Artwork Requirements for Polyweld Imaged Truck Curtains 2018

In order for your imaged curtains to look great and to ensure they and manufactured in a timely manner, Polyweld have put together these artwork requirements to assist your graphic artist in setting up your artwork for your imaged curtains.

If you do not have a graphic artist and need assistance, then Polyweld can put you in touch with a graphic artist who understands designing for trucks. This work is charged at a rate of $50 an hour and includes concept development, assembly of artwork, proofing and author's changes, approval and preparation of print-ready artwork.

TIMING IS CRITICAL!

The design and artwork preparation process will take time. It is important that you get onto it early. Delays caused by late artwork can delay the scheduled delivery of expensive transport equipment worth hundreds of thousands of dollars.

MATCHING COLOURS: SIGNWRITING VS PRINTING

There are two types of imaging: **Signwriting** and **Print**.

Signwriting uses paint and templates to image a curtain and thus to match colours the Pantone (PMS 2018) standard paint values must be provided.

Note: The limitation of signwriting is that it is limited to very basic graphics and logos achievable with templates. It is unable to achieve high-fidelity graphics.

Print is achieved by using UV reactive inks in CMYK (Cyan, Magenta, Yellow and Key (black)) to achieve an extremely high quality and colour accurate print that is not limited to what graphics can be used.

Note: The limitation of print is that CMYK values can be interpreted by different printers in different ways – This means that while the file and the graphic may remain unchanged, slight variations in colour may occur and should be expected across multiple printers making it unreliable for a consistently colour-matched corporate identity or highly colour specific imaging in general.

For more information on either method or to simply find out what option is best for you, please call the Polyweld main office at (03) 9305 3337.

It is critical that you specify any and all colours that you want us to match as well as set them up as spot colours in your art file. If you have a physical sample of the colour you want us to match and you are not sure of the PMS value or how it has been imaged, please provide it to Polyweld to match.

If you are concerned about the colours of your project, you can request a press proof at an additional cost of **$130 + GST** that we will ship to you, showing a scaled printout or painted sample of your curtain exactly how you'll see it when finished. This is a worthwhile investment to ensure that you will be happy with the result, as well as keeping your fleet consistent. It does however contribute a proportionate amount of time onto the duration of the production process.

ACCEPTED FILE FORMATS

Polyweld works exclusively with with Adobe Illustrator and Photoshop. Please do not provide any file format native to another graphics package such as Corel, as we cannot use them.
See below a list of our accepted and preferred formats for graphics:

Adobe Illustrator .EPS - CS2 and above (Outline all fonts and embed thumbnails in save options).

Adobe Illustrator .AI – CS2 and above (Outline all fonts and embed thumbnails in save options).

.PDF - generated only from an Illustrator, InDesign, or Photoshop file (Exported with "Press Quality" profile, outline all fonts and embed thumbnails in save options)

Adobe InDesign .INDD - CS2 and above (Exported with "Press Quality" profile, outline all fonts and embed thumbnails in save options)

Adobe Photoshop .PSD, .TIFF, .JPEG - CS2 and above (Flatten images / Supply fonts)

Note: Files created outside of the above for example Flexi Sign, Corel Draw or other packages can produce unpredictable results including the wrong colours being produced or corruption of the design, and are largely unworkable by Polyweld. If your files have been created in any of these formats then it is advisable to get a press proof to ensure the output meets your requirements assuming Polyweld is able to use the supplied Artwork. As a rule of thumb, it is always better to supply a PDF export than an unlisted design package's project file.

SCALE AND RESOLUTION

At the final size the preferred resolution is between 15 and 30 PPI (Pixels Per Inch). A truck 13 metres x 3 metres will have an expected file size of 220MB. Higher resolutions than 30PPI are indistinguishable at viewing distances of more than 3 metres. Doubling the resolution quadruples the file size which makes files difficult to manage.
Please keep the file size as low as possible while preserving image quality.

You will need to set your artwork up at a scale equal to 10% or 20% of the final curtain's dimensions. This means that if you set your files up at 10% scale, the resolution will need to be multiplied by 10 equalling 300PPI to achieve a resolution of 30PPI when printed full size.
Most software packages will set 300ppi by default, but please be mindful of the scale difference in resolution after print – a clumsily made graphic can look like a fuzzy mess after print if the PPI isn't set correctly.

CRITICAL INFORMATION

Polyweld will have supplied you with the following documents to assist with setting up your artwork;

Artwork Requirements for imaged truck curtains 2018.pdf (This document)

Imaged curtain masks e.g. 57001 Passenger Mask.pdf and 57001 Driver Mask.pdf

57001 Info Doc.pdf

This document provides you with your options and instructions for setting up your files. The mask documents can be used in illustrator as a template to assist you in setting up your artwork to the correct size. The Info Doc.pdf specifies the blank sizes for the whole curtain and if the curtain has bottom panels (Shown in the masks) it will have the blank sizes each panel.
A curtain is divided into a top and bottom panel when its blank (production) height exceeds 3.01m or 3010mm to allow for certain production procedures to take place before being joined and finished.
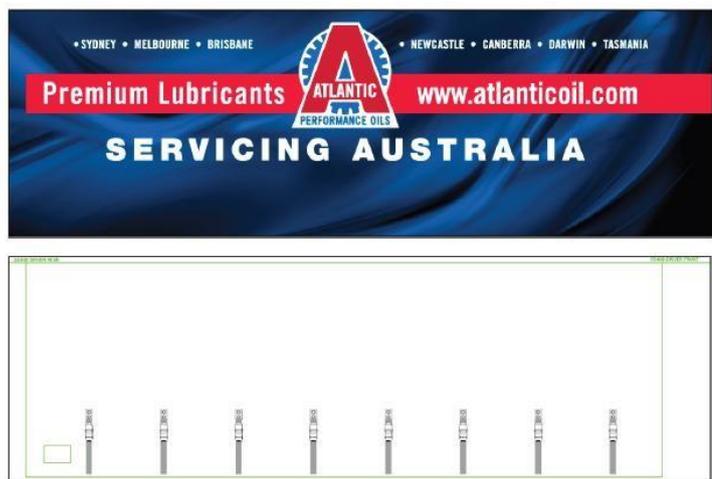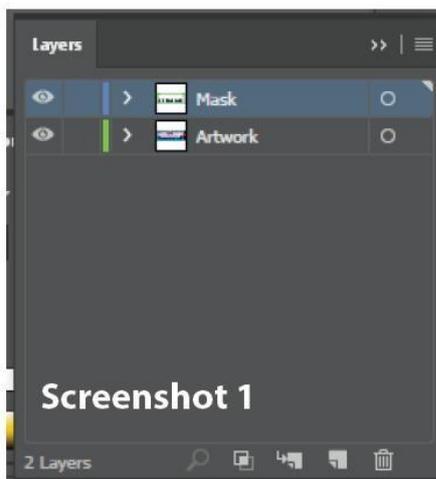
The provided masks are designed to make designing your imaged curtain like colouring in. We give you the dimensions and a digital template in PDF form for maximum compatibility so that when you or your designers want to position your artwork they know exactly where it will fit on the massive canvas that is your trailer.

SETTING UP YOUR ARTWORK (ILLUSTRATOR)

Note: The following steps may be different for alternative graphics packages, please follow the steps as closely as possible and provide a workable PDF export.

In Adobe illustrator create a document set up to the overall blank size. The blank size is documented in the Info Document. Set up two art boards; one for the passenger and one for the driver's side.

Within each art board create two separate layers, one for the artwork and one for the mask. Open the driver and passenger mask files and place them in their corresponding art boards as per below

With both layers turned on, you can set up your design noting the following

- The inner green line indicates the visible area. Keep all of the important design elements within this area

- The area outside of the green line shown the blank area. This is the additional material required for the pole sleeves, hems and under the pelmet. Bleed the background out to this area.
- Ensure that all text and important design elements are kept out of the buckle area

Once you have manipulated your design to work with the mask your file should look like the screenshot below.

Double check you are happy with the positioning.

Make sure that all fonts are outlined and any linked artwork is embedded.

Ensure that all elements are converted to CMYK, **NOT** RGB. RGB is for digital and web use, when an RGB graphic is printed, the printer will approximate the CMYK equivalent of that RGB colour and may come out drastically different in appearance. Please make sure your artwork is supplied in CMYK.

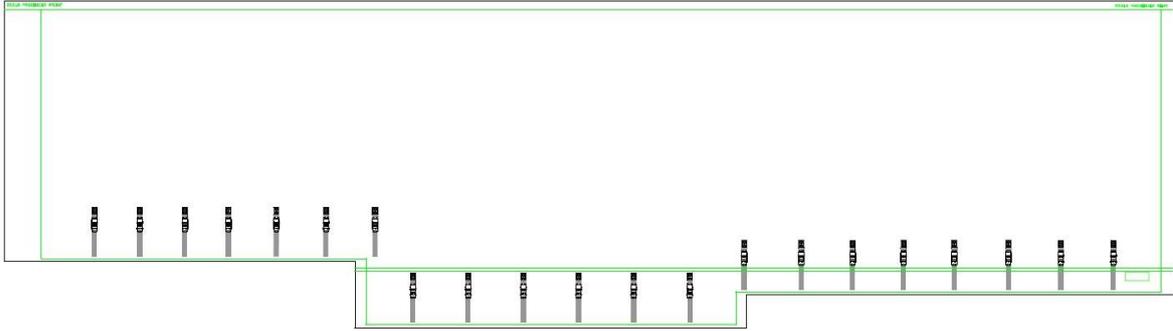Ensure that there are no low-resolution elements which may look pixelated when scaled up to full size.
If your artboards are correctly scaled to 10% as per mask dimensions then you can tell by zooming to 1,000%. What you see is the exact scale it'll print at, meaning if something looks low quality you can expect to see that on the finished curtain as well.
It's worth noting however that even low-quality images look far better from further away, usually 3-15m.

Save as a Hi-Resolution PDF (Press Quality) @ 300dpi (Or higher if necessary, but no lower as you risk quality issues described earlier).

ADDITIONAL REQUIREMENTS FOR DROP DECKS AND BOTTOM PANELS

For curtains over 3.15 metres high and Drop deck curtains there is an additional step required to separate the overall blank into top and bottom panels.

If the mask supplied has two horizontal lines separating the blank into two sections towards the base as per above, and the info.doc has blank sizes for both top and bottom panels specified then the overall image needs to be separated into separate top and bottom art files.
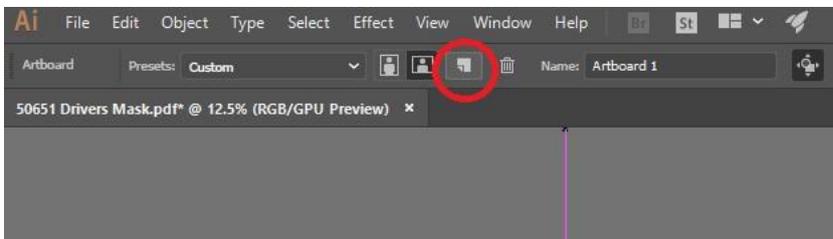
To do this there are two methods:

You firstly will need to have followed the above steps, and you should have 2 layers in your file.
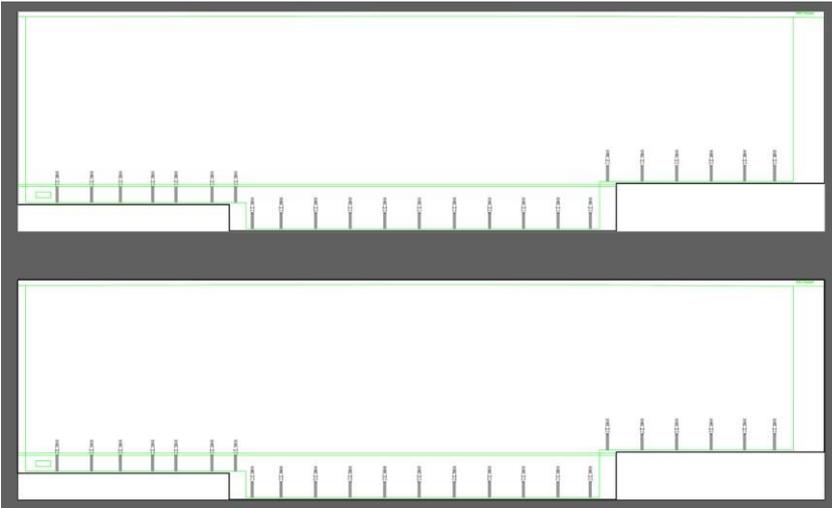
Layer 1) Artwork

Layer 2) Mask

Now, you need to duplicate the artboard. To do this simply click Document

Setup > Edit Artboards . New Artboard.

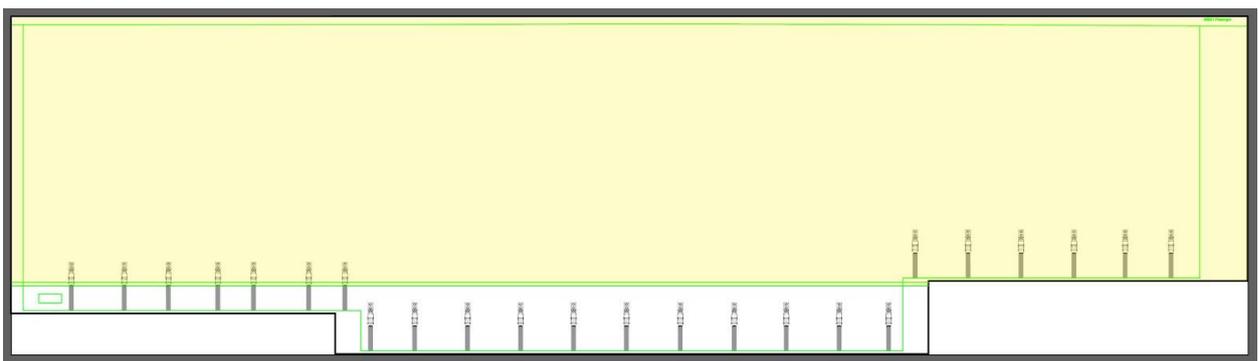Copy the art from page 1 and paste it onto the second board so that you have 2 copies

In the mask you will see two parallel horizontal lines, these indicate where to top panel and bottom panel overlap when they are welded together.

The bottom of the top panel blank will finish on the lower of the two lines, and the top of the bottom panel blank will start on the upper of the two lines creating a 40mm overlap.
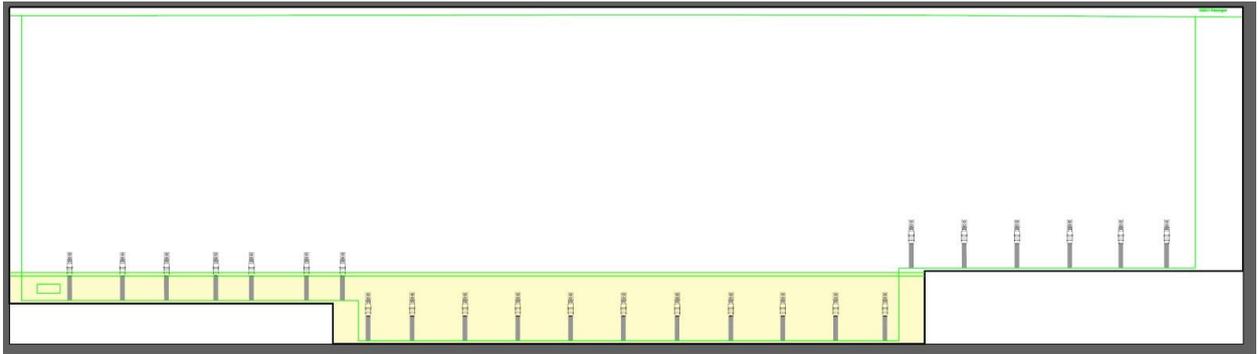
On the bottom panel once you've positioned the artwork correctly, create a 35mm strip of white from the top line, stopping 5mm from the bottom line where the top panel ends.
This leaves 35mm of unprinted area for Polyweld's production (we use this to join the curtain's panels together) and 5mm of extra image (bleed) to ensure everything aligns correctly on the image once it's been joined.
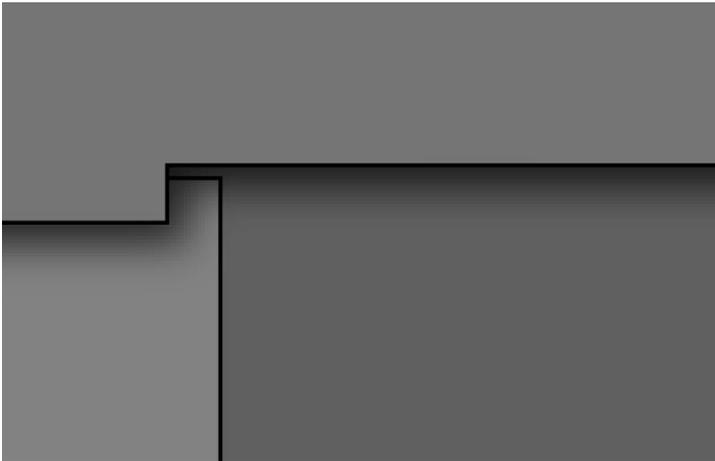
TOP PANEL (Top of curtain to bottom weld line)

BOTTOM PANEL (Bottom of curtain to top weld line)

40mm OVERLAP (35mm white unprinted area and 5mm bleed)

Once this is done, you should have a 2 page pdf with both file dimensions matching the blank sizes in the info doc. Alternatively you can save out each artboard separately using the setting mentioned earlier and provide them as such.

Save the Multipage PDF and forward it to Polyweld (**sales@polyweld.com.au**), specifying and PMS colour to match.

Note: **_The PDF files will tend to be large in size and cannot be easily emailed directly so please provide a downloadable link using Dropbox, Google Drive, etc._**

For any questions or queries please don't hesitate in contacting Polyweld below:

Phone: (03) 9305 3337

Email: sales@polyweld.com.au