BLINKSIGNS

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Fleet Graphics Field Checklist

1. Strategy & Goals

- ☐ Define objectives: visibility / branding / lead generation / consistency
- ☐ Identify target audience & service area
- ☐ Set KPIs: impressions, leads, CPM, ROI
- ☐ Align with marketing strategy

2. Brand & Design

- ☐ Updated brand guidelines applied
- ☐ High-contrast color palette approved
- ☐ Message hierarchy: Logo → Service → CTA
- ☐ Readability test at 35 mph
- ☐ QR codes tested on mobile

3. Vehicle Inventory & Scope

- ☐ Full vehicle list: type / year / condition / mileage
- ☐ Prioritize rollout: high-mileage / high-visibility first
- ☐ Decide wrap coverage: full / partial / spot graphics
- ☐ EV/hybrid-specific considerations

4. Materials & Production

- ☐ Vinyl type selected (cast recommended)
- ☐ Laminate confirmed (UV-resistant / anti-graffiti if needed)
- ☐ Reflective vinyl for night visibility
- ☐ Color consistency standards set

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5. Compliance & Safety

- ☐ DOT number placement verified
- ☐ Reflective tape meets local regulations
- ☐ No obstruction of windows, cameras, sensors
- ☐ Fire / utility / fleet-specific compliance checked

6. Installation Planning

- ☐ Installer(s) certified and experienced
- ☐ Climate-controlled installation environment booked
- ☐ Drop-off & pickup schedule created
- ☐ Multi-vehicle phasing plan ready

7. Maintenance Program

- ☐ Weekly touchless wash protocol
- ☐ Monthly inspection checklist used
- ☐ Spot repair rules: replace if ≥30% area damaged
- ☐ Annual performance evaluation conducted

8. Measurement & Tracking

- ☐ Fleet-specific URLs / QR codes configured
- ☐ "How did you hear about us?" script updated
- ☐ GPS / telematics impression tracking enabled
- ☐ Quarterly reporting schedule set

9. Refresh & Replacement

- ☐ Document visual degradation curve
- ☐ Budget allocated for 4–6 year refresh cycle
- ☐ Rules for vehicle replacement vs. rewrap defined
- ☐ Track vehicle age, mileage, and wrap condition