Artwork Guidelines

aura
Graphics

Contents

General Guidelines

Accepted File Types

Ai Adobe Illustrator CS6 (ai/eps)* *preferred*

ID Adobe InDesign CS6 (indd/idml)*

Adobe Acrobat (pdf)

Ps Adobe Photoshop (psd/tif/eps...)

Quark QuarkXpress (qxd)*

* Please ensure files are supplied packaged with all linked files, images and fonts.

Sending Files to Us

You can supply files to us in a number of ways;

THE FASTEST WAYS... DropBox - visit https://dropbox.yousendit.com/AuraGraphics - (maximum file size of 2GB)

Online File Transfer - visit https://aura.wetransfer.com - (maximum file size of 2GB)

OTHER OPTIONS... CD or DVD posted to the relevant Service Centre address shown on the back of this guide
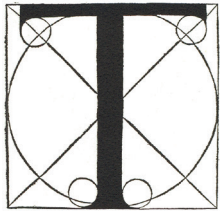
@ Email to your customer services representative (maximum file size of 10MB)

FTP (please contact us for an account)

Layouts

- Where possible setup the design as vector (line drawing) as this allows scaling without loss of quality.
- Try to supply your artwork as CMYK at full size or to scale (e.g. 1:10, 1:20, etc) and let us know what the finished size should be in mm (width x height).
- If you are using specific effects or plug-ins please flatten/expand/rasterize the applicable areas.
- Please supply either a printed copy or PDF of the final design for us to check the layout against.

Typefaces

- Outline any text and strokes in your document.
- If we are to make any changes to the text content then any fonts will need to be supplied to us in Opentype, Truetype or Postscript formats with the appropriate licenses.

Colours

- Advise us if the colours of your design are important (e.g. if the logo should be certain colours).
- Please supply colour references from the Pantone® library. These references can be supplied within the artwork.
- If no references are supplied we will print using the CMYK values set up within the file.
- It would also be beneficial to supply us with a hard copy of any colour correct prints you may have.

Note:
Much confusion surrounds the use of Pantone® colours and CMYK values - any CMYK values you may have had success with in the past are device dependant (meaning they are only applicable to the printer & calibration used at that time). Our digital printers are calibrated to give the best colour representation on each material and therefore the values you may have used previously may give a different result when we print it. We will convert any supplied Pantone® colours into the relevant CMYK makeup appropriate for our machines to give the best result possible.

Images

- Any images placed into the layout must be linked and supplied separately.
- Our preferred image format is Photoshop EPS, layered images should be supplied as PSD files as well as supplying the flattened version.
- To get the best results from our printers the resolution of your images should be as high as possible and ideally no less than 50ppi at finished size. This should be the resolution of the original image, manually increasing the resolution will not result in better quality.
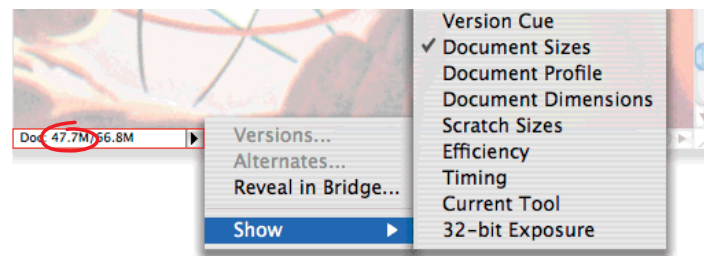
Please bear in mind the viewing distance of the final graphic, as a lower resolution image may be acceptable on a large moving trailer whereas a high resolution image (100ppi or above) will be needed for point-of-sale graphics.

Image Sizes

To determine whether your image is of suitable resolution refer to Document Size (left-hand value) within Photoshop, as shown opposite;

Typical examples;

- 13m x 2m graphic (minimum resolution of 25-50ppi) = Approx. 70-300MB
- 4m x 1m graphic (minimum resolution of 50-100ppi) = Approx. 50-200MB
- 1m x 1m graphic (minimum resolution of 100-150ppi) = Approx. 50-100MB

Bleeds

- Full coverage graphics (wallpaper sections) need to be supplied with 100mm bleeds to overall dimensions.
- Printed periphery cut decals (logos / text) need to be supplied with 5mm bleeds.

Saving

When saving images avoid JPEG compression as this may impact on the quality of larger format graphics

Screen-print & CAD-Cut

It is a requirement of screen-print and cad-cutting that artwork be setup as vector, therefore any fonts **must** be outlined.
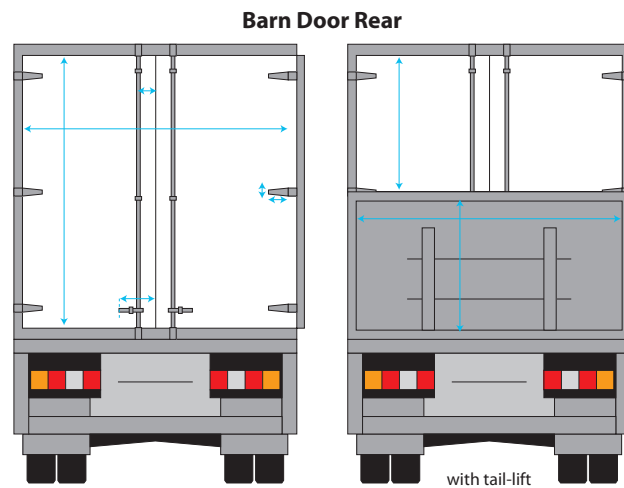
For additional information or assistance please email studio@auragraphics.com or contact your Customer Service Centre.
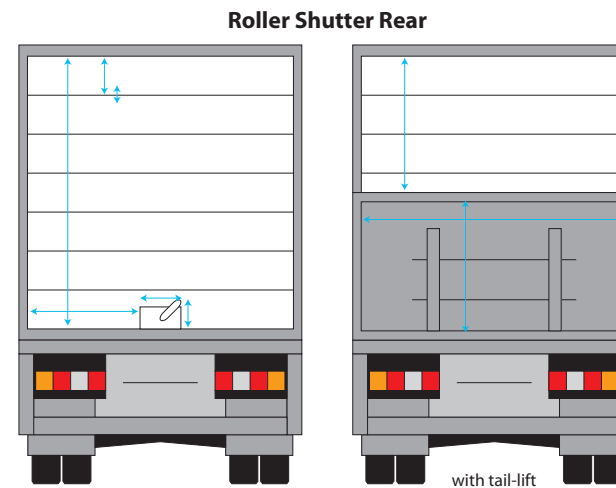
Trailer Livery Guide

Trailer Rears

The Basics

- What type of rear is it - barn door or roller shutter?
- What is the available graphic area - between capping/framework (width x height in mm)?
- Is there a tail-lift? If so what is the visible area of the rear when the tail lift is up?

- Also, can graphics be applied to the tail-lift? if so what is the available area?
- Position & size of any obstructions.

Barn Door Rear

with tail-lift

Specifics
- Position & size of locking bars, hinges.

Roller Shutter Rear

with tail-lift

Specifics
- Height of individual slat (or each slat if different sizes).
- Gap between slats.
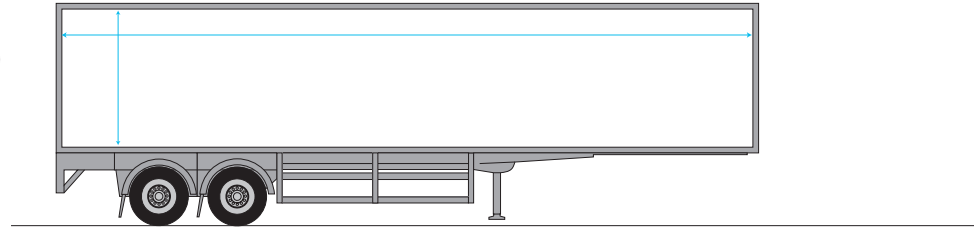- Position & size of handles.

Double Deck

- Are the doors/shutter full height? or is there a panel at the top? If there is a panel please supply the available area.
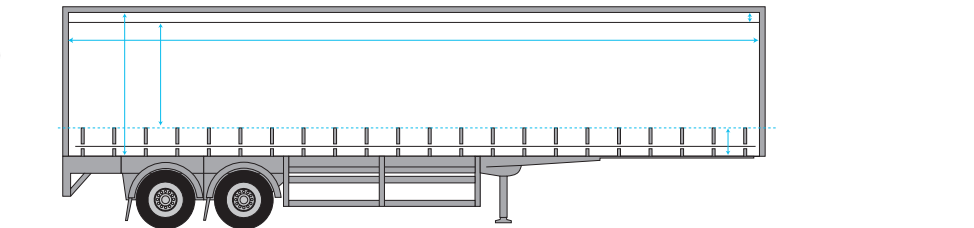
Trailer Sides

Rigid

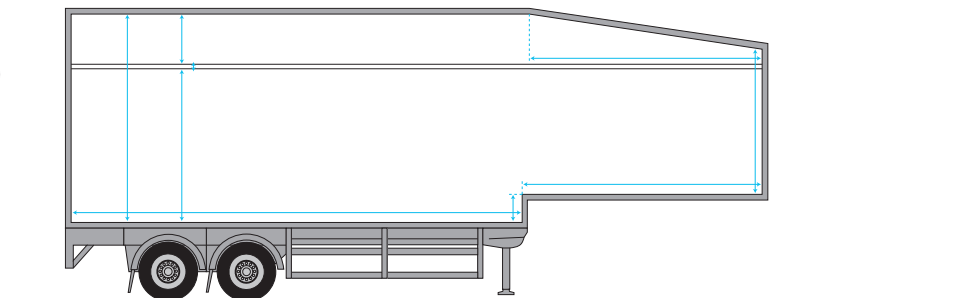- Available graphic area between capping (length x height in mm)

Curtain-sided

- Available graphic area between capping (length x height in mm)
- Height of pelmet area.
- Height of strap area.

Double-Deck

- Available graphic area between capping (length x height in mm)
- Is there a rivet line? If so please supply position.
- Dimensions of step/neck area.
- Is there an angled front?

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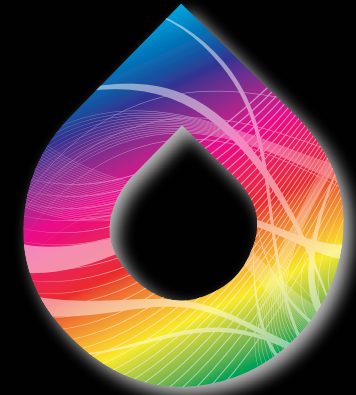**t** +44 (0)1502 501 234
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