



Guidelines for Digital Vehicle Graphics Design & Printing

Layout & Measurement

When beginning to design any type of vehicle graphics, it is absolutely essential that you have accurate measurements of your vehicle to ensure successful application and a high quality finished product. If you let us know in advance, and provide us with the year, make & model of your vehicle, we may be able to provide you with a *Vehicle Outline Template* in *Adobe Illustrator*, *CorelDraw*, or *EPS* format to aid you in the design process. Templates should be used as a basic reference only and should not replace physical measurement of the vehicle. *Micrographix West* will not assume any responsibility for incorrectly sized graphics, templates, or any graphics that have to be reprinted due to an improper measurement resulting in an improper fit at the time of installation.

Color Accuracy

Output devices operate in *CMYK* mode. In order to avoid any additional charges, please make sure that all the colors in your file are converted to *CMYK*. This includes any *Pantone* or other popular color matching system. Due to the nature of outdoor printing inks, some color shift from the original art to the finished image is to be expected. We highly recommend a proof print prior to outputting your final job.

Printed Proofs

Any print proofs that you request prior to the completion of your order will be produced and sent to you for an additional service charge. It is your responsibility to sign the proof confirming your approval and return the copy to us before we can proceed with your job. If you have any production work or color corrections that need to be made, please clearly mark them on the proof or on a separate instruction sheet and include them when you return the proof. It is also advisable that you include a color and/or black & white hard copy proof to us when you submit your job.

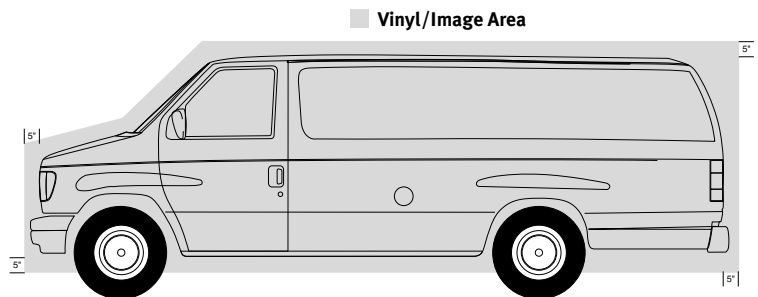
Output Resolution and Scanning

To provide the best quality output, always try to obtain high quality scans at the appropriate resolution for the size that you plan to use them. In general, the optimum resolution for a high quality printed result is between **50 PPI** (good quality) and **75 PPI** (highest quality) *at the final printed size*. To determine the appropriate scanning resolution, please use the following formula:

$$\frac{\text{Final Output Height (or width)} \times \text{Desired Output Resolution (50-75 ppi)}}{\text{Original Input Height (or width)}} = \text{Scanning Resolution}$$

Image Bleed

When laying out vehicle graphics it is imperative that you build bleed or extra area into your design. This allows for proper image alignment, molding graphics to curves, rivets, bumpers, grillwork and other protrusions that may be part of the vehicle surface. Please add **5" OF BLEED** to the top, bottom, front and back of your design. Please add **3" OF BLEED** around any separate window graphics that will be printed on perforated vinyl.



Creating Print Ready Files

Files are considered *Print Ready* when they meet the following criteria:

1. Artwork is done in an appropriate application for printing. Please call for information before creating your file.
2. Separate files are included for each section of the vehicle, ie: *Driver side*, *Passenger Side*, *Hood*, *Back*, *Roof* and any *Windows that will have images printed on perforated vinyl window film*.
3. Hardcopy. Please include hardcopy of each view of the vehicle.
4. Correctly sized images, with appropriate amount of bleed. Please create your images at proportional size and let us know the exact amount to scale them for a correct final output size.

Any production work done by micrographix west to meet this criteria will be billed at \$75.00/hr. in 15 minute increments.