



Furnishing artwork for vehicle graphics

Guidelines for producing vinyl graphics and wraps for application on your vehicle

Our Process

Customer files are inspected for content and conformity to specifications listed herein.

Customer must approve a PROOF created by our Staff prior to production.

Once customer artwork is approved, the graphics are printed and inspected prior to installation.

Printed vehicle graphics are installed and inspected by 3M Certified Installers.

About Formats

Raster images are comprised of pixels, and are generally used for photographic images. When scaled, pixels are interpolated by surrounding pixels producing undesirable artifacts called "pixelation."

For this reason, raster images must be created at sufficiently high resolution to avoid pixelation. To capture a single image for the example below, a 30 MP camera would be required.

Raster Formula Example:

- Image area width of bus: 180 inches
- Min. pixels/in. spec: 150 pixels/inch (ppi)
- 180 in × 150 ppi = 27,000 pixels wide

Vector images are shape based and scale without degradation to the image.

Fonts must be included or converted to outlines.

Design & Alterations

Design services by our professional layout artists are billed hourly at \$75. Alterations to customer supplied art may be required to correctly fit graphics to their vehicle.

Large Files

Large files can be sent directly to our DropBox account—call (847) 257-0272 ext. 113 for details.

Accepted File Formats

Please furnish your graphics with the following guidelines:

Raster (pixels) format:

- RGB Jpeg (.jpg);
- Tagged Image Format (.tif);
- Photoshop file (.psd, .psb)

Embedding vs. Linking Graphics

Please use the "Link" option when *placing artwork* within your Illustrator layout. Use Illustrator's "Package" command to include all linked files and fonts.

Vector (lines & shapes) format:

- Adobe Illustrator (.ai, .eps, .pdf);
- CorelDraw! (.cdr)

Font format:

- Open Type (.otf);
- Type 1 (.pfb+.pfm)
- TrueType (.ttf)

Color Management

Color interpretation varies from monitor to monitor. Our printing equipment is calibrated for RGB & CMYK images, and is Pantone® certified.

Customer Proofs

Once our Staff has created a layout for production, a proof will be emailed to the contact responsible for approving the artwork.

Sending a proof to the customer places the installation on hold until it is approved in writing by the customer.

Software Addendum

Adobe® Illustrator® 2020 and newer, now offers 100x large image support (for banners & bus wraps) vs. previous versions.