AI-Generated Design Policy

For High Street Wraps

At High Street Wraps, we're committed to pushing the edge of design and technology. This includes exploring exciting, AI-generated concepts for vehicle wraps. However, it's important to understand the realities of turning these innovative ideas into stunning, real-world wraps.

This policy outlines our approach to AI-generated designs, ensuring clarity and managing expectations throughout the design process.

1. AI Designs Are Not Print-Ready

AI-generated images serve as **conceptual starting points** only. They are **not** immediately suitable for printing onto vehicle wraps. The artwork must be meticulously rebuilt from scratch.

This involves:

- Converting the design to a **vector format** for scalability.
- Ensuring **high-resolution** output for print quality.
- Precisely aligning the design to the **specific vehicle's dimensions and contours**.

2. Additional Design Investment

Transforming an AI concept into a production-ready wrap requires **significant additional time and expertise** from our design team.

Therefore, design fees for AI-inspired wraps will be **higher** than those for standard wrap layouts to account for the extra work involved.

3. Extended Project Timelines

The process of recreating AI artwork and adapting it for vehicle wrapping is inherently detailed and time-consuming. Be aware that projects based on AI concepts may involve:

- Additional design rounds to refine the artwork.
- More extensive proofing time to ensure accuracy.

- Potentially extended production scheduling to accommodate the complexity.

4. Not an Exact Replica

AI-generated images often contain unrealistic elements such as:

- Hyper-realistic lighting and reflections.
- Impossible textures and materials.
- Distorted proportions.

While we strive to capture the essence of the AI concept, the final vehicle wrap **will not be a 100% exact match**. We will deliver the closest real-world representation possible, optimized for application and visual impact.

5. Real-World Vehicle & Material Limitations

Our designs must take into account the practical limitations of vehicle wrapping, including the need to:

- Design around existing body lines, seams, curves, door gaps, handles, mirrors, and trim.
- Account for the limitations of the vinyl material itself (e.g., stretching, conforming to complex surfaces).

6. Proofing & Approval Process

All AI-inspired designs will go through our standard design and approval process, which includes:

- Presentation of digital proofs for your review.
- Opportunities for revisions based on your feedback.
- Requirement of final approval before production begins.

7. Design Integrity & Expectations

Our ultimate goal is to create a **high-performing vehicle wrap design** that:

- Looks fantastic in real-world conditions.
- Effectively represents your brand at a high level.

We're committed to working with you to achieve this, balancing the creative potential of AI with the practical realities of vehicle wrapping.

The Bottom Line: AI creates inspiration. We create reality. We take your incredible ideas and turn them into something that works, installs correctly, and gets you noticed on the road.