



TECH Truck Graphics Program



Help Your Customers Find You

Did you know the average TECH Distributor truck makes over 2 million visual impressions a year? Your truck is a rolling billboard! Are you maximizing this important asset?

One of the greatest assets all TECH Distributors have is their truck and how it represents the TECH brand. With over 80 years of providing the highest quality tire & wheel products that technicians have come to trust all over the world, keeping our brand top of mind is important.

With the introduction of TECH's new "Truck Graphics Program" we usher in our new brand look which is being consistently applied across all TECH touchpoints.

We encourage all distributors to seize this opportunity to have one of the largest truck fleets on the road, all reflecting the same look. Visual consistency of the TECH Distributor fleet becomes one of our most effective marketing tools, which grows stronger with each truck that has the new graphics package.

We want to make it easy for you to have your truck upgraded to this new look. This brochure lays out the program and provides the information required to get your graphics package designed for your specific truck.

Here's How it Works

1. Select your local sign or graphics company who will manufacture and install the vinyl graphics. If you need assistance locating a sign company, contact the TECH brand & marketing team at marketing-us@techtirerepairs.com.
2. Provide your sign or graphics company the graphic design package information contained here, which is also available on www.techtirerepairs.com under "Rapid Resources-Truck Graphics."
3. Provide your sign or graphics company the make, model and year of your truck for a design proof. Submit your proof to marketing-us@techtirerepairs.com for review and approval.
4. Schedule installation of your new graphics package.
5. Send us a picture of you next to your truck and we will post it on our website and push out through social media.
6. Watch Your Sales Grow !





Please use this vector art of the black and red panels, the TECH logo and the Positioning Statement to build your vehicle wrap.



Follow state and federal codes for USDOT identifications

Flop the black and red panels for the opposite side of truck.



PANTONE 193
C:0 M: 100 Y: 66 K: 13
R:191 G:18 B:56
#C40D3B

BLACK
C:0 M: 0 Y: 0 K: 100
R:27 G:27 B:31
#000000

PANTONE 418
C:3 M: 0 Y: 31 K: 75
R:90 G:87 B:70
#51534A

WHITE
C:0 M: 0 Y: 0 K: 0
R:255 G:255 B:255
#FFFFFF

Aa

abcdefghijklmnop
opqrstuvwxyz
Noto Sans Bold

Aa

abcdefghijklmnop
opqrstuvwxyz
Noto Sans Medium

Aa

abcdefghijklmnop
opqrstuvwxyz
Noto Sans Regular

Aa

abcdefghijklmnop
opqrstuvwxyz
Noto Sans Light