TECHNICAL
SPECIFICATIONS

ACCEPTABLE FILES FORMAT
○ Illustrator (.AI, .EPS), Photoshop (.PSD, .PSB, .TIFF). Please preserve all layers.

COLORS AND FONTS
○ Files should be built in CMYK
○ Please include all required PMS spot colours, and use «PANTONE+ Solid Coated» colour book, for best colour matching.
○ Include artwork fonts in a separate folder or convert all artwork fonts to outlines.

IMAGERY AND PHOTOSHOP
○ 72 dpi (720 dpi if you create your layout at 10% scale)
○ Embed any linked assets, preserving all smart objects
○ Use layer masks to preserve the original layer artwork. **DO NOT** clip and delete the masked areas.
○ Preserve all paths
○ It is not recommended to use fonts in your PSD file, but if you do, please keep all fonts editable (do not rasterize)
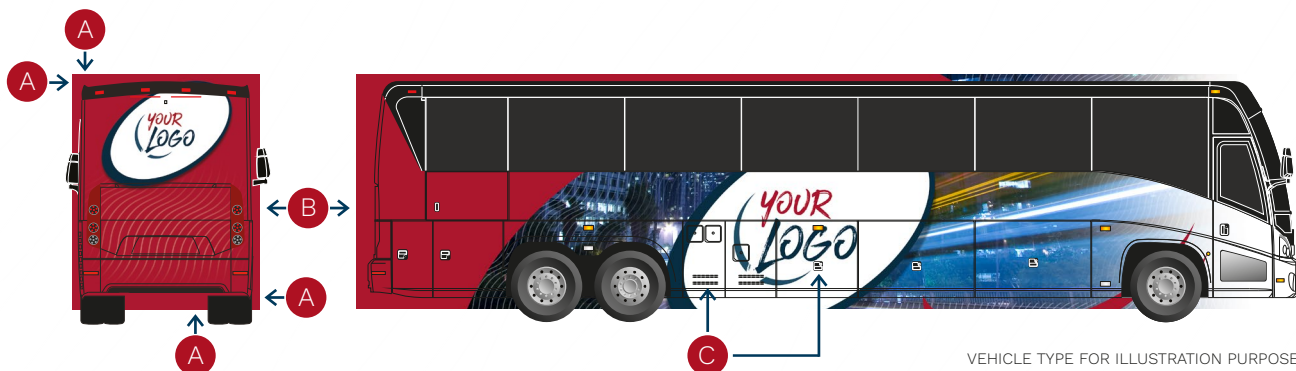
OTHER TIPS / CHECKLIST
○ Do not leave items linked or in the CC Library
○ Be sure to include the required bleed in your artwork files.
○ Insure bleed in your design
○ Indicate design scale: 1:1 (100%), 1:10 (10%), 1:4 (25%)

Scaled (Illustrator) **vehicle templates available**.
Please contact your sales rep or project manager.

A Minimal **bleed** of 4 inches on each side, or more.

B Create a **continuity** at turning points (corners) **or** end any design or texture in vehicle's natural joints.

C **Pay attention** to design items in handles, grills, lights, etc.

VEHICLE TYPE FOR ILLUSTRATION PURPOSES ONLY

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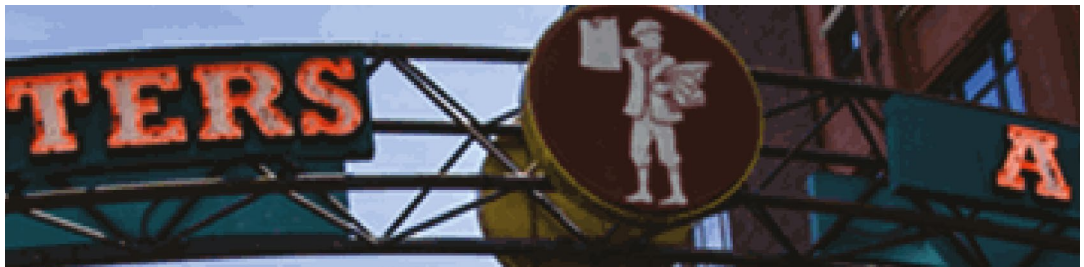
HOW TO CHECK
IMAGE QUALITY

OPEN IN PHOTOSHOP

○ Ensure your image is at its intended final size (1:1 scale) and at final resolution (72 dpi)

○ Zoom in at 100% (Cmd /Ctrl + 1) / Indicators: Top title tab in title `.psd @ 100%` or bottom ruler `100 %`

○ Ensure image is sharp as B or C (not too blurry)

○ If the image quality is poor (i.e Example 'A'), a written approval is required before print production.

EXAMPLES OF IMAGE QUALITY

(A) POOR

(B) ACCEPTABLE

(C) EXCELLENT

ARTWORK FILE POLICIES

Turbo Images is not responsible for improper file setup, as outlined in this guide. Additional fees ($95/hr) may apply, if your supplied files are not set-up properly. No changes will be made without your approval.

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