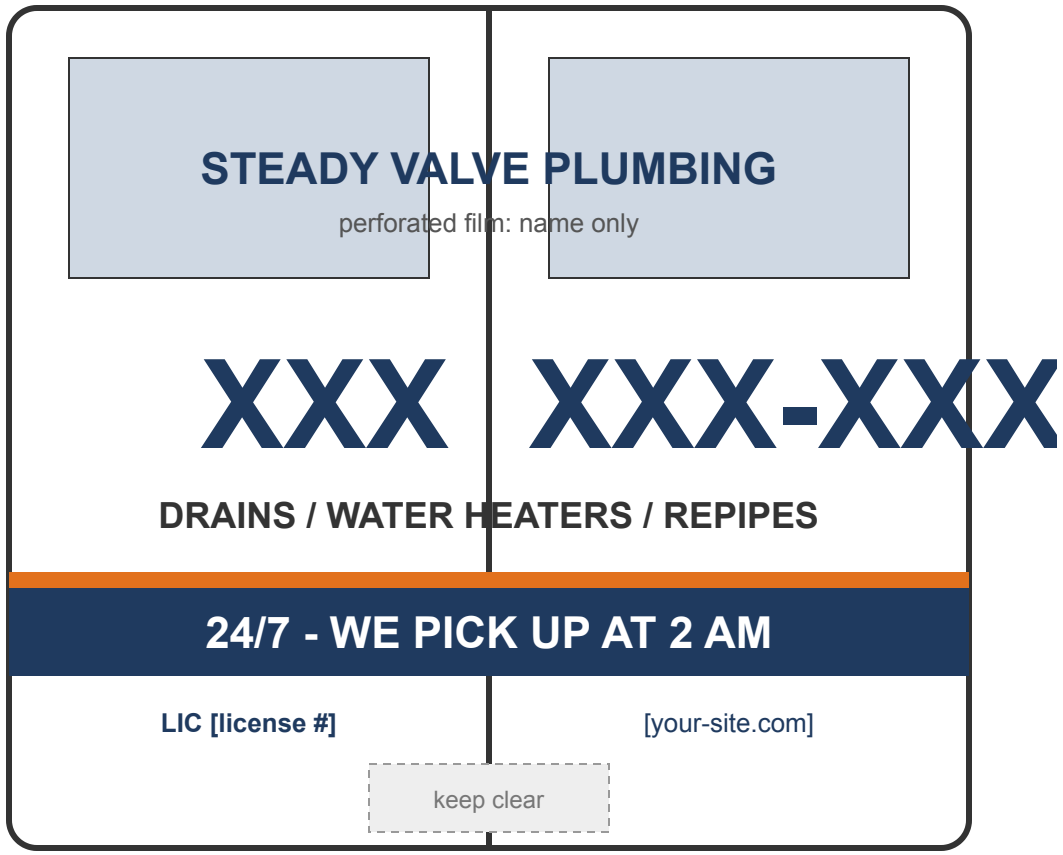
Number: 9 in tall | **Name: 6 in** | **Services: 3 in** | **24/7 band: 4 in** | **License + site on driver door: 2 in**

PASSENGER SIDE (FRONT OF VAN AT RIGHT)



The number lives on the panel **behind** the sliding door, not on it. Parked in a driveway with the door open, the neighbors still see it. Logo only on the door. Number drops to 8 in here to fit that panel.

REAR DOORS (WHAT THE CAR BEHIND YOU STARES AT)



Split at the area code, on purpose.

The doors meet down the middle. Any digit crossing that seam gets cut in half. So: area code on the left door, the rest on the right, same baseline, same size.

It reads as one number, and people already pause after the area code when they say it.

Number 5.5 in tall. If 7 digits plus dash crowd the right door on the shop's template, drop to 5 in. Never smaller.

TYPE SIZES AND WHO CAN READ THEM

Rule of thumb: 1 inch of letter height reads to about 10 feet.

LINE	HEIGHT	READS TO ABOUT	WHO CATCHES IT
Number, driver side	**9 in**	90 ft	Cross traffic waiting at the light
Number, passenger side	**8 in**	80 ft	Cars across the intersection
Number, rear	**5.5 in**	55 ft	The car behind, two or three cars back
Name	**6 in**	60 ft	Next lane over and behind
24/7 band	**4 in**	40 ft	Next lane, the car behind
Services	**3 in**	30 ft	Next lane, parking lots
License, website	**2 in**	20 ft	Someone walking past a job

Heights are capital letters and digits, measured on the vinyl. Bold, plain sans font with open digits (a 6, 8 and 9 that

PRINT SPEC SHEET: HAND THIS TO THE WRAP SHOP

Vehicle: 2022 Transit 250, high roof, 148 in wheelbase, white. Shop builds on its own template for this van.

Coverage: both sides, rear doors. Hood and roof stay white.

Film: cast wrap vinyl with air-release adhesive, matching gloss overlaminate. No calendared film on curves.

Rear windows: 50/50 perforated window film, name only. No film on cab door windows or the windshield.

Bleed: 4 to 6 in past every panel edge, per the shop's template.

Navy: #1F3A5F, nearest PMS 7693 C. Match to the business card.

Orange: #E2711D, nearest PMS 1585 C. Match to the business card.

Base: white vinyl, not the van's paint, so the colors print evenly.

Fonts: bold sans (e.g. Arial Black or Roboto Bold), converted to outlines before print.

Keep clear: door handles, fuel door, door seams (no digit across a gap), lights, plate, rear step.

Proof: printed color swatch of both colors on the actual film before full print.

WHEN THE SHOP SENDS ITS PROOF

Check these before you say yes.

- [ ] Read the phone number out loud, digit by digit, on all three panels
- [ ] License number matches your license exactly
- [ ] Website spelled right, or the spot removed
- [ ] Number is the biggest thing on every panel
- [ ] No digit sits across a door seam or handle
- [ ] Passenger number is behind the sliding door
- [ ] Rear split is area code left, the rest right
- [ ] Navy and orange swatches match the card in daylight
- [ ] Install date confirmed: the 8th
- [ ] Shop says how long before the first wash

> Last test: print the side view on a sheet of paper, tape it to a wall, and walk 9 steps back. If you can read the number, so can the car next to you.