

TRUCK WRAP & INTERIOR

Marketing & Entrepreneurship 10



Burger Trucks

ventilation, flat top griddle, deep
fryers

Ice Cream Trucks

Freezers, blenders, scoop
stations

Mexican Trucks

Steam tables, refrigerated
prep tables

OTHER FACTORS TO INCLUDE

Workflow Efficiency

Golden triangle v. line sequencing

Space Optimization

Workstations on top of storage, cooking appliances stored together

Safety Compliance

Fire suppression, ventilation, & handwashing stations

Waste Disposal

Trash bins near prep stations are ideal

YOUR TRUCKS LAYOUT

Don't forget the service
window location!

Cold storage

Near external walls to maximize space

Prep stations

Located near storage & cooking station

Cooking stations

Near ventilation, near prep area

TRUCK WRAP

Your truck wrap needs to:

1. Enhance your branding
2. Have engaging visuals
3. Communicate the cuisine type
4. Attract customers
5. Act as mobile advertising

Consider:

1. Large, clear fonts
2. A strong, unique logo
3. Consistent colouring
4. Minimal text (social media)
5. UV-resistant wraps

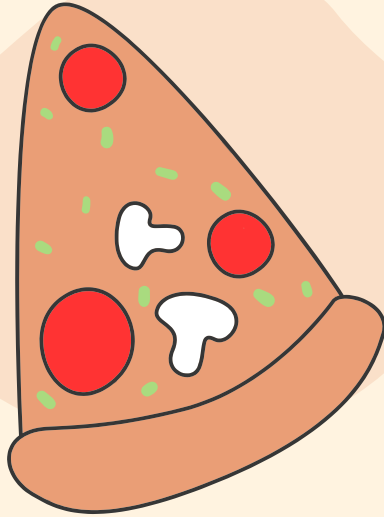
EXAMPLES



Big & Bold



Simple & Clear



Work Mode

Continue working on the inside of your food truck and design a branded wrap for the window side of your truck.