



**CARISMA**  
LARGE FORMAT MEDIA

# VEHICLE DESIGN SPEC SHEET

## TEMPLATES

- Templates will be provided in 1:10 scale (1 inch = 10 inches).
- Final artwork with bleed should extend to the blue dotted line indicated on the template.
- Areas marked in red are NON-PRINTABLE. These areas will be cut out.

**DO NOT MAKE ANY CHANGES TO THE TEMPLATE SCALE OR LAYOUT.**

## DESIGN

### ACCEPTABLE FILE FORMATS:

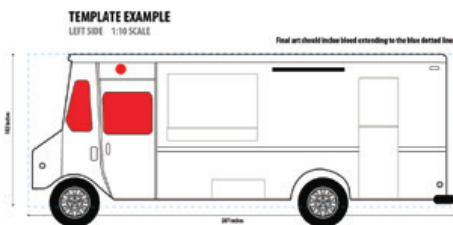
- .eps, .pdf, .psd, and hi res .tiff or JPG\* (minimum 100 dpi at full size)
  - \* A hi-res image is 100 dpi or higher at the original full size. Resized images may lose quality. For example, if the original file is 7 inches x 10 inches at 72 dpi, it will not print well even if you resize it or change the resolution to 300 dpi in Photoshop.
- **The original image must be a large, high resolution file.**
- File must be in CMYK (no RGB, Spot or PMS colors)
- All design elements must be vector based (outlined and scalable)
- All fonts must be outlined
- All links, logos and fonts must be included with files
- Artwork must be on its own layer (separate from template)
- Low res design proofs must be provided (with artwork on the template) for reference when setting up the file to print and for installation purposes.

## TIPS

- The simplest designs usually work best.
- Think about the vehicle: Remember that it is 3-dimensional and some areas that look flat on the template may be curved. (Photos should be included with the template. Please reference these when designing.)
- Avoid placing text or critical design near or on window seals, moldings, rubrails, seams, lights, vents or other elements on the vehicle.

## EXAMPLES

### 1. TEMPLATE



### 2. LOW RES PROOF



### 3. LAYERED .EPS FILE



With Template Layer On



With Template Layer Off (READY TO PRINT)

