



Clubhouse Trailer Co., LLC.  
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## Electronic Art Guidelines

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- Trailer graphics are printed using digital processes only
- Electronic art in its original format should include any images or artwork linked to the layout.
- Photoshop files should be saved in CMYK color mode.
- Small images should be sent in highest resolution files for printing.
- Compression - use a self-extracting software package (WinZip or Stuffit)
- Indicate PMS colors in file and/or supply any color samples needed for color matching.
- Fonts should be converted to outlines or submitted with artwork (Including fonts embedded in placed images).
- Resolution for Digital Printing - 1/4 scale 200 dpi, 1/10th scale 500 dpi etc. of final output size, cropped and rotated in Photoshop.
  - Resolution may be lower if text/logos are either vector or higher resolution. Text and logos lower than 50 dpi at full size may pixelate.
- Include at least 2" bleed on all sides, preferably 4" bleed. Please indicate scaling or final print size when submitting files and supply separate linked files for each side, rear or front.

### Image Formats:

RGB	CMYK	TIFF	EPS	Digital File
Digital Printing Only	Digital Printing and Screen Printing	Digital Printing and Screen Printing	Digital Printing and Screen Printing (No separated files)	Vector format required for Plotter Cut Vinyl and Contour cut to shape

- Files should be submitted at 100% scale or scaled proportionally with final output size indicated. Vehicle wraps should be scaled to 1/10th (1" = 10") of final print size.
- Pantone Color Matching available for Screen Printing only. For Turbojet, Pantone Color duplicating is simulated using CMYK equivalents.
- Digital Printing - To achieve a consistent, rich black in color areas, create a built black comprised of: 50% Cyan, 50% Yellow, 50% Magenta and 100% Black. Do not use four-color blacks for small text - use only 100% black for small text.
- All jobs requiring file adjustments (re-sizing, color correction, color matching, typesetting, etc) may incur charges for art time.
- Color match from panel to panel is achieved through head-to-toe print processes