

# TECHNICAL SPECIFICATIONS



## ACCEPTABLE FILES FORMAT

- Illustrator (.AI, .EPS), Photoshop (.PSD, .PSB, .TIFF). 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 or convert all artwork fonts to outlines.

## IMAGERY AND PHOTOSHOP

- 72 dpi (720 dpi if you create your layout at 10% scale)
- Embed any linked assets, preserving all smart objects
- Use layer masks to preserve the original layer artwork. **DO NOT** clip and delete the masked areas.
- Preserve all paths
- It is not recommended to use fonts in your PSD file, but if you do, please keep all fonts editable (do not rasterize)

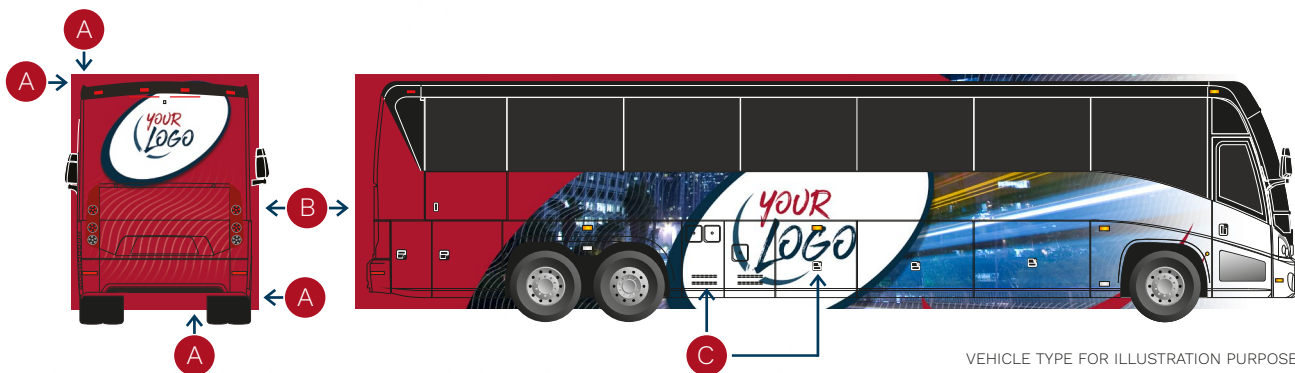
## OTHER TIPS / CHECKLIST

- Do not leave items linked or in the CC Library
- Be sure to include the required bleed in your artwork files.
- Insure bleed in your design
- 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.