absolutesigns

Food Truck Wrap Artwork Guidelines & File Requirements

At Absolute Signs, we provide the design templates for all of the food trucks we wrap, regardless of whether or not we design them. This helps to ensure that the wrap will print and fit correctly once it is installed on the truck. First, we will provide a preliminary design template for you to begin working on the design as soon as possible. The preliminary templates are layered vector files at 1/10th scale, saved in .AI format. These templates are intended to get you roughly 90% of the way through the design process.

Once the exterior modifications on the actual food truck are complete, we will take photographs and measurements to create the final, full-size, layered .TIFF (Photoshop) templates. The final templates are much more accurate and are intended to work with the preliminary templates by dragging and dropping vector "smart object" design elements from Illustrator into the design group layer in Photoshop.

The final templates are typically provided within the last few weeks of the food trucks completion. We ask that you transfer your design over to the provided .TIFF templates and provide us with those print-ready files as soon as possible.

IMPORTANT: All artwork must be saved in CMYK format. Vector-based artwork is preferable whenever possible, but high resolution raster images can also be incorporated. Please outline or rasterize all live fonts and *embed* all linked content from your computer or Adobe CC Library. Only *embedded* images and objects will transfer in the design files that you supply to us. Absolute Signs cannot be held responsible for any production delays caused by incomplete provided art files with linked or missing content.

Artwork Bleed: It is HIGHLY IMPORTANT that your design includes the proper amount of extra background/bleed area beyond the outer edges of the food truck you're designing for. The bleed area allows us the excess material needed to wrap the truck without any gaps and also gives us the flexibility needed to correctly position the design on the truck. Please reference the image and dimensions shown on the 2nd page of this document to properly set up the bleed area in your design.

Design Programs:
- Adobe Illustrator (AI)
- Adobe Photoshop (TIFF)

Save files with all content embedded/included:
- All VECTOR GRAPHIC content **embedded** in the file
- All RASTER IMAGE content **embedded** in the file
- All fonts, along with the name of the font
- Any Pantone Matching System (PMS) content.

When sending small art files via e-mail:
Our e-mail address is: Josh@AbsoluteSigns.com
Please include in the e-mail: your name, company name, project/item name and a short description.

Web Upload / File Transfer
We accept files from online file transfer services such as Dropbox.com or WeTransfer.com. We also have a FTP server available for use, please ask us for more information.

Physical Disk and Drive formats:
- DVD
- CD
- USB Flash Drive
- USB Portable Hard Drive

Visual Preview & Text File Formats:
- JPG/PNG/PDF
- PDF
- DOC/TXT/RTF

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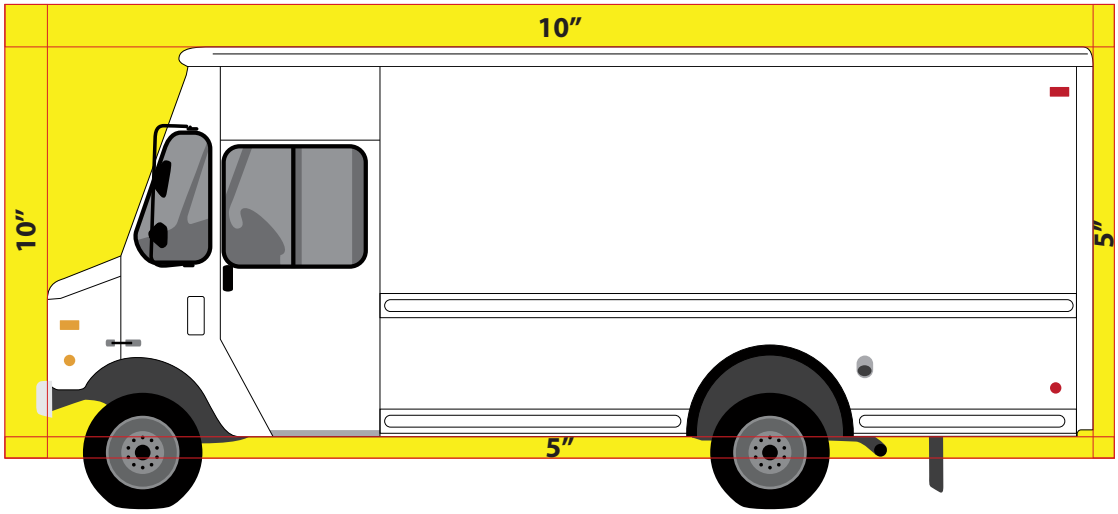
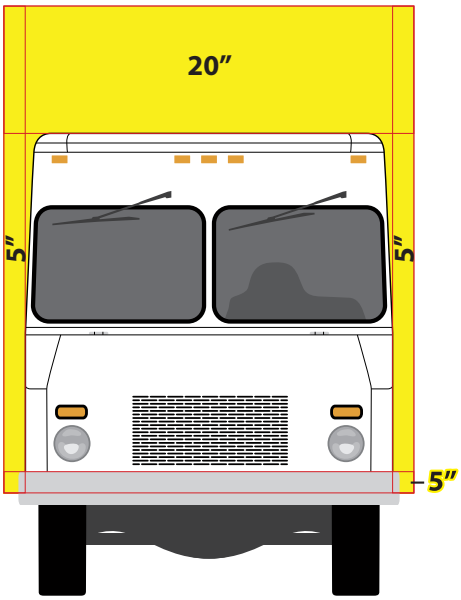
Bleed for Driver & Passenger Sides: 10" Front / 10" top / 5" Bottom / 5" Back

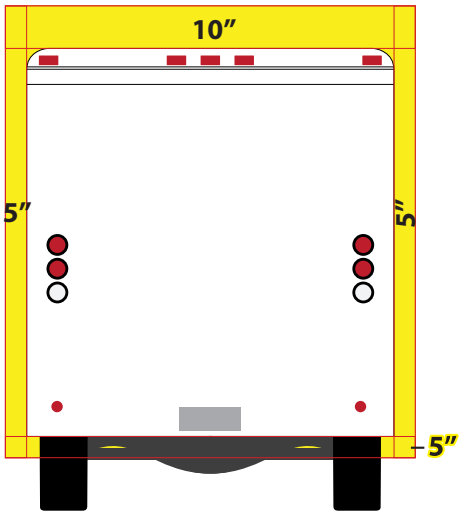


Bleed for Front Design:
30" Top / 5" Sides / 5" Bottom



(The large excess at the top here allows us to adjust your file as needed to custom-fit the design to this unique area prior to printing.)

Bleed for Back Design:
10" Top / 5" Sides / 5" Bottom



Please feel free to contact us if you have questions at any time! (Josh@AbsoluteSigns.com)