

## Quick Guide: Designing Window and Wall Wraps

### 1. Define the Goal

- Is the wrap for branding, privacy, or promotion? This guides your design.

### 2. Measure Accurately

- Set up a site survey with our experts to ensure accurate measurements.
- Our prepress team will provide Illustrator templates for you to set up your artwork.

### 3. Choose Material

- **Perforated vinyl:** one-way view
- **Clear vinyl:** minimal obstruction
- **Opaque vinyl:** full coverage

### 4. Design Smart

- Keep key messages at eye level.
- Use bold visuals, simple messaging, and large fonts for readability.
- Maintain strong contrast between text color and background.
- Avoid placing critical elements over window frames, outlets, and other permanent wall fixtures.
- Account for outdoor elements like columns, awnings, and shrubs that may block the view.

### 5. Prep for Print

- Check measurements and refine for accuracy.
- Set to full scale (or note scale) with bleeds and safe zones and make sure images are at least 100dpi.
- Use vector graphics (AI, EPS) and convert text to outlines.
- **Package** (File -> Package), **zip and upload** native files to our site.
- Ask about print proofs or material samples.
- Confirm install timing and prep needs.

### Wall Wrap Design Example

This wall wrap is designed to add a decorative element to an entryway. The artwork brings beauty into the space without blocking important objects like the fire extinguisher.



### The Mockup Behind the Design

In this physical mockup, the designer used negative space to account for permanent fixtures that needed to remain visible. The flowers are positioned near the fire extinguisher in a way that feels naturally integrated into the artwork thanks to this visual guide.



## QUESTIONS?

We're here to help! If you have any concerns or want us to review your file before printing, don't hesitate to reach out. Better yet, send us a proof before final export — we'll make sure everything's lined up for success.

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