

File Submission Guidelines

ACCEPTED FILE TYPES

RASTER GRAPHICS:

- Must be built in CMYK color mode and submitted in a flattened .TIFF (Target Interlace File Format) or layered .PSD (Photoshop) file format.

VECTOR GRAPHICS:

- PDF (Portable Document Format) files are preferred and must be built in CMYK color mode .AI (Adobe Illustrator) or .EPS (Encapsulated Post Script) format are also acceptable. **Please be sure to convert fonts to outlines and embed all objects and images.**
- PDFs should be saved out as Illustrator Default or Press Ready, and not compressed for size.
- Placed raster images must either be embedded or if not embedded, provided separately.
- Document Raster Effects settings must be set to high resolution.

WE DO NOT ACCEPT:

- To ensure quality, we do not accept graphics in Microsoft Word, Microsoft Excel, Microsoft Publisher, Corel Draw or InDesign. If files are submitted in an unaccepted format, this may result in delays in production and a design fee may be incurred.

RESOLUTION & SCALE

REQUIRED RESOLUTIONS:

- 72 DPI for vehicle/environmental graphics, grand format graphics (building wraps, transit, etc.), and banners/signage (events, awareness campaigns, tournaments, etc.)
- 100 DPI for POP (point of purchase) displays and sightline signage (posters, photography, food menus, backlits, etc.)

Graphic Type/Use	Minimum Resolution @ 100% scale
Anything hand held (e.g. business cards, brochures, literature, packaging)	300 dpi
Viewing distance of 10' or less (e.g. interior graphics/POS)	100 dpi
Viewing distance of 10-100' (e.g. vehicles/trailers/exterior graphics)	72 dpi
Viewing distance of 100' or more (e.g. billboards, building wraps)	30 dpi

REQUIRED SCALES:

- Files may be submitted in one of three acceptable scales only: 100%, 1/20th and 1/10th.
- Please refer to the following chart for resolution/scale adjustments. Proper and accurate output cannot be guaranteed for files provided at the wrong scale/resolution.

Scale of Art	Minimum Resolutions Required Based on Graphic Type/Use			
100% (actual size)	300 dpi	100 dpi	72 dpi	30 dpi
1/20th (standard vehicle templates)	6000 dpi	2000 dpi	1440 dpi	600 dpi
1/10th	3000 dpi	1000 dpi	720 dpi	300 dpi

FONTS

- **All fonts must be converted to outlines.** This will ensure fonts do not accidentally change from computer to computer. Converting a font to outlines transforms them from editable text to shapes.
- Fonts must be provided for designs that require text editing.
- Files with missing fonts may incur delays in production or additional costs.
- Additional fees may be incurred if fonts have to be purchased.

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BLEED

- Bleed is required if your art goes to the edge of your finished piece. Additional bleed may also be necessary for installation purposes. See the requirements listed below.

REQUIREMENTS:

Type of Art	Required Bleed*
Standard Art (Simple Cut)	0.125" on all sides
Standard Art (Complex Cut and Double-Sided)	0.25" on all sides
Routed Items	0.25" on all sides
Wall Wraps	2" on all sides
Window Graphics	1" on all sides
Standard Banners	1.25" on all sides
Banners w/ Pole Pockets	1" + the size of the pocket on all sides with pole pockets
Vehicle Wraps	<div> <p>VANS, CARS, SUVs: <u>Sides:</u> 6" on all sides <u>Rear:</u> 6" on all sides <u>Bumpers:</u> 6" on all sides <u>Hoods:</u> 6" on all sides <u>Window Perf:</u> 2" on all sides</p> </div> <div> <p>PICKUPS: <u>Sides:</u> 6" on all sides • (Dually Bed Side: 12" on all sides) <u>Tailgates:</u> 3" on all sides <u>Bumpers:</u> 6" on all sides <u>Hoods:</u> 6" on all sides <u>Window Perf:</u> 2" on all sides</p> </div> <div> <p>BOX TRUCKS & TRAILERS: <u>Sides:</u> 2" on all sides <u>Front:</u> 2" on all sides <u>Rear (Roll-Up Doors):</u> 1" on all sides <u>Rear (Swing Doors/Non-Rolling Doors):</u> 2" on all sides <u>Window Perf:</u> 2" on all sides</p> </div>

These are the standards for most vehicles. Please note that all vehicles are unique, and some may require additional bleed depending on contours and other car features. In some cases, it may be necessary to physically survey the vehicle for verification.

* Industry vehicle templates are available online for most models to determine correct bleed. However some vehicles that have custom or after market features may require a physical survey to determine this. Photos are required of all vehicles. Your Account Manager can provide specific information as to what may be required for your project.

CUT PATHS

- If providing your own cut paths, a vector path is needed for any type of cutting that may be involved. It must be created in Adobe Illustrator on a separate layer and be represented by a center-aligned stroke that is no less than .25pt and no more than 1pt.
- Any closed cut path shapes that overlap must be merged to make one complete shape with no overlapping paths.
- A separate path on its own layer must be provided for each type of cut. These could include Through Cut, Kiss Cut, Route, V-Cut, or Crease.

COLOR MODES

- CMYK:** Cyan, Magenta, Yellow, Black
 RGB files will be printed in CMYK and files may encounter color shifting.
- SOLID BLACK:** 100% K (Black). Do not use any type of Rich Black build for solid black.
- SOLID WHITE:** 0% build. Do not set as a spot color.
- PMS: Pantone Matching System**
 PMS colors must be set as Solid Coated. If your design has PMS colors, please be sure to call them out and request a Match Print Color Proof.

OVERPRINTS

- All overprints must be turned off. Leaving overprints turned on may cause unexpected results.