

## ARTWORK SPECIFICATIONS

### GENERAL INFORMATION:

**Formats:** Files should be submitted in one of the following file formats:

Offset Printing:	Large Format:	Color Copies:
.QXD (preferred)*	.QXD (preferred)*	.QXD (preferred)*
.INDD (preferred)*	.INDD (preferred)*	.INDD (preferred)*
.PDF	.PDF	.PDF
.EPS (vector-based)	.EPS (vector-based)	.EPS (vector-based)
.TIF	.TIF	.TIF
*Must include supporting files, including images and fonts	*Must include supporting files, including images and fonts	*Must include supporting files, including images and fonts

All type in .EPS files must be converted to outlines.

**Resolution:** Resolution requirements are as follows:

Offset Printing:	Large Format:	Color Copies:
.PDF - 1200 dpi @ 100% scale See "AVD Distiller Settings" below	.PDF - 1200 dpi @ 25% scale See "AVD Distiller Settings" below	.PDF - 1200 dpi @ 100% scale See "AVD Distiller Settings" below
.TIF - 300 dpi @ 100% scale	.TIF - 500 dpi @ 25% scale	.TIF - 300 dpi @ 100% scale
.EPS - dpi Not Applicable	.EPS - dpi Not Applicable	.EPS - dpi Not Applicable
	Note: All large-format art must be created at <b>25%</b> scale with these resolutions:	

Lower resolutions will result in poor quality. Avoid artwork taken from the internet; it is typically 72 dpi and unusable for quality printing.

**Bleed:** If a bleed is necessary, use the following guidelines:

Offset Printing:	Large Format Vehicle Wraps:	Color Copies:
1/4"	5"	N/A

**Colors:**

- If you are sending artwork for a spot color **offset printing** job, please be sure to use the correct **spot colors**.
- If you are sending artwork for **large-format printing**, please be sure to convert any spot colors to **CMYK**.
- If you are sending artwork for **color copies**, please be sure to convert any spot colors to **CMYK**.

**ALL ARTWORK SUBMITTED TO ARROW VISUAL DESIGN MUST BE IN EITHER CMYK FOR FULL COLOR WORK, OR SEPARATED INTO APPROPRIATE SPOT COLORS. NO RGB FILES WILL BE ACCEPTED.**

**Sending Files:** Please send all files on a CD to: **Arrow Visual Design, Inc.**  
277 Fairfield Road, Suite 215  
Fairfield NJ 07004

Or visit [http://www.arrowvisualdesign.com/art\\_specs](http://www.arrowvisualdesign.com/art_specs) for our FTP information and an updated version of this document.

You **must** include a printout of your files with the CD as a proof. Include separations for spot color jobs.

**Vehicle Wraps:** Vehicle templates are available from Arrow Visual Design for **mockup** purposes.  
Complete instructions for setting up vehicle artwork can be found on page 2 of this document.

## VEHICLE WRAPS:

Vehicle templates are available from Arrow Visual Design. You may use them as a guide when designing artwork for vehicle wraps and to create a mockup of the finished product (see Figure 1.0), **however these files are not suitable for printing**. Once the design has been finalized, the art must be adjusted to facilitate proper printing and installation.

For example, Figure 1.0 to the right was created as a mockup, to show the client how the final wrapped vehicle will appear.

In order to print this artwork and install it properly, the file must be adjusted prior to submission to Arrow Visual Design. In the final file for the passenger side of this vehicle (Figure 2.0), the vehicle shape from the template has been removed, and the imagery has been extended to allow for the necessary 5" bleed. (Remember that as indicated on page 1 of this document the file should be created at 25% scale, 500dpi, so in the file the bleed will only be 1.25 inches.)

You **must** include a printout of the vehicle mockup on 11" x 17" paper as a guide for placement during installation.

***We recommend using a layout program such as Quark or InDesign when designing for vehicle wraps. This will expedite the preflight process and ensure your job remains on schedule.***

## WALL MURALS:

When preparing your wall for a wall mural application, the surface can be painted with any type of paint **except water-based latex paint**. Also, it is imperative that the surface has at least 24 hours to dry prior to mural application.

***If these specifications are not followed your project will be delayed and/or additional charges will apply.***

## ARROW VISUAL DESIGN DISTILLER SETTINGS:

You may download Arrow Visual Design's PDF Job Options from [http://www.arrowvisualdesign.com/art\\_specs/](http://www.arrowvisualdesign.com/art_specs/). After unzipping the file, you'll have a file called ArrowVisualDesign.joboptions. From Distiller, go to your Job Options preferences and load this preference file into Acrobat Distiller to create acceptable PDF files for high quality output.

### MOCKUP ONLY

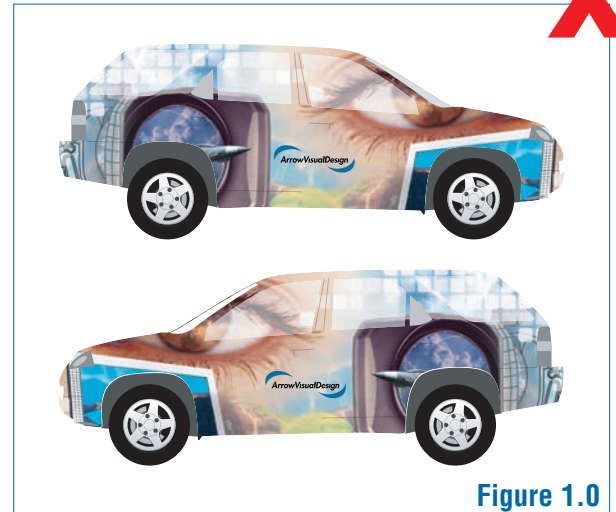


Figure 1.0

### ACCEPTABLE ARTWORK



Figure 2.0