# Instructions for Designing Your Wrap

ASI

ADVERTISING SYSTEMS INCORPORATED
BRAND ACTIVATION & ACCELERATION

## Quick Art Guidelines

• PSD, PSB or AI files    • 400dpi at 1/4$^{th}$ scale    • 3 inch bleed (All sides)  • Do not Flatten

If available, we can supply a vehicle template for you. You will need to confirm its accuracy by measuring the actual vehicle. Templates are provided at a 1/20 scale factor. Scale the template 500% for 1/4 scale. When designing a wrap, we suggest using Photoshop or Illustrator.

Copy each scaled view from the template and paste it into a new document. You will be designing anywhere from 4-6 art files: driver side, passenger side, rear view, front bumper, hood and top, depending on how much coverage the design specifies. Leave the template as a separate layer over your design for us to remove for printing purposes later.

When designing the wrap with photographs or pixel-based artwork, be sure you are using a high resolution image. We recommend any photographs or pixel-based art work be 400dpi at 1/4th scale. If having trouble finding photos or artwork at this dpi, the lowest recommended dpi at 1/4th scale is 288dpi. Once blown up to 100% the art will be 72-100dpi.

When creating the design, keep in mind how the graphics will be seen — in motion. Bold colors and one main focal point will work best. Excessive copy will not help convey your message while the vehicle is in motion. Large letters (8-in. high or more) will retain legibility if areas are missing, such as over the edge of a door. We suggest you try to avoid getting type close to door handles, rear windshield wipers, license plates and unwrappable areas (plastic body molding, side skirts, window trim, etc.) Be conscious of small type. Letters can get lost as they cross over window seams or door jambs.

When you design a side view, it will have to connect with the front and rear view. These "corners" will have to either match or have some allowance made for one image ending and the other beginning. If you can work in a solid color in these areas, or white space, it may prevent an awkward crossover in the finished product. Avoid patterned designs or linear graphics where the sides meet at the front, back and hood.

Allow for at least 3 inches of bleed area outside the outline of the vehicle. When in doubt, leave more than needed.

As previously mentioned, some plastic components will not allow the vinyl material to properly adhere. We do not wrap these particular areas except by customer request. However, we DO NOT warranty such areas.

Save a copy of your file to keep for your own records. Prior to sending us the files, turn all your fonts to outlines, but DO NOT merge layers with the template. Send us your finalized .ai, .psd, or .psb files in version CS6 or older. Along with your files please supply ALL linked or placed image files, to us. Finally, please provide us with composite proofs of the design placed into the template illustration (low resolution pdfs will suffice for this).

If you have any questions after reading these instructions, feel free to contact us.

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