

## TEMPLATES AND SITE INSPECTIONS

When we do a complete vehicle wrap we require that our installers perform a site inspection of your vehicle. The installers will measure your vehicle, take digital pictures, and make note of any door handles, gas caps, and other objects that could hinder readability of graphics. Our installers will also make note of vehicle damage, rust or plastic areas where graphics may not stick. We use the measurements and notes to adjust basic templates we have on file to create an accurate rendering of your vehicle. We then provide you a template to use for the design process. There is a fee for this service however we believe site inspections are key to the success of your project.

## DESIGNING FOR A VEHICLE

When creating a layout for a vehicle it is best to design it in an illustration package such as Illustrator. Creating a design for a vehicle wrap is very different than creating a design for a flat poster. You are taking a 2-dimensional design and applying to a 3-dimensional object. The big challenges of vehicle graphics are that there are many curves and obstacles on a vehicle and the installation process is not a perfect science. The vinyl can stretch as it is applied to the vehicle, and items do not always fall exactly as you might anticipate. Thus, we advise that you do not place any critical elements (text, logos, critical imagery) within 5" of the top, bottom front or back of the vehicle or of wheel wells, license plate, door handles, reflectors, and other objects that are noted on the template.

**When text placement is critical, we will often suggest text be done using cut vinyl, to ensure proper placement.**

Since vehicles have multiple curves, we ask that you add at least 4" of image bleed to all sides of the vehicle to be certain there is enough image for installation purposes. Be sure you adjust your bleed accordingly to the scale you are creating your file in.

Repeating patterns that transition from the vehicle sides to the roof and hood may not continue flawlessly due to the nature of how the panels are printed. Usually the layout is printed in sections, Driver Side as one file, passenger Side as one File Hood as one file and back as one file. Add to that the curves and it is impossible to create a smooth visual transition with repeating patterns.

When you create your design, do so on a separate layer than the layer the template is on. This aids us in the actual production of your vehicle graphics. We prefer to have the entire layout in layers, that way if something needs to be adjusted we have the ability to do so. Keep in mind when setting up your file be certain you file is to proper scale of the vehicle.

## WINDOW GRAPHICS

The windows will have a perforated vinyl that will be placed on them. We print the image onto this material however; due to the perforation in the material your image loses some vibrancy. You will be able to see out of the window.

Note: State law prohibits applying window-perforated material to the windshield and front windows.

## FILE BASICS

### **Fonts and Links**

Be sure you supply all links and fonts with your layout. We prefer that you convert text to outlines to ensure proper output.

### **File Specifics for Photographic Images**

#### **Placed Images**

Be sure to include all placed images that are associated with your job, even if they are embedded.

#### **Bitmap/Raster Images**

We prefer all Bitmap or Raster images to be saved as RGB or CMYK Tiffs without LZW Compression with no embedded profiles attached to them.

#### **PMS Matching in Photoshop**

PMS colors selected in Photoshop are difficult to achieve, they can sometimes be edited to reproduce correctly on our output devices, please speak with your Sales Support Representative if this is a requirement for your job.

## File Specifics for Vector Images

### Vector Files

Our preference is to have all vector images saved as Illustrator AI or EPS files.

### PMS Matching Vector Files

Colors should be specified as PMS Coated Colors within print files. This is so that we have an understanding of the color you are trying to match. Our color management system is PMS based and will output more accurately if you set your files up in this manner.

### Filters and Special Effects

Various filters, drop shadow and transparency effects offered in the most current versions of Illustrator, Freehand and InDesign, do not always reproduce correctly, so be sure to notify your Sales Support Representative if you have used any of these techniques.

## RESOLUTION, SCANNING AND IMAGE SPECIFICS

### What Image Resolution is needed?

When we talk about resolution, it is always in relation to the final size of your print. Resolution for scans and other images is dependent upon what type of print you are ordering and what the viewing distance will be for the final product. For vehicles, we recommend 100 DPI at final size. Since a vehicle is usually viewed at a distance and moving lower resolutions are sometimes acceptable.

### How should I save my scans?

Scans can be done in RGB or CMYK, although RGB has a larger color gamut. Our color management system will convert the files to the correct color mode based your output device.

### Can I set my files up at ½ size?

Layouts in programs such as Quark that do not allow you to make an image larger than 48” can be created at ½ or ¼ size. We will enlarge them at the printing stage. Keep in mind that the resolution guidelines above must be followed when enlarging your file. For example if you create your scan at 200 DPI and your layout is designed at ¼ scale, the enlarged scan will only be 50 DPI at final print size.

## SUBMITTING FILES

### How Can I Submit Files for Production?

#### FTP

Files can be uploaded to our FTP site, when you do that it is imperative you also email your Sales Support Representative informing them of the file name and you must email PDFs for content reference. See below for how to upload to our FTP site.

#### Email

If your file is under 2mb, email the files directly to your Sales Support Representative. Be sure to include PDFs for content reference along with the files.

#### CD/DVD

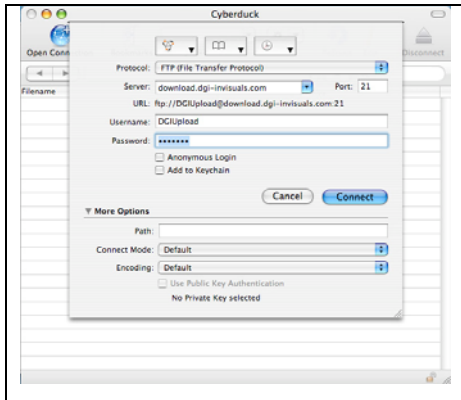
You can always send a CD or DVD directly to your Sales Support Representative at our Burlington location. Always include laser print outs of your files for content as well as including the file names on the disc that you want us to use.

## FTP INSTRUCTIONS (For sending files larger than 2MB)

### Using a Mac or a PC with FTP client software

We recommend the freely available open source applications: [Cyberduck](#) for the Mac and [FileZilla](#) for the PC

**Cyberduck:** After you copy Cyberduck to your applications folder, launch the program



Click on **Open Connection** to show the dialog box pictured to the left

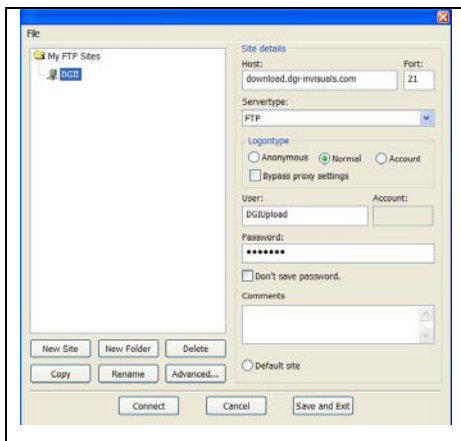
Please fill in the following information:

Protocol: FTP (File Transfer Protocol)  
Server: download.dgi-invisuials.com  
Port: 21  
Username: DGIUpload  
Password: DGI1703

Now Click Connect. You should be connected to our FTP.

To save a bookmark for easy access click the Bookmarks button while connected to our FTP, then click the + button at the bottom to save the bookmark. You can also click the third button in bookmarks (pencil) to edit the nickname.

**FileZilla:** After you install FileZilla, open the program



Under the *file* menu select **Site Manager** to open the window shown left

Now click the **New Site** button located at the bottom of the window, name this new connection DGII then look to the right hand side under Site Details and fill in the following information.

Host: download.dgi-invisuials.com  
Port: 21  
Server Type: FTP  
Logon Type: Normal  
User: DGIUpload  
Password: DGI1703

Now Click Connect. You should be connected to our FTP site. Next time you use our FTP all the information you typed will be saved and you just need to choose DGII in the Site Manager window and click connect.

**\* Do not use a web browser like Safari, Firefox & Internet Explorer to connect to our FTP, they will connect but will not upload files to our FTP, instead use a FTP Client like Fetch, Cyberduck, or FileZilla.**

**\*\*All files should be compressed using Stuffit or Winzip prior to FTP-ing to ensure a successful upload.**

**\*\*\*Always notify your DGI-Invisuials contact when an FTP has been sent, including the name of the files sent, and send them a PDF whenever possible. Thank you.**

## PROOFS

### **What should I expect from my Proofs?**

Proofs are highly recommended for every order. Proofs are printed on the same device and material as your final project. For vehicles we recommend doing both types of proofs listed below.

**Full Magnification Strip proof** this is a 24"x24" section of your file at it's final size. This will show you exactly what the final will look like at full size.

**Full image reduced size proof** this is your entire file printed at ¼ or ½ size, and it will show you your entire file, but will be a lot smaller than your final. Be aware that because the proof is a lot smaller the pixels are condensed making colors and resolution appear richer than the final print may look. The low cost of a proof will easily pay for itself if content or color problems are discovered.

## INSTALLATION

Your Sales Support staff will notify you of when and where the installation will take place. We ask that the vehicle be washed and dry just prior to installation. If your vehicle is not clean, and our installers need to clean it, a charge will be incurred and this may cause a delay in the installation of your graphics. Most installations take at least a full day to install so plan on dropping your vehicle off and returning to pick it up.