



# ARTWORK GUIDELINES



If you will be supplying your own artwork for production, please follow these guidelines to help ensure that there are no delays with the roll out of your brand.

If anything is unclear or you just need a little more help, please contact us for support.

## SENDING US YOUR FILES

### Email

Send the artwork to your internal account manager or [studio@aurabrands.com](mailto:studio@aurabrands.com)

Overall file size limited to 10MB

### Web

Please visit [aura.wetransfer.com](https://aura.wetransfer.com) to send your artwork to [studio@aurabrands.com](mailto:studio@aurabrands.com)\*

Overall file size limited to 20GB

### Post

A USB memory stick can be posted FAO your internal account manager.

Overall file size limit: No limit

# PRINT READY ARTWORK

## SCALE

Always **state the scale that the artwork is supplied at**, or alternatively state the final size that the graphic should be.

## EFFECTS

**Flatten/expand or rasterise** any live effects or plug-ins.

## FILE TYPES

We use the Adobe Creative Suite software: **Illustrator & Indesign**. Please ensure it is packaged & exported correctly.

Please also supply a **low resolution PDF** so we can ensure the final artwork has reached us correctly. This also allows your account holder to view the artwork while not having access to the Adobe Creative Suite.

**TOP TIP!** If possible, use your preflighting software to bring the file size down without affecting the output

## BLEED

Pre-spaced logos & text require **5mm print bleed**, Full coverage wraps require **100mm print bleed**

## FONTS

All fonts need to be either **outlined**, supplied with the **appropriate licenses** or available via **Adobe Fonts**

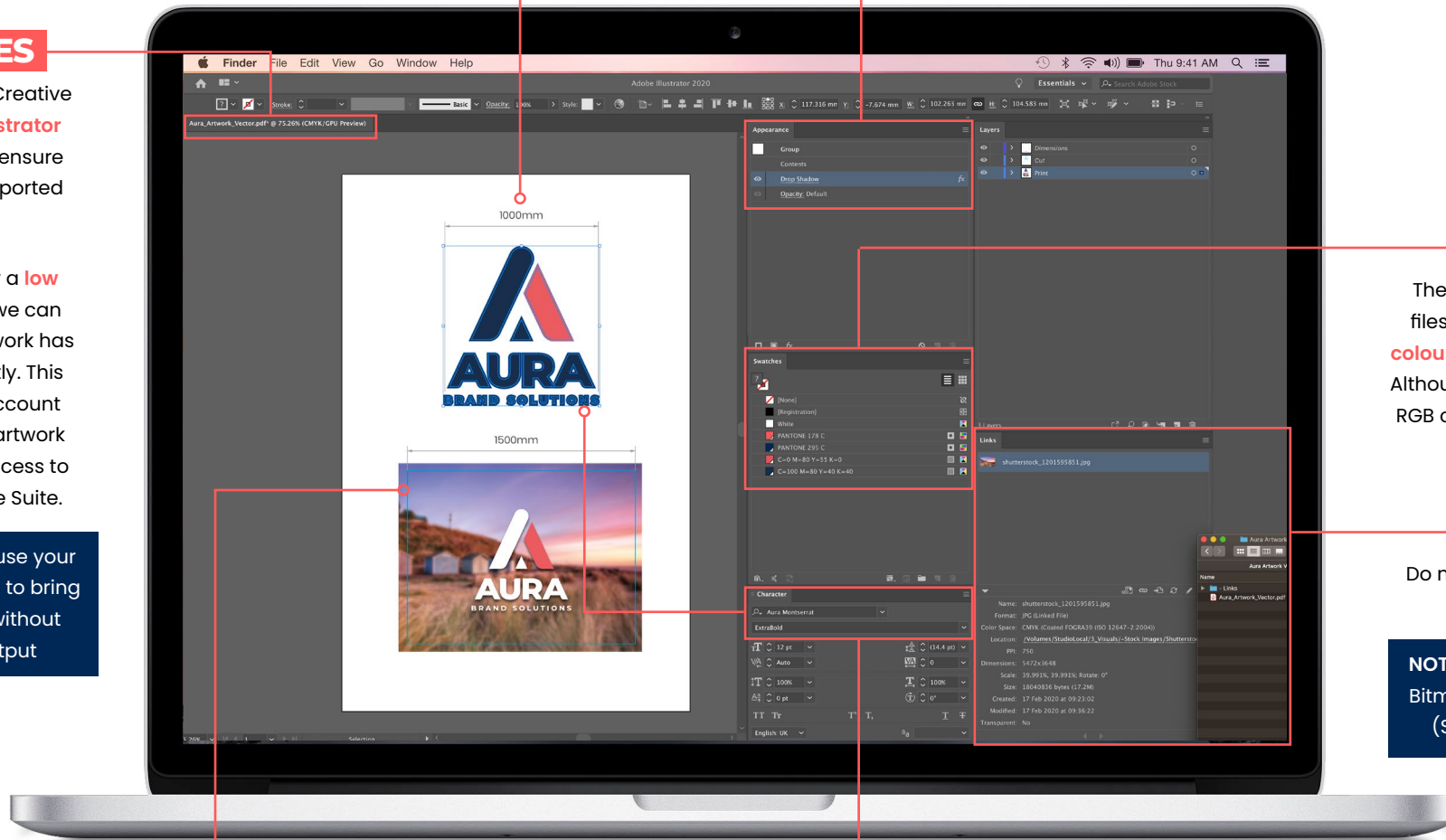
## COLOURS

The only colours used in your files should be **CMYK process colours** or **PANTONE spot colours**. Although our printers can convert RGB colours, we can't guarantee results

## LINKS

Do not embed links, **supply as separate files**.

**NOTE:** Links need to follow our Bitmap artwork requirements (See the following page)



# BITMAP ARTWORK & LINKS

## FILE TYPES

We use the Adobe Creative Suite software: **Photoshop**.

Please send a 'Live' layered file along as the **final flattened version**. This is in case we have to make any adjustments.



## RESOLUTION

The **minimum-preferred** (if possible) resolution at full size depends on the viewing distance and final format;

**Under 1m (Small Format)**

Example: Brochure

**300PPI**

**1-3m (Medium Format)**

Example: Point-of-Sale display

**150PPI-200PPI**

**Over 3m (Large Format)**

Example: Vehicles & Walls

**50PPI-75PPI**

## PPI or DPI?

**Pixels per Inch.** Describes the number of squares that show up in an inch of a digital screen.

**Dots per Inch.** Describes the number of physical dots of ink in an inch of a printed document.

## COLOUR MODE

**CMYK** (Aura cannot guarantee results of RGB files when printed).

# OVERVIEW & CHECKLIST

## ► File Types

We accept the standard design

**Adobe Creative Suite files:** Illustrator, Indesign & Photoshop.

## ► Colours

The only colours used in your files should be **CMYK process colours** or **PANTONE spot colours**

## ► Scale

Always state **the scale the artwork is supplied at**, or alternatively state the final size the graphic should be.

## ► Fonts

All fonts need to be **outlined**, **supplied with the appropriate licenses** or available via **Adobe Fonts**

## ► Bleed

The amount of bleed required depends on the type of graphics being produced.

- Pre-spaced logos & text: **5mm bleed**
- Full coverage wraps: **100mm bleed**

## ► Resolution

The minimum PPI (pixels per inch) depends on the viewing distance.

Under 1m: **300PPI**

1-3m: **150PPI (min) / 200PPI (preferred)**

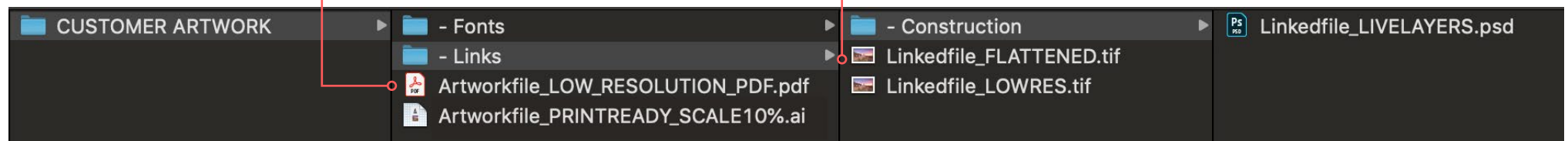
Over 3m: **50PPI (min) / 75PPI (preferred)**

## ► Low Res File

**Always supply a Low resolution PDF.** It allows your account holder to view the artwork while not having access to the Adobe Creative Suite..

## ► Linked Images

**Do not embed images** - supply Illustrator files with separate links, and Indesign files correctly packaged



An example of a typical folder structure

# PROJECT SPECIFICS



**Throughout our years of implementing brands, we've learned what different elements need extra thought depending on the final application the graphics will be applied to. The following pages discuss the main considerations when creating artwork for a range of application examples.**

# VANS & CARS

## ROOF HEIGHT

Essential to know early on to ensure the graphics fit as expected

## GLAZING

Are any glazing windows present which might affect the graphics?

## SLIDING DOORS

Nearside, Offside or Double?  
The door runner can affect graphics

## BODY FURNITURE

Locations of possible obstructions  
(handles, badges, etc.)

## BODY TRIM & BUMPERS

Plastic or body coloured?  
If body coloured, will these require wrapping?

## MAKE & MODEL

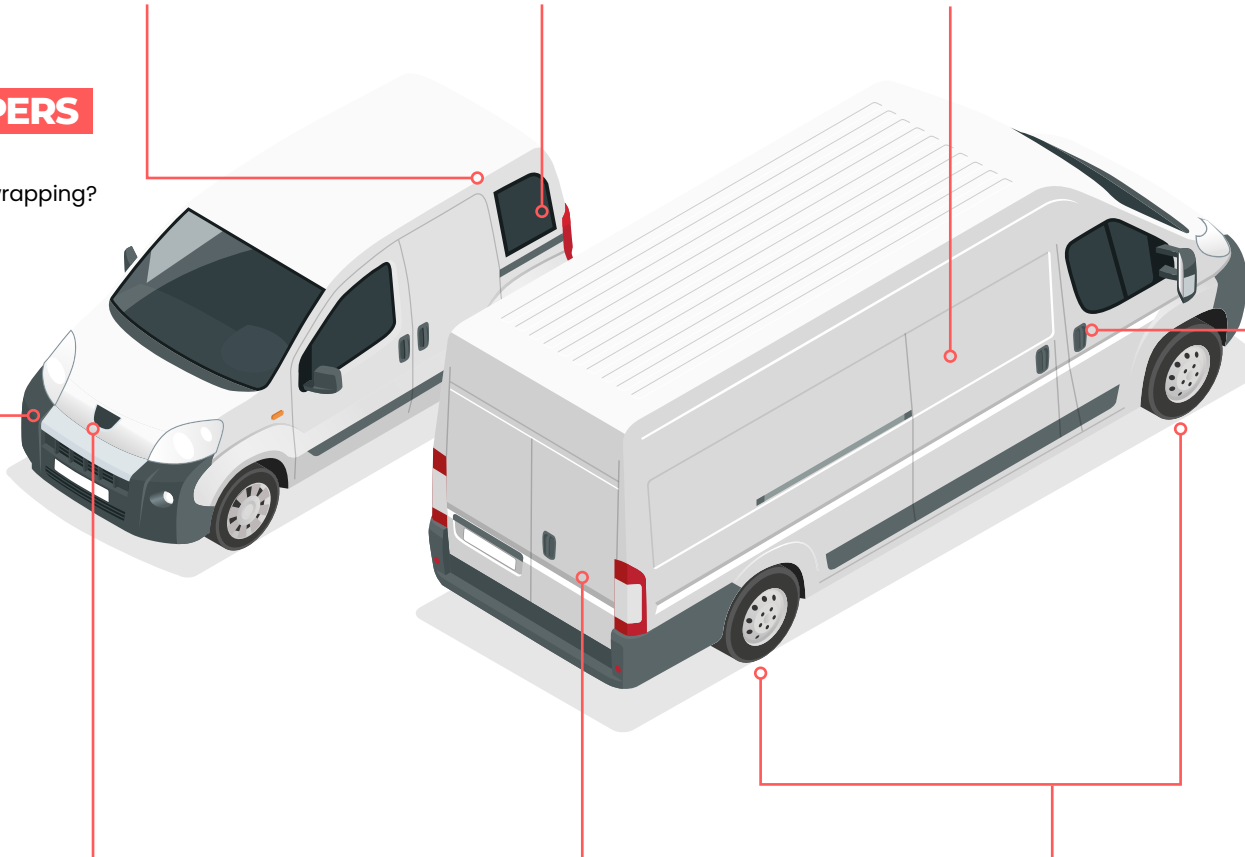
If possible provide the vehicle registration so we ensure the correct year model is used. Vehicles are updated regularly.

## REAR DOOR STYLE

Tailgate or Barn doors?  
Glazed or Unglazed

## WHEELBASE

Essential to know early on to ensure the graphics fit as expected





# CAB UNITS & TRAILERS

## BODY FURNITURE

Locations of possible obstructions  
(handles, locking bars, hinges etc.)

## AIR DEFLECTOR

Is a air deflector on the cab?  
Does the deflector have side collars?

## TRAILER TYPE

### Single Deck

Area between cappings?

### Double Deck

Is there a rivet line?

Is there a step area?

Is there an angled front?

Are the rear doors full height or  
is there a panel area above?

### Curtainside

Dimensions of Pole centres,  
buckles etc

Height of pelmet area.

Height of strap area.

## REAR DOORS

Barn doors or roll shutter?  
Is there a tail-lift?

## BODY TRIM & BUMPERS

Plastic or body coloured?  
If body coloured, will these require wrapping?

## CAB UNIT MAKE & MODEL

If possible, provide the vehicle registration so  
we can ensure the correct year model is used.  
Vehicles are updated regularly

## TRAILER LENGTH

Overall area for graphics?  
Axle configuration?  
Essential to know early on to ensure the  
graphics fit as expected

# BUSES & COACHES

## ADVERT BOARDS

Are there any advert boards on the vehicle (Side and rear)

## GRILLS

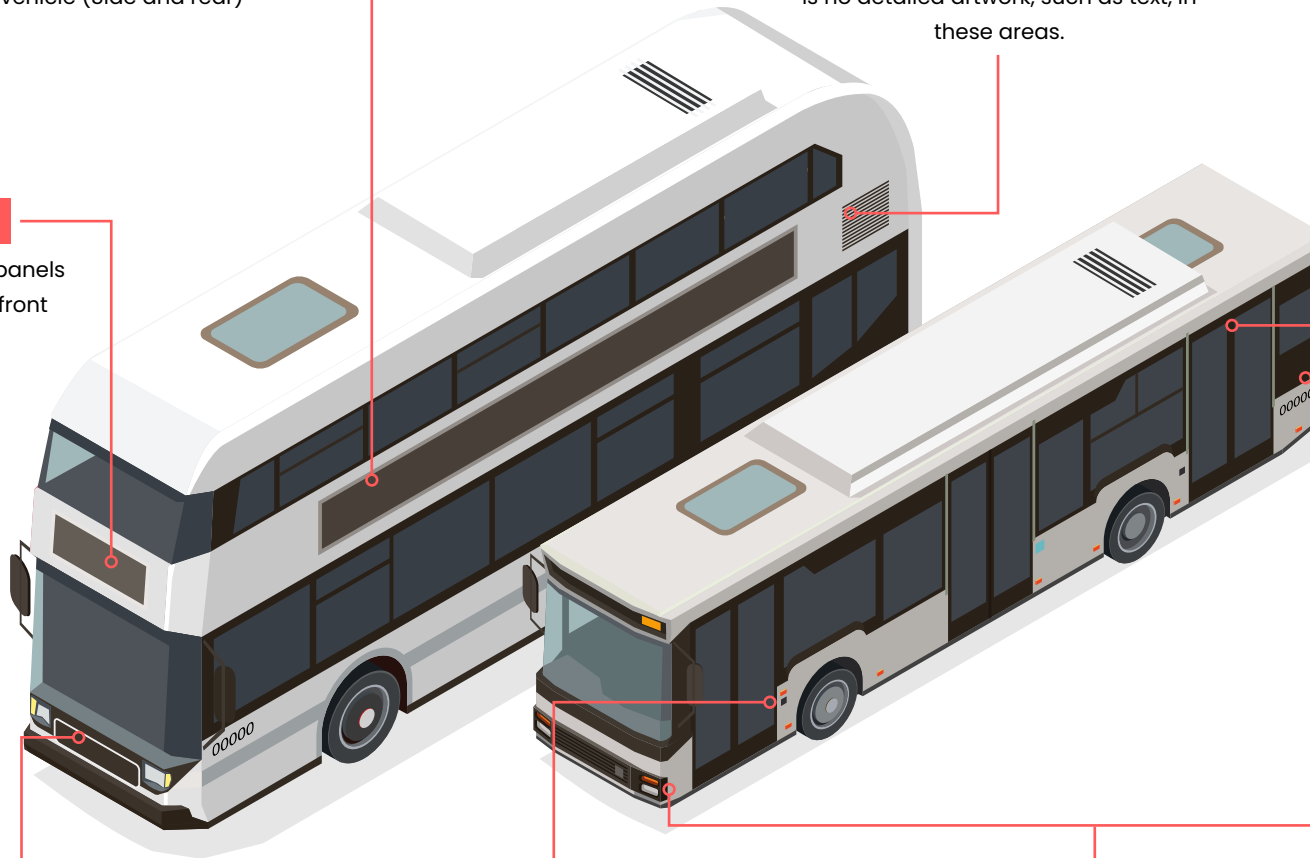
Position and size of grills. Ensure there is no detailed artwork, such as text, in these areas.

## DOORS

Location of all emergency/disabled doors

## LIGHT BOXES

Are light boxes or destination panels present on the rear, sides or front



## LEGAL LABELS

Are there any legally required labels that need avoiding, moving or replacing?

## MAKE & MODEL

If possible, provide the vehicle registration so we can ensure the correct year model is used. Buses and coaches have many different variations, with subtle changes (i.e. door locations, etc)

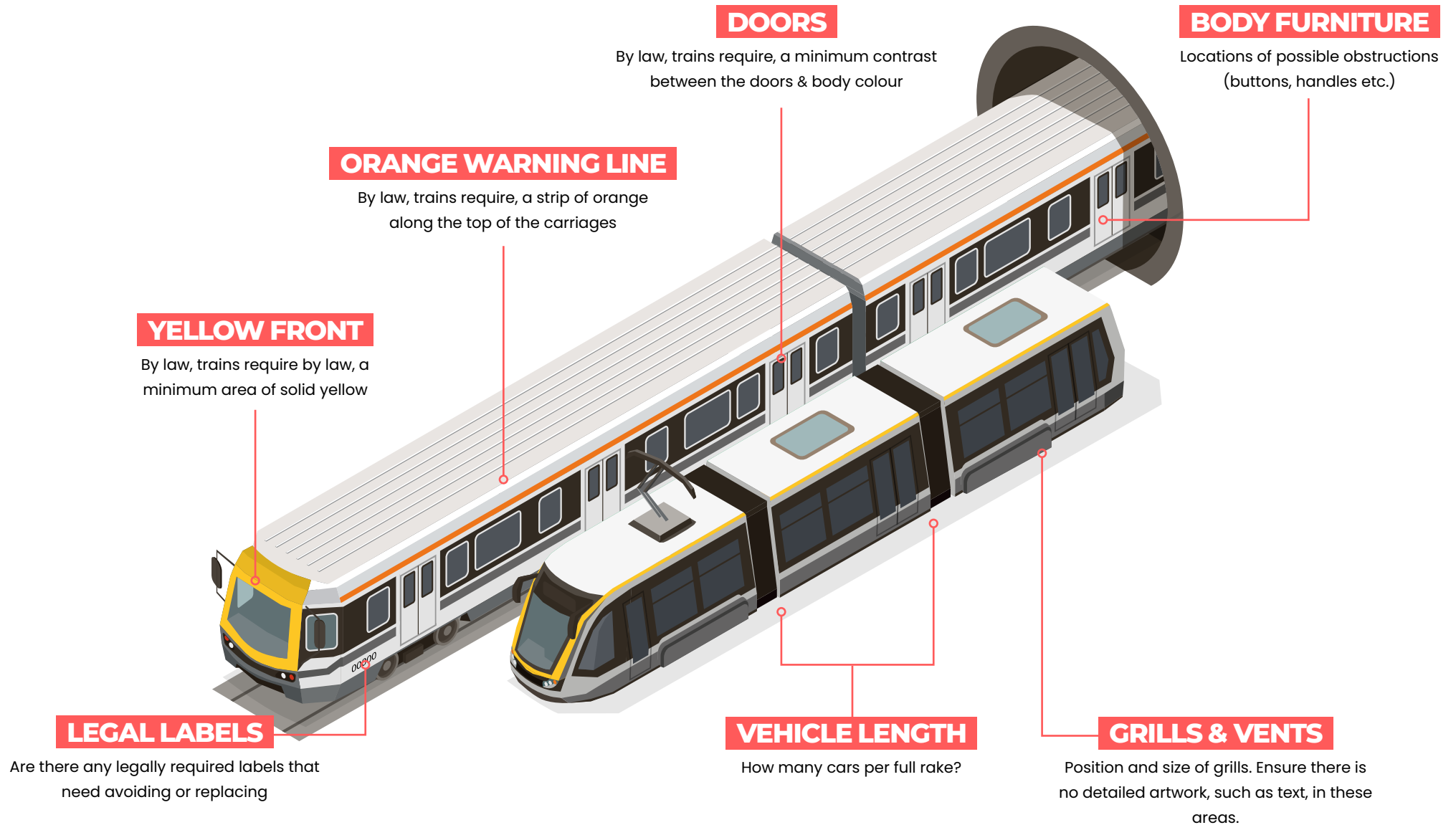
## BODY FURNITURE

Locations of possible obstructions (handles, buttons, etc.)

## VEHICLE LENGTH

Tri or Twin Axle?  
Number of seats?  
Essential to know early on to ensure the graphics fit as expected

# TRAINS & TRAMS



# WALLS

## GRAPHIC AREA

Overall area available.

Measure each end in case there is any tapering of the wall, or ensure additional bleed has been supplied

## NON-MOVABLE OBSTRUCTIONS

Keep important artwork off these areas

## WINDOWS

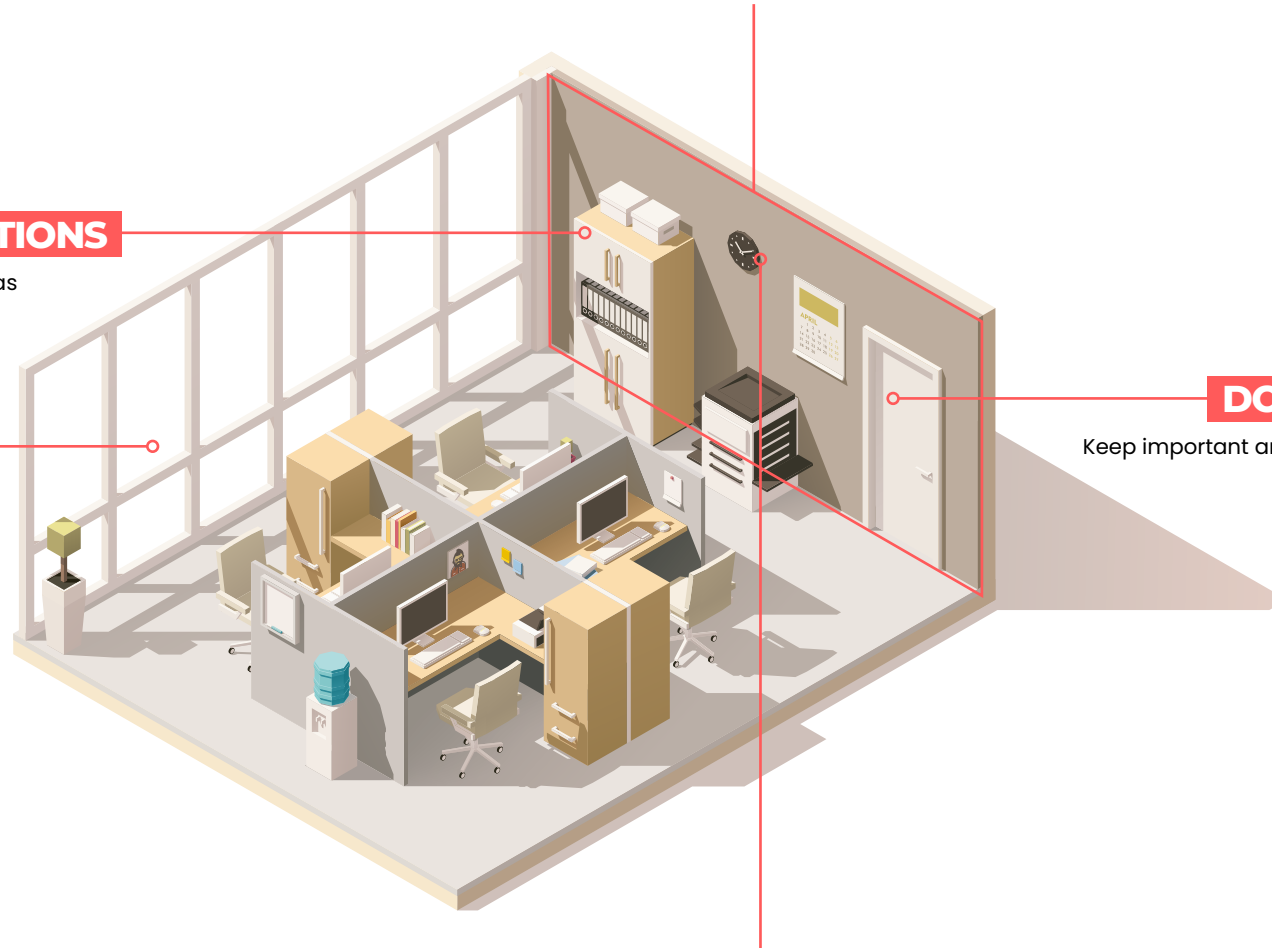
Full length windows will require safety manifestation film placed at the required heights

## DOORS

Keep important artwork off these areas

## MOVABLE OBSTRUCTIONS

Are these located in a permanent position? Will they affect the design? If so, can they be moved?





[aurabrands.com](https://aurabrands.com)

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