

TECHNICAL SPECIFICATIONS



ACCEPTABLE FILES FORMAT

- All the design should be built in Illustrator (.AI, .EPS) with VECTOR elements. Please preserve all layers.

COLORS AND FONTS

- Files should be built in CMYK.
- Please include all required PMS spot colours, and use “PANTONE + Solid Coated” colour book, for best colour matching.
- Include artwork fonts in a separate folder and keep them editable (do not rasterize).

IMAGERY

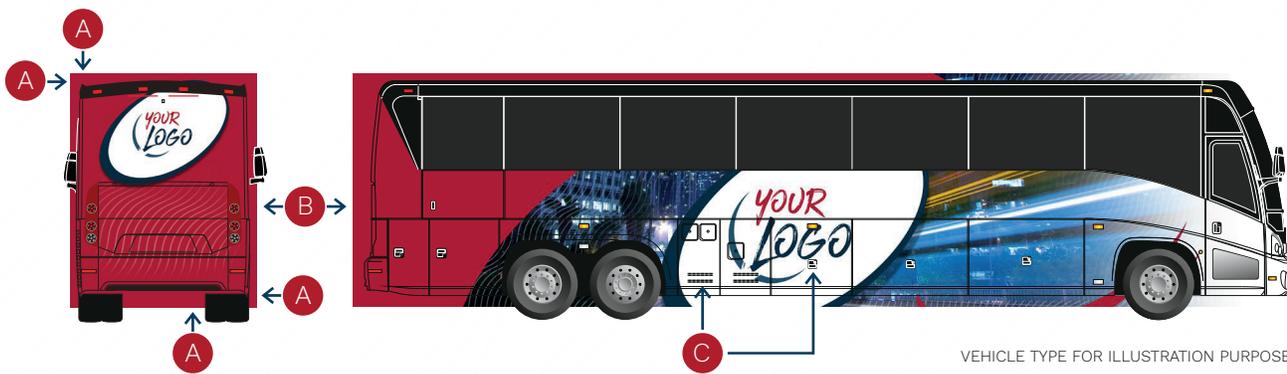
- If your design contains images, please include all the high resolution files (.JPG, .PSD, .PSB, .TIFF) in a separate folder.
- Use layer masks to preserve the original layer artwork. **DO NOT** clip and delete the masked areas.
- The minimum quality is 72 dpi at 100% (720 dpi if your layout is at 10% scale).
- Embed all the links in your artwork (do not leave items linked or in the CC Library).

OTHER TIPS

- Be sure to include the required bleed in your artwork files.
- Indicate design scale: 1:1 (100%), 1:10 (10%), 1:4 (25%)

Scaled (Illustrator) vehicle templates available. Please contact your sales rep or project manager.

- A** Minimal **bleed** of 4 inches on each side, or more.
- B** Create a **continuity** at turning points (corners) **or** end any design or texture in vehicle's natural joints.
- C** **Pay attention** to design items in handles, grills, lights, etc.



VEHICLE TYPE FOR ILLUSTRATION PURPOSES ONLY

HOW TO CHECK IMAGE QUALITY



OPEN IN PHOTOSHOP

- Ensure your image is at its intended final size (1:1 scale) and at final resolution (72 dpi)
- Zoom in at 100% (Cmd /Ctrl + 1) / Indicators: Top title tab in title `.psd @ 100%` or bottom ruler `100 %`
- Ensure image is sharp as B or C (not too blurry)
- If the image quality is poor (i.e Example 'A'), a written approval is required before print production.

EXAMPLES OF IMAGE QUALITY

A POOR



B ACCEPTABLE



C EXCELLENT



ARTWORK FILE POLICIES

Turbo Images is not responsible for improper file setup, as outlined in this guide. Additional fees (\$95/hr) may apply, if your supplied files are not set-up properly. No changes will be made without your approval.