



# Artwork Guide

## *How to supply trouble free artwork for Vehicle Wraps*

If you are providing the graphics for your vehicle wrap then here is a quick guide on what is needed for printing:

*Final Artwork should be 150 dpi at full size, CMYK TIFF format with LZW compression (if you working from a photo editing software). Preferably, the artwork should be laid out on a vehicle template with 4 inch extra margins on each side of the vehicle. In Addition, it will be helpful if you could also provide a layered file (such as Photoshop, Illustrator, CorelDRAW) so that we can edit the artwork if changes are needed.*

### Bitmap Files

When building bitmap (raster) artwork, the higher the resolution the better. Images should be built at full scale (150 dpi should be considered a minimum resolution at full scale). If you are working on a scale, then the dpi should also be as follows:

- ⊕ Full size @ 150 dpi
- ⊕ 1/2 Scale @ 300 dpi
- ⊕ 1/4 Scale @ 600 dpi

This insures that when your art is scaled to full size, the image quality is protected from the original scaled art.

*NOTE: WEB IMAGES ARE NOT ACCEPTABLE since web sites usually use 72 dpi images, which are very low resolution to work with.*

### Color Specifications

All images, whether vector or bitmap, should be in CMYK color format. Use Pantone PMS colors where possible (Pantone Coated is preferred). Be sure to specify all PMS colors. PMS colors are used as a reference target. Since not all PMS colors are reproducible in CMYK, all color specs are matched to the closest CMYK color. Images received WITHOUT color specs will be produced using the CMYK values contained in the digital file. This may not produce the desired effect, because different presses and printers produce different colors using the same formula.

*It is essential that you make us aware of any critical colors BEFORE we go to print, and not afterwards! If you would like us to check the accuracy of colors before printing, then it is essential that you make this clear when you place the*

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*order. If you are at all concerned about how a particular color will reproduce, then please request a HARD COPY PROOF before we go to press (see proofing services below).*

We do not print or match Metallic or Flourescent colors. Use 100% blacks  
To insure you get a pure black color, code your CMYK Values to C-0, M-0, Y-0, K-100

## Supported applications

We recommend you supply artwork created in the following applications. If the program you are using is not listed, please contact us for more details. Items with asterisks are preferred applications.

- ⊕ Adobe Photoshop CS or below (bitmap) \* .psd - layered files
- ⊕ Adode Illustrator CS or below (vector) \* .ai files
- ⊕ Corel Draw 12 or below (vector) - .cdr, .cmx files

Alternatively, you can supply artwork in the following generic file types

- ⊕ EPS - Encapsulated postscript file. Many applications offer the facility to save artwork in this format. When saving files in this format please convert all fonts to curves/outlines
- ⊕ PDF - Adobe Acrobat PDF format is also a versatile format that is usable in most situations. When saving files in this format please convert all fonts to curves/outlines
- ⊕ JPEG, TIFF - Photo editing programs, like Photoshop, allow you to save your artwork in any of these file formats. If the artwork has been created in a photo package, our preferred format is as a CMYK Tiff saved with LZW compression

## Delivery

Artwork is best supplied on clearly labeled CD / DVD's. Sending a proof of each of the files to be printed lets us know what you are expecting and helps us see if any fonts / graphics are missing. Alternatively, artwork can also be uploaded at our FTP site. See FTP details below.

## Fonts

If possible, please turn all fonts in your artwork to 'curves' or 'outlines', eliminating then need to provide fonts. If this can not be done, then please check with us to ensure we have the fonts in our database. Ideally, please supply all fonts with your artwork.



## Proofs

It is very helpful that you also supply a proof along with your artwork. The following proof formats are acceptable, including their limitations.

*Hard Color Proof - The ideal proof for us to work from. Please make sure to include print sizes, and to mark any critical colors*

*Hard Black & White Proof - Only be used to check content and positioning. Any critical colors can still be marked separately*

*Jpeg Proof - If artwork is supplied electronically, then this is a good way to provide a proof. Can be used to check layout and colors, although any critical colors must be highlighted in a covering letter*

*PDF Proof - The ideal way to provide an electronic proof. Again, any critical colors must be highlighted in a covering letter*

The above proofs help us in laying out your artwork properly and making sure that the resolutions / colors etc. are as you specified. However, we highly recommend that you request a hard copy proof (printed on our actual wide-format printer) and verify the colors and images under broad daylight (colors in broad daylight are much different than how they appear in an indoor office environment; therefore, for vehicle graphics, hard copy proofs should always be verified in a bright outdoor environment).

Hard copy proofs are available to customers for a nominal fee of \$20 throughout the US. Proofs are shipped by FedEx / UPS. These proofs are a scaled down version or a section of the artwork at full size, enabling you to check colors, image resolution and any finishing options (laminates etc.).

*If you would like us to carry on with the production of your artwork without a hard copy proof, please submit a written request by email or fax. In that case, Saifee Signs will not be liable in the event of any omissions or errors in respect of the artwork you supplied.*

## Scanning

If you need to scan flat artwork (photographs etc.), it is important that they are scanned at the correct resolution. The bigger the final output size of the image, the higher the resolution has to be when you scan the image. For very high resolution image requirements, drum scanning is frequently used. This captures every detail of a print, resulting in a high quality final print. Please talk to one of our sales team for more information, and pricing. Below is a guide to the size of digital file we require to produce a good quality final print.



## Frequently Asked Questions

Q. Can we use images downloaded from web sites?

A. No. Images you see on your screen when viewing web sites are normally only 72DPI at their screen size. This makes them too small to use in any form of printing without very poor results.

Q. Can we supply RGB files?

A. No. All of our printers use a CMYK ink set. If artwork is supplied in RGB, then print results are unpredictable. Please convert all images and artwork to CMYK before you send it to us.

Q. When you print our artwork, will it look the same as it does on our screen?

A. No. Unless your monitor has been professionally calibrated, then colors are unlikely to be the same once printed. You should always try to run a proof on a calibrated printer to check color and image balance.