

## Taxi Door Branding Application and Affixation Summary February 2017

There are English (“TAXI”) and Irish (“TACSAÍ”) versions of the licensed print artwork: either may be used but must be fitted in matching pairs to both front doors. Do not modify the artwork proportions or colours. Do not apply the branding to either of the rear doors.

The central “teardrop” panel is only to be printed at 500mm x 500mm size, in the colours specified. Input the 5 digit licence number prior to print in the font and size specified. Print in pairs. Do not apply the passenger-side version onto the driver-side door, or vice versa.

The “diagonal stripes” are at 45 degrees to the (horizontal) text and are to be printed over-length for individual trimming to suit each door size.

There is no defined measurement for the height of the word TAXI above the ground. Use the information below to optimise the position of the decal, as each door shape is unique.

The word “TAXI” (or “TACSAÍ”) must be aligned horizontally, parallel to the ground.

Keeping the word “TAXI” horizontal, adjust the decal up and down, left and right to best locate the decal stripes near the opposite door corners. This means that the decal should be visually balanced, symmetrically located and visually centred.

Whilst not negating or overriding the above, the lower rear corner of the door is relatively more important than the upper front corner.

The stripes should be trimmed at the lower rear and upper front door corners (around the mirror base). We suggest they are trimmed approximately 5mm short of the door edge for longevity, but each door will be unique.

The finished position on the driver-side door should be replicated on the passenger-side door as closely as possible.



Some doors feature a horizontal trim or rubbing strip, often painted but sometimes an unpainted plastic moulding. It is not permitted to simply remove a piece of the design; however it is acceptable to cut the decal at the upper and lower edges of the trim to enable all three parts to properly adhere to the door and the trim. This avoids any “valley” which will attract dirt and cause delamination. Some additional surface preparation (e.g. primers, bonding tapes) may be needed for unpainted trims which are generally low surface energy plastics.

In case of any problems please call 0818 064 000, ensuring you quote your Authorised Supplier reference number.