Vehicle Wrap Design Brief

# Business Name:

Smile Property Group Pty Ltd

# Industry:

Commercial Cleaning & Property Maintenance

# Vehicle:

2024 Hyundai Venue (latest model)

# Objective:

We are seeking a full vehicle wrap design for our Hyundai Venue that reflects our modern, trustworthy, and professional brand. The wrap should build on a recent concept we love (see attachments), featuring a geometric abstract blue theme, modern typography, and a clean integration of our brand elements.

# Design Requirements:

1. Main Design Style:

* - Blue-toned low-poly geometric pattern  
  - Abstract wave/facet transitions, especially over the sides and hood  
  - A clean white space mid-vehicle to allow the logo to sit clearly and stand out

2. Branding Elements:

* - Integrate the Smile Property Group logo clearly and professionally (logo files attached)  
  - Use modern fonts and spacing to reflect a clean, high-end aesthetic  
  - Match brand colors as seen on our business card (white, deep blue, grey)

3. Text to Include on Sides:

Commercial Cleaning  
Facilities Maintenance  
Gardening & Grounds  
www.smileproperty.com.au

4. Wrap Coverage:

* - Full wrap: bonnet, both sides, rear  
  - Optional subtle hood branding with just 'Smile' in script font

5. Photoshop Mockups:

* - We would like 4–5 realistic angles of the vehicle (front ¾, side, rear, overhead, and close-up detail)  
  - Use the latest generation Hyundai Venue photos for accuracy

6. Feel & Tone:

* - Clean, fresh, modern  
  - Trustworthy and professional, but approachable

# Deliverables:

* - High-resolution wrap mockups (5 angles minimum)  
  - Print-ready design files (preferably AI, PSD, or EPS)  
  - Vehicle template file layered for signwriter use  
  - Color codes and font choices

# Attached Files:

* - Logo (Smile + Property Group text separated)  
  - Sample wrap concept we love  
  - Business card for style reference  
  - Reference images of preferred wraps

# Additional Notes:

We’re a growing company expanding across Queensland and Tasmania and want our vehicle to reflect the confidence and quality we bring to every site.