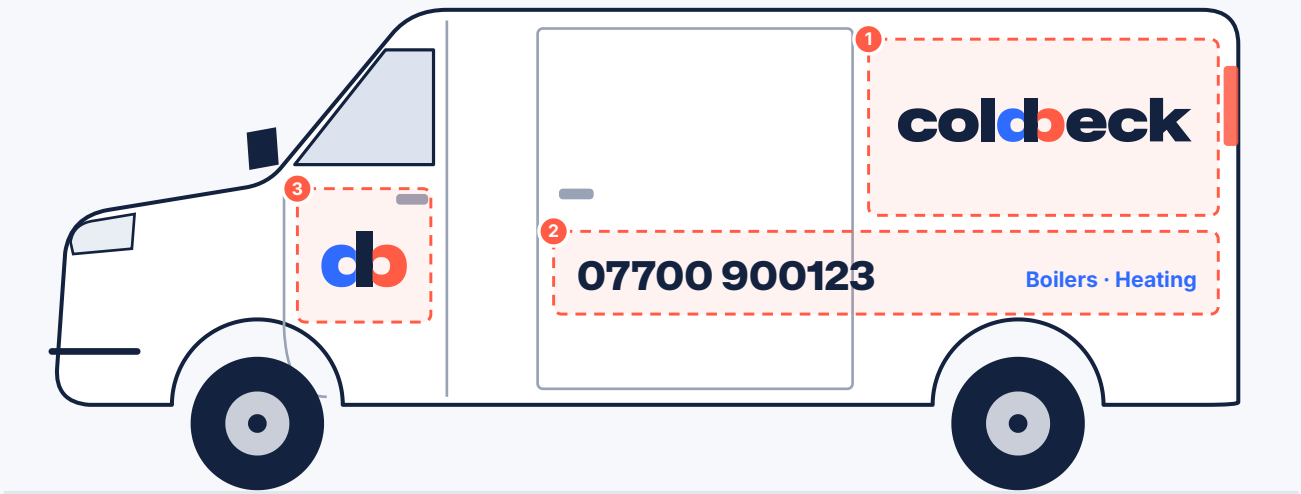
Where the logo goes on a van

A plan to take to your sign maker, so the logo, phone number and services land where people can read them in traffic. Shown with an example brand.

A guide, not van artwork
Every make and model has different panels, doors and handles. Graphics need artwork drawn to your van's exact measurements, which your sign maker or a designer works out from the real vehicle.

SIDE, NEARSIDE SHOWN



REAR DOORS



1 Logo, high and big

Behind the sliding door, above the wheel arch: the panel people see side-on at junctions and in car parks.

2 Phone number, one line

The number and up to three services, nothing else. Most people only get two or three seconds to read it.

3 Cab door, small

Icon or logo small on the cab door. It is what customers see first when you park on their drive.

4 Rear doors

Logo and number between the windows and the plate. This is what the driver behind reads in a queue.

Letter size rule of thumb
Sign makers allow about 25 mm of letter height for every 3 m of easy reading distance. A number 100 mm tall reads comfortably at about 12 m.

Keep clear of
Door handles, hinges, the fuel cap and deep panel creases, where vinyl lifts. Never cover lights, the number plate or windows the driver needs.

Use the full-colour logo
On a white van, use the primary logo. On a dark van, use the reversed version from your logo pack.

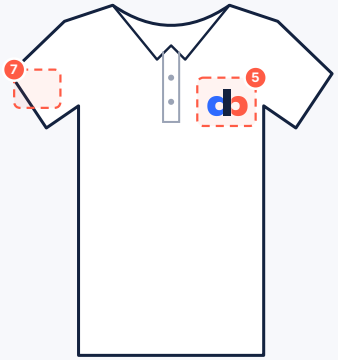
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Where the logo goes on workwear

Typical positions and sizes for printed and embroidered workwear. Your supplier confirms the exact size for each garment.

Sizes are typical, not fixed
Garment sizes differ. Ask for a stitch or print proof showing the logo at its real size before you order a batch.

POLO, FRONT



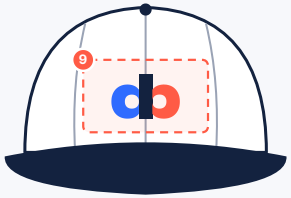
POLO OR TEE, BACK



HI-VIS VEST



CAP, FRONT



SIZES AT A GLANCE

5 Left chest	**75–100 mm wide**
6 Back	**250–300 mm wide**
7 Sleeve	**60–80 mm wide**
8 Hi-vis chest	**75–100 mm wide**
9 Cap front	**up to 55 mm tall**

5 Left chest

The standard spot: icon or full logo on the wearer's left, level with the second button.

6 Back

Logo and phone number, top edge about a hand's width below the collar. Readable across a site or a street.

8 Hi-vis

Chest or back panel, between the reflective bands. Never print over the reflective tape: it has to stay visible.

9 Caps

Centred on the front panels. The icon alone usually stitches cleaner than the full name.

Small embroidery: go simple
Very thin lines and small text close up when stitched. Use the icon or the one-colour logo below about 60 mm.

Match the thread
Embroiderers match your colours to the nearest thread. Send your HEX codes from the brand guidelines sheet.

Send vector files
Give printers and embroiderers your SVG, EPS or PDF logo, not a screenshot or a JPG from your phone.

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