



# Client Art File Specifications

JANUARY 2012

## THE FOLLOWING IS A GENERAL GUIDELINE FOR ACCEPTING DIGITAL ARTWORK

1. All files should be 72 dpi at full scale. The quality and clarity of all B2B Media wraps are dependent on the quality of art provided.
2. Prepare files in CMYK. Please provide Pantone values for brand colors as reference  
*(Due to the nature of digital printing, traditional CMYK equivalents will yield varied results)*
3. If using Adobe Photoshop, please separate the vehicle sides into separate files *(ex: passenger, driver, roof, hood, back)*.
4. If using Adobe Illustrator or InDesign, provide all source photography or layered PSDs.
5. Layouts must be layered for potential re-positioning.
6. All support files must be included (logos in .eps format, fonts, etc).
7. All vehicles should be designed on approved templates. Vinyl cannot cover door handles, hinges or sliding tracks, mirrors, rubber moldings, or vehicle emblems.
8. Provide ample bleed to accommodate wrap around and slight vehicle-to-template discrepancies  
*(roughly 6 inches on all sides of template at full scale)*.
9. Vehicle templates can be provided to the client upon request.
10. All digital artwork should be accompanied by a color hard copy.
11. Once client files are reviewed by a B2B artist, adjustments may need to occur for production purposes.  
A color proof will then be sent for client review and approval. The final proof is to be signed and dated prior to files going into production.

## SOFTWARE & FILE FORMATS

Adobe Photoshop CS5 *(Mac/PC)* · Adobe Illustrator CS5 *(Mac/PC)* · Adobe InDesign CS5 *(Mac/PC)*  
Vector EPS · TIFF/JPEG

## MEDIA

Client files can be accepted via CD, DVD, or most external hard drive devices. Should a client wish to upload via FTP/internet, a link can be provided.

## PRODUCTION MATERIALS

Vehicle wraps are printed on 3M vinyl using UV inks. Stock 3M vinyl for cut is available in 22 standard colors. Other colors/textures can be special ordered.

## QUESTIONS?

For additional information please contact creative directors, Nat Shane *(nat@b2bmedia.com)* or Sean Madden *(sean@b2bmedia.com)* at 864.627.1992.

## SHIPPING ADDRESS

B2B Media, LLC · 34 Ellwood Court · Greenville, SC 29607