Project Overview

Please have a good read through this before you start.

Our company has bought a Ford Escort race car and wants to vinyl the exterior with a new design. The intention is to use cut vinyl rather than wrap the car. Our car is the Number 37 car with the three files ‘as delivered’ on them. The new Racing number will be No. 75 that you put on the car. The VMW car pictures are only for ideas about the type of look we are after, as we do like that car.

We need to incorporate our company logo for 'BioKem Oil Services' into the design.

We will have sponsorship from Mobil so will need their logo.

You will use the Dunlop logo too.

Need to include the CAMS motorsport logo into the design too

Maintain the body in white, white space is OK.

Not too complicated, we do like the artwork on the VMG car but also the traditional in-period look of the classic race cars. This is similar to the existing graphics on our car ‘as delivered’

Main colours are blue and white but our logo hexagon has green in it too

Use the BioKem logo, but it can be broken up so that the hexagons are larger or separate to the main logo. You could use the ‘BioKem Oil Services’ wording in very plain format like VMW motors is on their car.

We have supplied some drawings that show the basic outline shape of the car in Plan, elevation and front/back. Use these if they help. We will need to be able to pass the artwork to a sign shop so they have a good idea of what we are producing for the car.

The final design should have views from each aspect, side, plan, front, back, etc as well as a three quarter front view.

Driver name is ‘James McAllister’

Need to incorporate the Australian Flag on the bird (supplied image) onto the car as well

We are really excited about having you create a striking design that is cool, clean and looks the part for our 1975 car.