

Have Artwork?

Design Processes
Transferring Artwork

Industrial Decals Co.® provides professional graphic solutions to help expand your brand identity through the impact of creative messaging beyond all mediums. Grow your business with IDC!

.eps
.pdf
.ai



For all Graphic & Sign Shop Needs
Please Contact us at:

Phone: 602-424-2500

www.DriverIndustrial.com
www.IndustrialDecalsCo.com

Address: 2115 W. Mountain View Road ♦ Phoenix, AZ 85021



Industrial Decals Co. Design Processes

Artwork Guidelines

High Resolution Images for Design

For large format printing, designs & images must be high resolution or vector format (JPEG, PDF, EPS, or TIFF). Here are some websites to help you find high resolution images, there are hundreds of thousands of photos throughout each site, or feel free to use any royalty free website if you already have a site you like or already found a picture you like elsewhere. We will advise you what DPI (Dots Per Inch) your image will be based on your project size which will tell you how pixelated your image will be when printed. See page 4.

Recommended High Resolution Photo Websites:

[Creativecommons.org](https://creativecommons.org)

[Istockphoto.com](https://istockphoto.com)

[Shutterstock.com](https://shutterstock.com)

[Depositphotos.com](https://depositphotos.com)

It is important to have the best quality as possible to ensure distance for best impact.



Letter Height (inches)	Distance for Best Impact (feet)	Max. Readable Distance (feet)
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

Vector Art Format

Vector art form is the type of file we need your artwork or in(Example: your logo). There are many types of programs associated with vector art (however some large JPEG's will work). You may send us any files you would like that are too large to send through email by using our file sharing site (we will walk you through how to upload your files).

Generally vector art is in:

- Adobe Illustrator (.AI file)
- Encapsulated Post Script (.EPS file)
- Portable Document Format (PDF file)

Artwork Guidelines

Logo/Artwork Reproduction Available On Request

If you cannot obtain your logo in vector format we can reproduce your logo/artwork. However it does take time and additional charges will apply to reproduce your logo or artwork depending on the complexity of your logo/artwork. You can generally get your artwork in vector art form from: your marketing department, website designer, business card printer, or any screen-printing/embroidery printers you have dealt with would also have used some type of vector format. Everything we use in the printing industry is either a vector format file or a high resolution image.

Recommended Free Vector Art Websites:

<http://www.hongkiat.com/blog/50-websites-for-free-vector-images-download/>

<http://www.brandsoftheworld.com/>

<http://www.vectorportal.com/Logos/>

<http://www.free-logotypes.com/>

<http://www.crazyleafdesign.com/blog/free-vector-downloads-the-largest-collection-of-free-vectors-ever-assembled/>

<http://www.logodesignlove.com/free-vector-logo-file-downloads>

<http://vectorlogo.blogspot.com/>

<http://all-free-download.com/free-vector/world-renowned-logo-web20-website.html>

<http://siahdesign.com/archives/523>

Obtaining Ideas for Your Graphics

A good way to start brainstorming on the direction you would like to take your graphics would be to start using search engines (i.e. Google, Yahoo, Bing, etc) for keyword searches. Using keywords specific to your industry, utilize the image tabs on the search bar to view various ways to show you ideas that relate images to your keyword(s). Combining keywords can create different outcomes.

Example: "Diamond Plate" - "Shiny + Diamond Plate" - "Rugged + Diamond Plate"

Textures & Patterns

Also if you are looking for a texture or pattern for your design, feel free to look on the web for any ideas as well as we have a large array of choices in our wrap studio. We also have many in stock that you may look through at your design meeting. (Example: [camouflage](#), [animal print](#), [metals](#), etc.) Or you can look through our 3D textured wrap materials such as "Black Mamba Snake Skin" and "Carbon Fiber" and many more.

Retail & Recreational Clients

Visit Our Wrap Design Studio Website!

For ideas on wraps and or designs for your vehicle, please visit our wrap design studio filled with art.

<https://wrapdesignstudio.com/industrialdecalsco/index.php>

And for the full tour on how to use our Wrap Design Studio:

<https://wrapdesignstudio.com/industrialdecalsco/tour.php#tour>

Directions For Use of The Wrap Design Studio Website

Go to the website & submit the design how you would like it placed on your vehicle (sideways/horizontal/vertical/color you selected; etc). It will then shoot an email to us so we can see how big you want the design, etc. We will then estimate how much material & labor would be involved & shoot you a quote. First you will start out with picking your vehicle. If there is not a template of your vehicle in our design studio, just get us a good straight on picture of each side of your vehicle so we can add it to the Web Design Studio. Second go to the "Gallery" and pick each design; put it on the car the way you want it; and then click the big green blob that says "Submit Quote" so we can see what size/placement you wish on your vehicle in order to price it correctly.

Artwork Guidelines

Pantone Color Matching

Although your artwork is already colored, the file transfer process can often change color slightly. A Pantone color number (example Red Pantone #172); or, even just a swatch of vinyl from the decal you currently use -- would be helpful in getting colors right. Many companies are not this particular on coloring. If your company is particular on the shade of color for print; the Pantone color number should be disclosed and confirmed prior to print if your order. To pantone color match it will be \$37.50 per color (print will be within one shade).

Acceptable Forms of Color Include CMYK / Pantone / RGB

1) CMYK:

If CMYK colors are submitted, then our production facilities can only print CMYK rounded to the nearest 10% and the final product cannot be rejected on the basis of the color. If you require specific color then submit all colors with PANTONE references (PMS). PMS specifications are required for all colors used in the vector artwork (including backgrounds and gradients/vignettes).

2) PANTONE:

Colors on computer screens appear differently on different monitors. PANTONE colors must be selected from a PANTONE book and not from your computer screen as monitors do not accurately display colors. We cannot accept artwork that has reference to percentages of PANTONES and recommend selection of a solid lighter PANTONE. Do not reduce color opacity to achieve a lighter color; you should pick a lighter colored solid color. Please note that due to the nature of digital printing, we cannot print gold, silver or fluorescent PANTONES. Due to processes used when printing, not all PMS colors can be achieved with an identical match and slight variation may occur. Most of the fabrics that we print to are a matt finish, so coated PMS colors are difficult to achieve and the uncoated color is what will be printed. If color matching is critical, please discuss with us at the time of ordering so we can advise you of the options (or use a different print/sign making method that does print thses types of colors).

3) RGB:

All color is direct-to-print from your art file unless otherwise noted. RGB colors can give different results in different output situations. If you need a close color-match, please use the Pantone Matching System (PMS) and assign a number to each color you prefer to be matched. RGB files rarely are acceptable for print and we highly suggest you provide artwork in CMYK with Pantone References. These can be used but you will have to accept responsibility and be unable to reject the product based on color.

The Color black: Due to the nature of digital printing, the flood coat (solid fill) blacks appear more like a dark charcoal gray than deep black.

Font Files

If you have a specific font you would like us to match or stick to then just let us know what the font "NAME" is and the "STYLE" (Italic, bold, etc.). You may send us the font file via sharefile.com or bring it on a hard drive. If you cannot get a hold of the font file then we will try and find it online, some are free and some will cost whatever the font site is charging. There are many similar font styles, so if you cannot forward us the font file or the name of the font, then we may be able to find something close or better than what you are looking for.

FYI: If you do not have a font type yet and are looking for one then you can research some online or choose some from our Basic Font Selection List. You may send us any large font files you would like that are too big to send through email by using sharefile.com (we will walk you through how to).

Digital Proof

If you provide the artwork for print you will need to send us a visual proof (i.e. JPEG / PDF) along with your artwork files, this helps us verify the artwork matches your visual proof. All PANTONE colors must be clearly labeled. Submitting a visual proof keeps mistakes to a minimum as well as speeds up the design/approval process.

Artwork Guidelines

Process - Specific Guidelines

Print Method	File Format	Specifications
1/2/3-Color: Thermal Imprinting Screen Printing	Vector - .ai / .eps / .pdf Fonts Must be Outlined	<ul style="list-style-type: none"> • Stock colors only, no color matching • No gradients or halftones • Min. line thickness .08" • Min. .125" width & height on loose lines and shapes at actual print size
Full-Color Dye Sublimation Digital Print 4-Color Screen Printing	Vector - Illustrator Files - .ai / .eps / .pdf Raster - Photoshop Files - .tiff / .psd / .eps Fonts Must be Outlined Images Must be Embedded	<ul style="list-style-type: none"> • Full color artwork including gradients, bleeds & halftones accepted • Raster images - minimum 100 dpi @ 100% (actual print size) Recommended 150 - 300 dpi. Printing max. 1440 dpi. • If using PMS Colors specify PMS colors in submitted artwork
Formats	Vector - .ai / .eps / .pdf Fonts Must be Outlined	<ul style="list-style-type: none"> • No gradients or halftones • Min. line thickness .125" • Min. .25" width & height on loose lines and shapes at actual print size • Customer must select colors that match our fabrics, or provide a PMS Color for our graphics specialists to find the nearest match. Exact PMS matches are not an option with Appliqué.

Raster vs Vector & Outlined Text



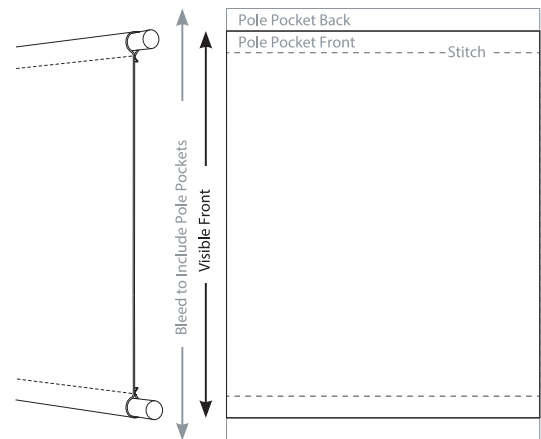
Image Resolution & Viewing Distance

Viewing Distance	6 in	1 ft	2 ft	3 ft	5 ft	10 ft	50 ft
dpi	1200	600	300	200	150	72	10

- 100-300 dpi is best for most applications.
- Greater viewing distance = lower resolution.
ex: Billboard vs. trade show graphics
vs. art photograph in gallery
- Files over 500 mb slow down computers,
may incur additional artwork handling fee.

Bleeds & Finishing

- **Ask our designers whether a bleed should be included.**
- Bleeds are not required unless noted on the template or graphic size provided, or unless creating artwork with special finishing.
- Retractor banners generally require 1/2 inch to 1 inch on top for the snap rails, and 6 to 8 inches on bottom for the leader.
- Banners need bleed for the full area of any pole pockets or finishing that involves folding and/or sewing.

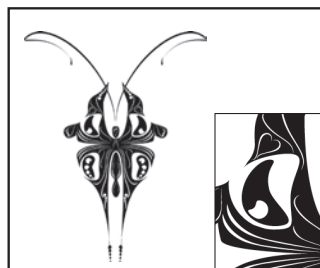


If you are particular about the appearance of your finished graphic, please setup the artwork with full bleed, or you may be charged an additional art handling fee for the time it takes to adjust your artwork for bleed. Graphic size must include bleed.

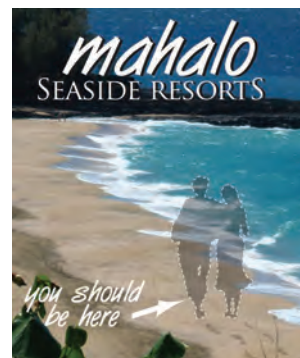
Artwork Examples



- Simple Vector Artwork
- Appropriate for Any Print Type



- Complex Vector Artwork
- Appropriate for Digital Only



- Raster Artwork with Vector Text



- Vector Artwork with Gradient and Shadow
- Appropriate for Digital Only

Artwork Guidelines

Custom Banners

Two-sided banners are printed on the same piece of material and finished using one of the styles our source uses. Hems and Pole Pockets are created by folding the material over. If your art bleeds off the edges, that portion of the art will be folded over, and will show on the back. Please use the specs below when creating your print file.

Visible Area After Finishing

- Your Banner Size
- Area beyond this line will fold over for finishing

Edging

- Your Banner Size minus Finishing Size
- Finishing size determined by style and material

Art Area

- Same size as Edging
- Keep main art within this area

Cut Size

- Your Banner Size plus Finishing Size

Bleed

- From stitch line to 1" beyond Cut Size
- Fill this area with solid color

*If you would like your art to bleed off the sides, you may choose (for hems only).

Correct Layout for Two-Sided Banner with Hemmed Sides

Incorrect Layout for Two-Sided Banner with Hemmed Sides

Image Resolution & Viewing Distance

- 100-300 dpi is best for most applications.
- Greater viewing distance = lower resolution.

Viewing Distance	6 in	1 ft	2 ft	3 ft	5 ft	10 ft	50 ft
dpi	1200	600	300	200	150	72	10

Quotes & Placing an Imprinted Order

To guarantee that we provide you with the best quality printing, and to ensure that your artwork meets basic requirements for your desired printing method, please be sure to e-mail your sales rep a low resolution .jpg or PDF of your artwork during the quoting phase. Depending on your desired printing method and the complexity of your artwork, you may be asked to send your full artwork in advance to be certain it meets all requirements. Failure to meet the guidelines relevant to your artwork and process may result in your order being delayed and additional artwork handling charges.

Submitting Artwork

For files under 8 MB, please e-mail your artwork to your sales rep. For files and zipped folders over 8 MB up to 2 GB, please be sure to get in contact with us so that we may guide you through it.

Additional Handling Fees

You may incur additional artwork handling fees if your artwork does not meet our requirements. Examples include, but are not limited to:

- Incorrect dimensions or not set up to template
- Color matching requested but colors not specified in file
- Changes and adjustments requested
- Missing fonts and/or linked images
- Files originally set up in InDesign/Corel and exported as .pdf
- Screen or thermal files with messy vectors
- Raster files requiring vectorization
- Individual files over 500 MB

File Naming

Please include the Sales Order number in the file name, this will help our graphics specialists better track your artwork.

[SalesOrderNumber]_[GraphicDescription].eps

When providing artwork for jobs with different printed pieces, please place each piece in a separate file, and name each file clearly.

[SalesOrderNumber]_front1.eps

[SalesOrderNumber]_front2.eps

[SalesOrderNumber]_back.eps

*Setup art for mural panels using one single file.