Chem-Dry Service Vehicle Graphic Guidelines

Vehicle Graphic Types

There are three vehicle wrap package designs approved by Harris Research, Inc. for use on approved vehicle types.* In this section, a Chevy Express cargo van is used as an example for each design. For other or new vehicle body types, the three designs should be reformatted to fit the other/new body type and submitted to HRI for review and approval before the reformatted design is made available to the Chem-Dry franchisee network. **Please Note: "Independently Owned & Operated" must appear in at least one location on ALL Vehicle wrap designs to be in compliance.**

Design 1: Full Vehicle Wrap Package Example

The artwork for the Full Vehicle Wrap should extend to the top of the vehicle so no white is visible and the vehicle appears to be completely covered. The photography on the sides should extend to the back of the vehicle and end at a natural body-line as seen in the example below. All proofs should be depicted as accurately as possible to communicate clearly how the graphics will appear installed.

If you are unsure if a vehicle type is approved by HRI for use, please contact Bill Zinke at 615-806-8114.

Design 2: Basic Vehicle Decal Package Example

The Standard Vehicle Package is the middle-of-the-line design package option HRI has approved for our franchisees. Please note that the graphics are cut along the top of a natural body line of the vehicle. The photography on the sides should extend to the back of the vehicle and end at a natural body-line as seen in the example below.

* If you are unsure if a vehicle type is approved by HRI for use, please contact Bill Zinke at 615-806-8114.

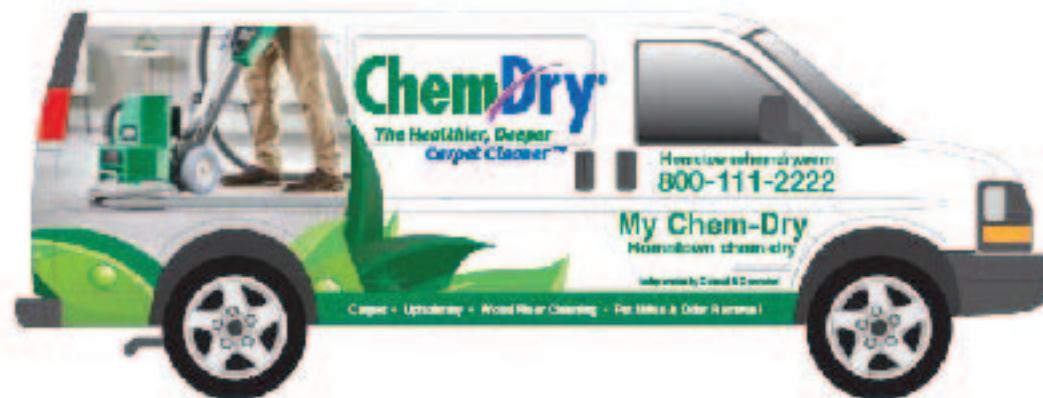# Design 3: Lifestyle Vehicle Decal Package Example

The Standard Vehicle Package is the middle-of-the-line design package option HRI has approved for our franchisees. Please note that the graphics are cut along the top of a natural body line of the vehicle. The photography on the sides should extend to the back of the vehicle and end at a natural body-line as seen in the example below.

* If you are unsure if a vehicle type is approved by HRI for use, please contact Bill Zinke at 615-806-8114.

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Design 4: Tech Vehicle Decal Package Example

The Standard Vehicle Package is the middle-of-the-line design package option HRI has approved for our franchisees. Please note that the graphics are cut along the top of a natural body line of the vehicle. The photography on the sides should extend to the back of the vehicle and end at a natural body-line as seen in the example below.

If you are unsure if a vehicle type is approved by HRI for use, please contact Bill Zinke at 615-806-8114.

Design 5: Plain Vehicle Decal Package Example

The Standard Vehicle Package is the middle-of-the-line design package option HRI has approved for our franchisees. Please note that the graphics are cut along the top of a natural body line of the vehicle. The photography on the sides should extend to the back of the vehicle and end at a natural body-line as seen in the example below.

* If you are unsure if a vehicle type is approved by HRI for use, please contact Bill Zinke at 615-806-8114.

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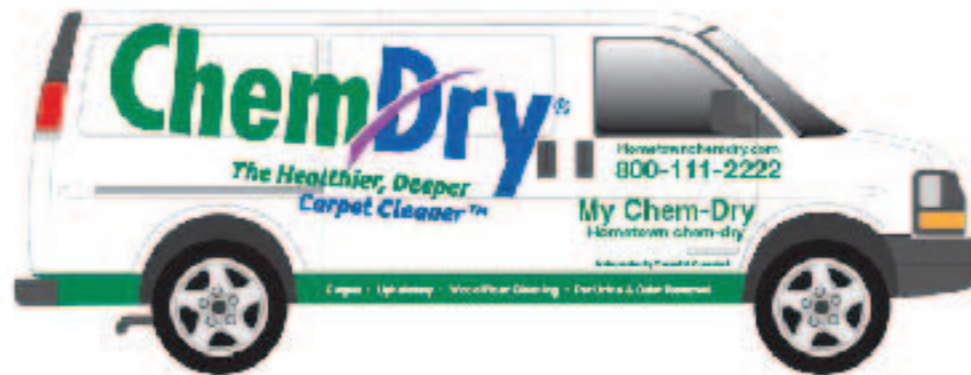
Color Specifications

The main colors of our wraps are as follows:

Chem-Dry Blue

PMS 286

Use: Chem-dry Logo, Arch

Chem-Dry Purple

PMS 513

Use: Chem-dry Logo, P.U.R.T Logo

Chem-Dry Green

PMS 348

Use: Chem-dry Logo, Arch

Chem-Dry Secondary Green

PMS 361

Use: Chem-dry "Swoosh" (See NOTE, below) This color is not used in any other location.

Light Green

CMYK: 30, 0, 100, 0

Use: Secondary information text in Full Wrap Package (See p. 3)

Dark Green

PMS 357

Use: This is color outlines the secondary information text in Full Wrap Package (See p. 3)

Medium Green

CMYK: 60, 10, 100, 0

Use: This is the main background color for the Full Wrap Package (See p. 3)

Typography

The fonts we use on our vehicle graphics are as follows:

Helvetica Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold is the primary and preferred font that should be used on all packages by default. In less common situations where it is impossible for text information to fit otherwise, Helvetica Narrow may be used, but **only as a last resort.**

Typography Quality and Accuracy in Proofs:

All text should be a legible & readable size from a distance of 10 feet. Text that is not legible for any reason is considered a graphic error.

We require that all text information in proofs be laid out as accurately as possible so that the proper positioning is clearly relayed to installers and franchisees. Make sure enough space is available on the vehicle for copy to fit comfortably in the space it is designed to fit within. Text printed or designed too large to fit comfortably within a space as shown on the proof of the vehicle may be considered a design error. Give all text (both proofed out and printed) some extra breathing room to ensure proper placement and fitting by installers.

To the best of your ability, vendors should avoid placing fine/small text on potential problem areas on the vehicle body, such as door hinges, seams, bumps, gas caps, etc. Use your best judgment as a designer and vehicle wrap subject expert to avoid placement of text that may lead to legibility or distortion issues during installation (See Common Design Errors, p. 28).

All lines of copy should have comfortable spacing. Copy line height may be tight, but lines of text should not touch. For example:

Example: Good Text Placement	Example: Bad Text Placement
A good example of comfortably and properly placed text: mytowncd.com 800-243-6379	An example of uncomfortably tight text. Note how the letters run into each other. Avoid this on all proofs. mytowncd.com 800-243-6379

Photography
Vehicle Image Options (Side)

Girl Smiling

Two Girls Smiling

Two Girls Smiling 2

Girl and Dog

Girl and Dog 2

Girl and Dog 3

Dog Up

Guitar 1

Tech 1

Franchise Information

Franchise information refers to variable information submitted by franchisees displayed in front of the arch and the rear of the vehicle wraps including the franchise name, contact information (phone number and website if requested), services and areas served. Franchise information should be the same size, font and in the same position on both sides of the vehicle with the franchise name being the largest in terms of visual hierarchy, and the text should be aligned as depicted in examples below. Note: For all package designs, please see p. 13 for situations in which a franchisee wishes to include more than one franchise name, phone number or website.

Franchise Information for Standard and Basic Vehicle Wrap Package Designs

The default color for the name of the franchise on the Basic and Standard design packages (see examples below) is green (PMS 348). Other copy including services, contact information, and area served should be in brand blue (PMS 286). If desired, the franchisee may choose to also have their franchise name in blue.
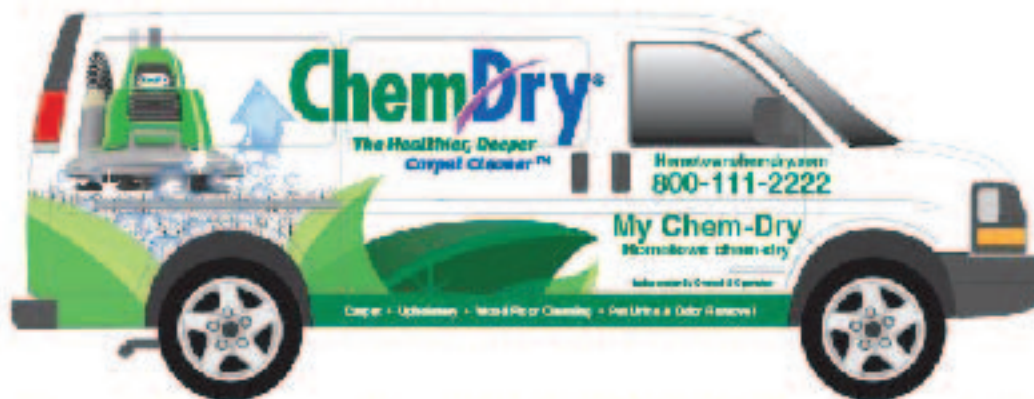
Franchise Information for Full Vehicle Wrap Package Design

The franchise information on the full wraps should appear in white outlined in dark green (PMS 357) against the background green on the sides of the vehicle wraps. (See examples below.)

Services

The list of services available for franchisees to include are following and must appear in the following order:

Carpet – no other options (required to display)

Rugs – 2 options (required to display one of the following two options):

1. Rugs (default)
2. Area Rugs

Upholstery – no other options (required to display)

Wood Floors

Leather (FAC must confirm certification) – 2 options:

1. Leather (default)
2. Leather Restoration

Pet Stains (optional listing) – 3 options:

1. Pet Stains (default)
2. Pet Odors
3. Pet Stains & Odors

Tile, Stone, Grout (HRI must confirm certification) – 3 options:

1. Tile & Stone (default)
2. Tile & Grout
3. Tile, Stone & Grout

Water Damage (HRI must confirm certification) – 4 options:

1. Water Damage (default)
2. Water Damage Restoration
3. 24 Hour Water Damage
4. 24 Hour Water Damage Restoration

Dryer Vents – no other options (HRI must confirm certification)

OTHER SERVICES LISTED MUST BE APPROVED BY CHEM-DRY CORPORATE

Please note: the default services that should be displayed on each wrap are "Carpet," "Rugs" and "Upholstery." Franchisees may choose between "Rugs" and "Area Rugs," but one of the two options must be displayed by default.

Side of Van: Above are the only approved terms for how these services can be listed on the side of vans and they need to be listed in the location and manner that is consistent with the remainder of our guidelines. That means they should be listed on the side of the vans toward the bottom along with the other services.

Back of Van: As with our current guidelines, it is acceptable for a franchise to use the window space on the back of the van to feature a certain approved message or service. It is therefore acceptable to do this for the above services as well, which inclues using an approved photo to help convey that they offer that specific service. However, we would limit this to just Air Ducts and Wood Floors becasue they are more substantial services. On the back of the van, it is acceptable to use the terms "Air Duct Cleaning" or "Wood Floor Cleaning" when it's listed on its own in this type of featured approach.

Approval Process

Chem-Dry franchise owners must be approved for any of these new services before they can add it to their business, offer it to their customers or list it on their service vehicle. Since van graphics vendors won't know who is and who is not approved for any given service, once an existing franchisee requests that a new service be added, the vendor should send the design showing how the new service will look on the van to Franchise Administration at the following central email address (for all franchisees, regardless of where they're located): vangraphics@chemdry.com. The only exception to this is New Buyers - all van graphics designs for new buyers should be sent directly to vangraphics@chemdry.com.

With the addition of new services to existing van graphics, we will want to maintain a high quality appearance for the franchisee and the brand while also finding a cost efficient solution for franchisees. When it comes to an overlay on an existing van wrap or decal package, we will want the full list of services on the side of the vans to remain centered in the space where they are listed, and keep the list to as few lines as is reasonable while also being easily legible. We realize that it may take a little time to fine tune these parameters and guidelines and that graphics vendors may need to work with the Chem-Dry Marketing Team to accomplish this with the right balance of all of the variable (as well as for any unique circumstances). So feel free to reach out as needed.

Contact Information

Franchise websites should be listed in all lowercase.

Phone numbers should be 10 digits including the area code in the format 000-000-0000 and should not include letters.

Serving Area Formatting

The serving area listing appearing on the rear of all wraps should remain consistent.

- The serving area text should be in title case
- Counties should be separated by commas only
- Use an ampersand (&) rather than spelling out the word "and"
- Do not use Oxford Commas (e.g. "Canfield, Austintown & Boardman" NOT "Canfield, Austintown, & Boardman")
- If a state is included use the abbreviation, also a comma should appear before it to separate it from the county as is grammatically correct: e.g. "Sarasota, FL"

Design Treatment for Graphics & Packages With More Than One Franchise Name, Phone Number or Website

The maximum number of franchise names, phone numbers or URLs permitted on each side is 3. A single franchise name, phone number or website should be selected as the primary listing and should appear visually more important and larger in size than second or third listings of the same which should appear smaller and less important in the design's visual hierarchy.

For the Standard and Basic Vehicle packages, the primary and largest franchise name/phone number should appear in blue (PMS 286), while the smaller, secondary franchise names/phone numbers should appear in green (PMS 348). For example (side and rear for Standard and Basic Vehicle wrap packages):

For the sides of the full vehicle wrap package, the primary and largest franchise name/phone number should appear in white while the smaller, secondary franchise names/phone numbers should appear in light green (CMYK 39, 0, 100, 0). Both should be outlined in dark green (PMS 357). For example (side and rear for full vehicle wrap package):

Additional Design Components

P.U.R.T. Badge

The P.U.R.T. (Pet Urine Removal Treatment) badge, pictured below, is an optional design element frachisees may choose to include. It should only appear in combination with images that contain a pet. It may appear on the sides or the rear of the vehicle (Color: PMS 513)

The size of the P.U.R.T. badge should remain more-or-less proportionally equivalent with what is pictured in the examples below and should not get much larger (as opposed to the Healthy Home seal, which may be larger if desired, see p. 15). As with the placement of all graphic elements, avoid fused edges (See p. 29-30) and overlapping the focal areas of the photography.

Healthy Home Seal

The Healthy Home seal (pictured below) is an optional design component of the Chem-Dry Brand's Healthy Home marketing campaign.

Healthy Home Seal Use on Full Vehicle Wrap Package

The Healthy Home seal may appear on either side of the Full Vehicle Wrap Package as shown in the following example:

Design Quality & Standards

All graphics and package designs should be of excellent quality with great care taken in making sure good typographic (See p. 7) and design principles are consistently maintained. Tangents such as a fused edges to a frame (such as the edge of a window) or a fused edge to another shape (see examples in Common Design Errors p. 29-30) should be avoided and may be considered a design error if they occur and may warrant reprinting and reinstalling a wrap. Below, 9 common visual errors are explained. This is good general knowledge from a design standpoint, much of which may be applicable, and should be kept in mind throughout the design process.

1. Closed corner
When a shape completely covers any corner of the artwork, it visually isolates that corner from the rest of the painting. **Solution:** Find another way to crop the image.

2. Halved shape
When a symmetrical shape is cut in half by the edge of the painting it creates an uncomfortable, chopped-off feeling for the viewer. **Solution:** Bring the entire shape inside the picture plane.

3. Fused edges (object with frame)
When the edge of an object touches defined edge on the vehicle body it can create an awkward, crowded impression for the viewer. **Solution:** Move the object away from the defined edge.

4. Fused edges (object with object)
When the edges of two shapes touch, the same "crowded" sensation is felt.
Solution: Put some space between your subjects.

5. Hidden edge
When the edge of one object is hidden behind another object oriented in the same direction, the two may appear strangely joined together. **Solution:** Change your angle so the hidden edge can be seen or put some space between the two shapes.

6. Split apex
When a vertical shape intersects or is directly aligned with the apex of another shape it causes a strange, unwanted symmetry. **Solution:** Shift one shape or the other so there is no overlap at the apex.

7. Stolen edge
When the edge of one shape aligns perfectly with the edge of a second shape, it creates an ambiguous edge for both. **Solution:** Change your vantage point to avoid overlapping edges like this.

8. Antlers
When distinct vertical shapes appear directly behind an object, they often appear to be growing out of that object like antlers. **Solution:** Shift the background shapes to the side, out from behind the object, or change their value or color to blend more with the background.

9. Skimmed edge
When the top a vertical object ends at the bottom edge of horizontal object, the two shapes may seem to merge. **Solution:** Raise the vertical object slightly so that it overlaps the horizontal, or lower it so that there's extra space in between.

Common Design Errors

This section contains common design errors which may lead to a reprint/re-installation.

Chem-Dry Logo Errors

The Chem-Dry Logo is perhaps the most important design element on our vehicle graphics. Please take extra measure to ensure that it is always correct and that nothing accidentally drops off the logo (this has happened in templates in the past, and should now be correct in all templates). Always make sure the Chem-Dry logo is scaled proportionally, never stretched or distorted, in the right place in relationship to the arch, and all colors are correct. Watch out for the following error that has occurred in the past, which is a graphic error that would require a reprint:

Example: Correct Chem-Dry Logo

Example: Incorrect Chem-Dry Logo

An example of a design error that has occurred in the past and should now be correct on all templates. Note the white stripe behind the purple swoosh across the "D" in Chem-Dry is missing.

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Installation Guidance

Vendors are expected to make themselves available and easily accessible to installers for any questions installers might have regarding installation and also are also expected to provide whatever guidance is needed to ensure designs are installed correctly. At minimum, vendors should provide a document to the installer including the following information:

- An accurate visual representation (proof) of the vehicle graphic as they are to appear when installed on the vehicle

- Notes to the installer outlining how all graphics are to be installed to ensure proper alignment of all graphic elements including the Chem-Dry logo, arch, second application text, badges, seals, photographs, etc. so that the installation appears as it does in the visual representation (proof)

- A clear explaination regarding how all graphics should cut-off/terminate (For example, explain clearly that the photographs on the sides of all graphic packages should wrap around to the rear of the vehicle and cut-off at a natural body line)

- Clear guidance to installers regarding avoiding the installation of graphics overtop problem areas of the vehicle body, such as thin text appearing over body seams, or small text overlapping a gascap or door hinge. This is to help ensure the text and graphics remain, legible, not distorted, and true to the visual representation (proof). This may mean including customizing instructions to different vehicle body types.

- Vendor contact information, including, but not limited to the names, phone numbers and email addresses of key contacts who are available to assist installers with any questions or issues they may run into during the installation proccess.

Installers are encouraged to provide any additional support they believe assist proper installation of graphics not limited to videos, etc.