



Nurse Next Door[®]
home care services

VEHICLE WRAP PROGRAM

REVISED 1/2026

NND PROGRAM

LOGO



Nurse Next Door[®]
home care services

TYPEFACE

GIBSON SEMI BOLD

NOTE: TRACKING TO BE SET TO 15

BRAND COLORS



MAGENTA

CMYK: 0/100/0/0
RGB: 236/0/140
HEX: #EC008C



GREY

CMYK: 66.47/59.61/58.25/41.94
RGB: 70/70/71
HEX: #464647



YELLOW

CMYK: 0/0/100/0
RGB: 255/242/0
HEX: #FFFF200



WARM BLACK

CMYK: 70.48/64.25/63.42/65.27
RGB: 43/43/43
HEX: #2B2B2B

PROGRAM GUIDELINES

- Vehicle wraps are always full wraps with roof coverage.
- Phone numbers are customizable per franchise and should arch over rounded fenders. If the fenders are squared, the phone number can be set straight across to be more aesthetically pleasing.
- White gradient behind logo must remain behind logo at all times on all sides of vehicle. The gradient should be scaled appropriately for the vehicle type with smooth fades to solid magenta. Panel edges of solid magenta will easily match up with the sides for install. (Example: where the roof and side panels meet should be solid magenta)
- There are no perforated window options. Logo on the rear window should be an opaque print and cut overlay.
- Flowers that intersect with panel overlaps, such as the rear bumper panel wrapping around to the side body break or over obstacles such as handle panels, should be pulled off as overlays.
- Handles and mirrors should be covered with the exception of chrome or plastic surfaces.
- Roof coverage is mandatory. The logo should always face the driver's side of the vehicle. If a vehicle has a sunroof, the logo may be removed leaving just the gradient due to limited space availability.
- "FRANCHISES AVAILABLE" is a **mandatory** element that cannot be swapped out. Placement can be adjusted on the rear but it cannot be removed.
- "ALWAYS HIRING" can be swapped between the following trademark slogans (other customized copy is not allowed):
 - Our Talent is Caring
 - We're Open 24/7
 - It's About Caring, Not Just Healthcare
 - Love is in the details
 - Caring is what we do
- When possible, side panels should span across both doors as a single panel to maintain the integrity of the gradient and logo. Logo & URL will normally print into the panels unless there is an obstacle or space limitation preventing an easily installation.

SMALL SUV

SHOWN BELOW: HONDA HR-V



These flowers are the same.



These flowers are the same overlays.



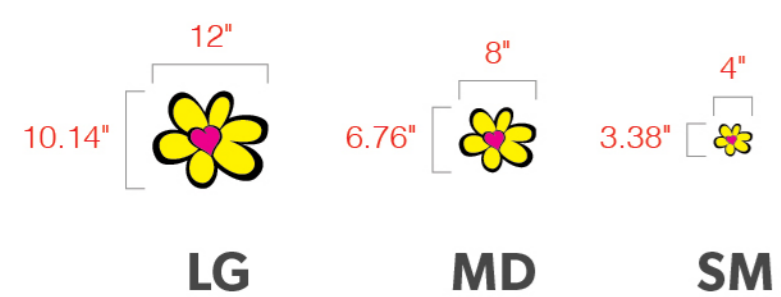
ROOF



HOOD



3 STANDARD FLOWER SIZES



STANDARD SUV

SHOWN BELOW: TOYOTA RAV 4



These flowers are the same.



These flowers are the same overlays.



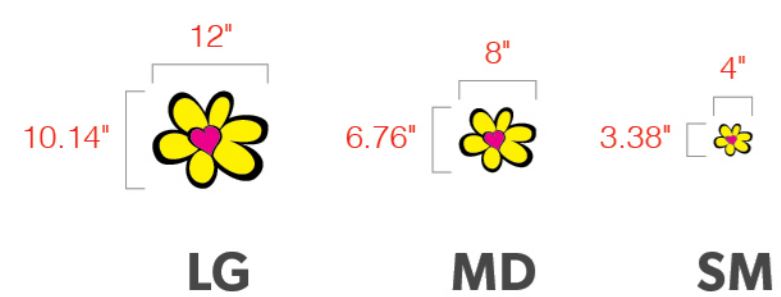
ROOF



HOOD



3 STANDARD FLOWER SIZES



HATCHBACK SEDAN

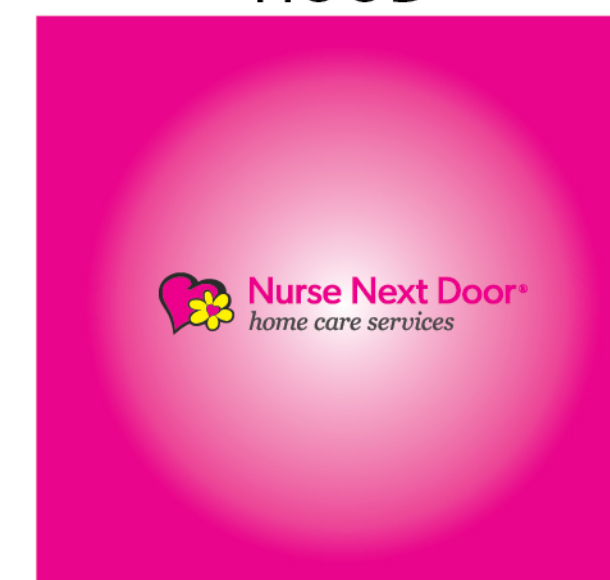
SHOWN BELOW: TOYOTA PRIUS



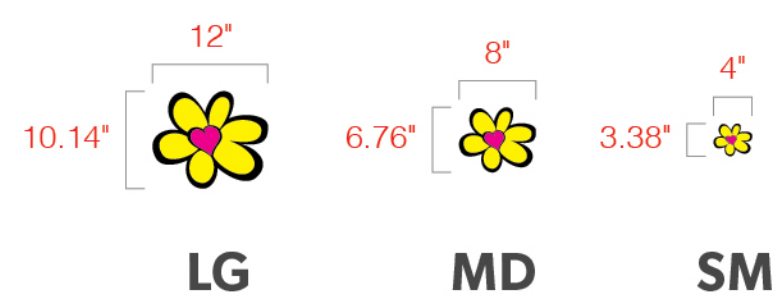
ROOF



HOOD



3 STANDARD FLOWER SIZES



SEDAN

SHOWN BELOW: TOYOTA CAMRY



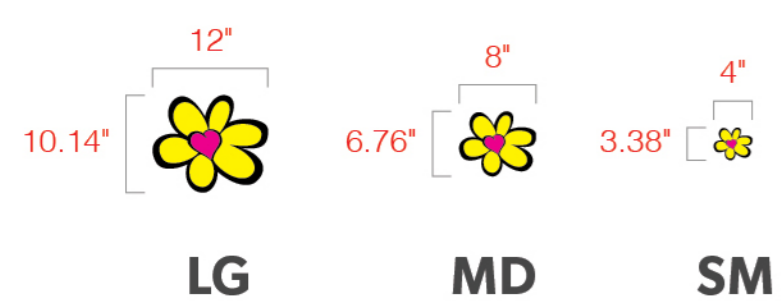
ROOF



HOOD



3 STANDARD FLOWER SIZES



TRUCK

SHOWN BELOW: CHEVY SILVERADO



ROOF



HOOD



3 STANDARD FLOWER SIZES

