ARTWORK SPECS DOC

3D VINYL ARTWORK REQUIREMENTS:

After the creative concept is signed off, 3D vinyl is created in two parts:

1. The background vinyl (aka "Vinyl") is your standard vinyl that covers the entire flat surface of the billboard face and;

2. The 3D Prop (aka "Prop") is attached to the vinyl to create the 3D

The vinyl and the prop require separate artwork files. Here's the rundown on both:

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1 VINYL

ARTWORK REQUIREMENTS:

The graphic of the prop itself needs to be removed from the vinyl creative. Regardless of where the prop is placed on the vinyl there needs to be a complete finished print behind. Here's an example:

ORIGINAL CREATIVE CONCEPT

VINYL PRINT

VS

NO WHITE SPACE

The vinyl behind the prop needs to be printed as if you simply removed the car.

ACCEPTED FILE TYPES FOR VINYL ARTWORK:

PDF - fonts outlined & high res

Adobe Photoshop - include layers, high res

Adobe InDesign - include .idml, packaged, high res

it is recommended building the vinyl file so that 0.5 inch is equal to 1 foot at 300 dpi

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AND

2 PROP

ARTWORK REQUIREMENTS:

In order to create the 3D Prop, multiple angles of the same 3D graphic are required. Here's an example:

MULTIPLE VIEWS OF OBJECT

BACK   TOP

BOTTOM   SIDES

ACCEPTED FILE TYPES FOR PROP ARTWORK:

Vector, Adobe Illustrator or PDF - ideally detailed vector artwork in multiple angles is best

OTHER OPTIONS ACCEPTED ARE:

Adobe Photoshop - highest res as possible, multiple angles

EPS / TIF - highest res possible, multiple angles

(NO JPG / PNG or GIF)

*** Please Note:** if you have a logo on your prop the logo needs to be on a separate layer and needs to be vector to ensure the best quality. As well as we may ask for pantone colours for matching purposes **