

A large billboard is the central focus, mounted on a tall, silver metal pole. The billboard itself is white and features the text 'PRINT IS EXCITING' in a bold, sans-serif font. 'PRINT IS' is in a solid dark teal color, while 'EXCITING' is in white with a dark teal outline. The billboard is set against a solid teal background. Several tall palm trees are positioned around the billboard, some to the left and some to the right, their fronds reaching towards the top of the frame. The overall scene is brightly lit, suggesting a sunny day.

**PRINT IS**  
**EXCITING**

**PRINT IS EVERYWHERE**



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SIGNING  
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# SS THE FICANCE OUNDING YOU

Print can be produced at such an immense scale, nearly everyone within blocks will certainly see it. Wide format is a type of print that can't be held in our hands but can engulf our environment, therefore influencing our actions—sometimes subtly and sometimes not. It demands a big space and can energize our senses in a brilliantly beautiful way. When we compare how small we are to a product that is larger than life, we can't help but feel how powerful print really is.





# BUILDING WRAPS

Existing architecture is one of the largest canvases for print, influencing any bystander. Ads are everywhere, but the

most successful ads are the ones that are witnessed in a memorable way. Nothing screams “pay attention to this” quite as loud as eye-catching graphics wrapped around an entire building. Think of a city like Vegas and how alive the atmosphere feels. Hovering buildings and towering structures are covered in screaming color and imagery. The environment is automatically elevated. Building wraps display information in a way that influences every passerby.

# BILLBOARDS

Billboards quite literally cannot be avoided. They create a memorable impression within seconds. They interrupt our thought process and compel us to take action by quickly communicating a brand’s message. Billboards are saturated with bright color, enticing images and clever copy. As one of the oldest advertising mediums, billboards are not only surviving the digital revolution, but are proving to be one of the hottest advertising trends.





## VEHICLE WRAPS

Print we can see move creates a unique impression for the viewer. With a vehicle wrap we can transform a car, service van or delivery truck into a billboard on wheels. For companies like NASCAR, race cars need to be redone and ready for racing in as little as 24 hours. Vehicle wraps allow racers to update their sponsorships that change from week to week, while also allowing for more extravagant schemes and traffic-stopping color. With advancing technology and digital ink jet printers that can print the design on vinyl in less than 90 minutes, vehicle wraps are no-brainer attention-getters.

## STREET SIGNS

From school zones to dead ends, signs affect the flow of our everyday lives. Without signs how would we know when the speed limit changes or when to stop at an intersection?

Virtually all traffic signs use retro-reflective sheeting, which is designed to reflect some of the light from vehicle headlights back to the driver so that the sign will be visible at night.

Color and shape are visual cues even when the words or symbols aren't readable. The technical aspect of print is the reason why the red hexagon is immediately recognized as STOP.

It is obvious why street signs are important, and print is the reason why we are able to navigate, operate and live in ease.



# DID YOU KNOW?



## Who Holds the Title for World's Largest Billboard?

According to Guinness World Records, the Ford Company is the official title-holder for the largest billboard in the world. They unveiled their 5,264 square meter advertisement in Madrid, Spain. That's equivalent to 20 tennis courts! The enormous billboard takes their company message of "Go further" to another level.

## Car Wraps, Golf Cart Wraps, Bike Wraps, Wraps Galore!

Wraps were not just meant for company cars. You can customize your motorcycle, bike, golf cart, etc., with a printed wrap for much less than a custom paint job. And there's no limit to wraps: think 60s-styled flames, racing stripes or even Barbie themed!

## Red Means Stop, Right?

Not necessarily. Before 1954, stop signs were initially black and white. They evolved into yellow on red. The invention of new fade-resistant material led to the adaptation of the now-iconic white-on-red stop signs.

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