

The car to wrap is a 2018 Honda CRV, Touring Edition, Sand Color



It will be wrapped to advertise and invite people to contact the company:



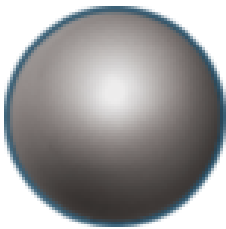
# HEY CHEF!

We have all graphic files, plus a style sheet with our color, plus the fonts we use in Canva (Canva fonts are NOT desirable) and the fonts that are used on our website (which is what we prefer).

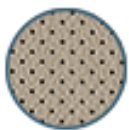
The car to wrap is a 2018 Honda CRV, Touring Edition, Sand Color



Honda gives this info for  
the paint and interior for  
your reference:



**Sandstorm**  
**Metallic**  
CODE  
#YR-620M



Ivory Leather

I haven't found a way to convert their  
car color code to RGB or Hex, but  
VISUALLY it looks more 'tan' to me,  
like this:



# HEychef! STYLE SHEET & COLORS



*Canva* Font: Times New Roman HEYCHEF!

*Canva* Font: Neue Montreal HEYCHEF!

*Canva* Font: Open Sans Light HEYCHEF!

*Canva* Font: The Artist Script

*Personal  
Distinctive  
Effortless  
be a guest*

## Primary Color(s)



#091f40  
(blue)



#313c4d  
(blue)



#031d40  
(Pantone 282 C  
HC logo-  
Coated)



#414765  
(Pantone 282 U  
HC logo-  
Uncoated)

## Accent Color(s)



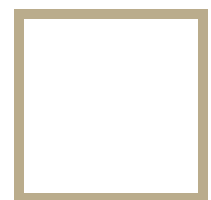
#baac8c  
(champagne)



#8d1b60  
(Raspberry)



#ac441e  
(orange)




#####  
(White)

Please, visit our website to see our vision, our history, our blog, and our brand to be familiar with our ideal client as well as where and what we serve! The car wrap needs to be harmonious with our website!

[www.heychef.com](http://www.heychef.com)


## SOME WEBSITE ELEMENTS

*Your next party is as easy as...*

- 


**1.**

*Give us a call*

*Tell us about the party  
you are planning*
- 

**2.**


*We handle the details*

*We'll book your staff, plan  
the menu, shop, cook, serve  
and yes, clean up*
- 

**3.**

*Relax...*

*and be a guest at your  
own party!*



*Be a guest at  
your own  
party.*

Truckee and Lake Tahoe's  
premier source for  
private chefs and servers  
is ready to serve you.

[MAKE A RESERVATION](#)



### **Some particulars about the car wrap:**

- I don't THINK I want food on the side of my car!
- I DO think I want 'water' and 'Tahoe' on my car!
- I think I want to wrap the entire car
- I'm okay with putting wrap (the kind with holes so you can still see) on the back and rear windows

### **Some questions:**

- What is the cost to design, how many drafts does that include?
- Who can you recommend to do the wrap?
- Do you have samples of other car wraps you've done?
- When can you start, and what's your turn around time?
- How long does a wrap last?
- Can a wrap safely go through a car wash?
- Does it protect the paint (stickers leave sunburn 'shadows' on a door when removed) and can it be safely removed without damaging the car?
- Will it scratch?
- How does the car need to be prepped (detailed and waxed?)
- Is 'vinyl wrap' the right term or are there other terms or options? (Don't assume I want vinyl, I'm just using this term cuz it's all I know!)
- What material is used on the body of the car and what's the material used on the windows?
- 
- I used this blog to consider my design:  
<https://www.speedpro.com/dayton/vehicle-wrap-design-checklist/>
-

**Tahoe photos are iconic and instantly recognizable (and beautiful)**











## Key things to address with the wrap:

- HeyChef! provides a LUXURY service (don't have to use the word luxury, but it should be reflected in the design); this isn't an everyday affordable service for bachelorette parties! It's for corporate clients and wealthy vacationers, and second homeowners (usually in Martis Camp!-if you're not familiar with our region, look them up - they're the most expensive real estate in the US)
- I don't think I want any food and I don't want any chef-like, people photos
- if there were any food, it wouldn't be meat or anything that's a current trend in food...so it'd have to be hinting at timeless items that pull everyone in, like chocolate and champagne!
- I would definitely consider featuring our logo - the exclamation fork either on the plate, or without the plate/circle around it.
- The wrap MUST illustrate that we are in Truckee-Tahoe so whether I'm driving within or outside the region people immediately identify and remember us as a TAHOE-based Private Chef company
- Here's some elements and phrases and items that may/must be incorporated in the design:
  - 'Culinary concierge' is a trademark term we have
  - Be a guest at your own party
  - Personal, Distinctive, Effortless, Delicious
  - Single and Multi-day In-home Events
  - Corporate Offsite Retreats in Tahoe
  - serving Lake Tahoe and Truckee
  - since 1997
  - Servers, Bartenders and Private Chefs
  - 530-582-4882 call or text now
  - maybe a QR code to start your reservation now? (I can create a landing page for this so we can track activity that comes from this QR code)
  - a clear CTA (call to action)
  - Truckee and Lake Tahoe's premier source for private chefs and servers
  - Shop and Stock services
  - HeyChef's in-home culinary staff make your intimate gatherings, special celebrations, and corporate offsites personal, distinctive, and effortless.
  - Five Stars
  - Professional, Polished, Discreet
-



I like how this transitions from one thing to another, from front to back.



This utilizes window space and the wrap intrudes on the tail lights (I'm open to these ideas.)



This utilizes the lines of the car well, but the MiCasa words on the door appear to be vinyl letters -, everything should be printed on the vinyl, instead of being 'stickers', right?



Too corporate, boring. But I like the different shades of blue...



I like how these lines transition the design from one side to the other...



But I don't want it to look like a race car.







This is a pretty cool way to make a more gentle message without being so LOUD! I think these may be textured vinyl or stickers and that's not what I want, but I like the more subtle look.



This is pretty 'ordinary' and a bit loud... they used the back window...I'm open to this, but it has to be more 'distinctive' and 'elevated'. I like the ombre.



I just like how  
the 'house'  
and all the  
design  
drawings  
aren't full  
intensity - it's a  
bit more  
understated  
but fully  
effective.



I really like the ombre  
look, the lake tahoe  
water look, for an idea -  
a LOT







This truck belongs to a local business. In general I like the colors and overall look - it's not cheesy! Also, I looked at it up close and I can see where the background color of the vinyl matches the truck paint and bleeds right onto the truck body's paint color (except that it must have colored from sun exposure) and it matches right up. I think of my car in 'sand' color and how a Tahoe image could blend into the sand color.

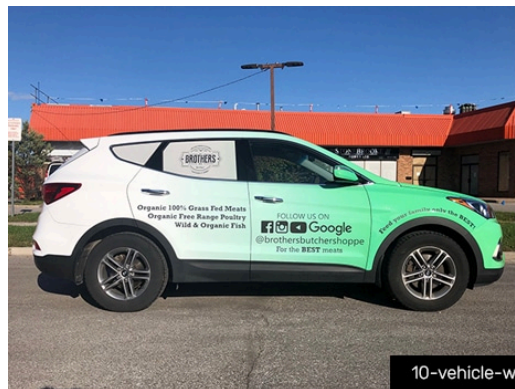




Too industrial - looks like a plumber or contractor's vehicle.



Too basic. Needs to look distinctive and catch the eye!



10-vehicle-wrap-design-ideas

I don't want my wrap to look like a housekeeping ad or ordinary service vehicle. We are luxury brand.



This is closer. Everything blends and looks smooth. It's pretty.



This car has a photograph (similar to trees and sky in Lake Tahoe) and I like how a photo might look on a well designed wrap. I can see how the photograph can be interrupted with a logo.



I like how the use of negative space makes it easy to read, while the red area still gives lots of detail/visual.

