

MY WRAP PROJECT DESIGN GUIDE

Logo

- A logo in a vector format is optimal. If your logo has been professionally designed, you should have been provided with it in several different vector and bitmap formats.
- Usually a vector logo will be in .ai, .pdf, or .eps format.
- If the logo is in a format other than the above it may be come necessary to recreate the logo for an additional charge. In some cases a high resolution .jpeg, .tiff, or .psd will be acceptable .



Readability

- The most effective billboards contain ten words or less.
- Avoid any text or important information over body seams or moulding.

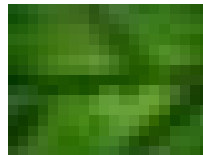
Photo Files

- Any picture taken by a cell phone, or by a camera that has less than 8 megapixels will not yield quality prints when scaled (generally 1000 to 2000 percent)
- Double check that the resolution on your camera is at its highest setting.
- Generally speaking, any file that is less than 2-3mb will not be useable.
- Any photographs in poor focus or with poor lighting will affect the outcome of the wrap.
- Most images from a website will not be of an acceptable resolution and quality.
- Please do not fax any artwork. In some circumstances, a high-resolution scan may be ok.

EXAMPLES OF USING LOW RESOLUTION IMAGES



100% | 72 dpi



2000% | 72 dpi



Vector



low resolution .gif, .png, .jpeg

Color

- Color **WILL** appear differently on the monitor than it will in print.
 - A monitor creates color using light through red, green, and blue channels (or RGB).
 - A printer uses cyan, yellow, magenta, and black (CMYK) pigments to create color.

EXAMPLES OF COLOR



RGB

CMYK

RGB

CMYK

RGB

CMYK

*NOTE: some colors viewable in RGB can **not** be recreated in print using CMYK.

- There is a color difference between monitors, as well as between printers.
- To ensure that you get the correct color, a printed color proof will be mailed to you for final approval prior to the start of production.