

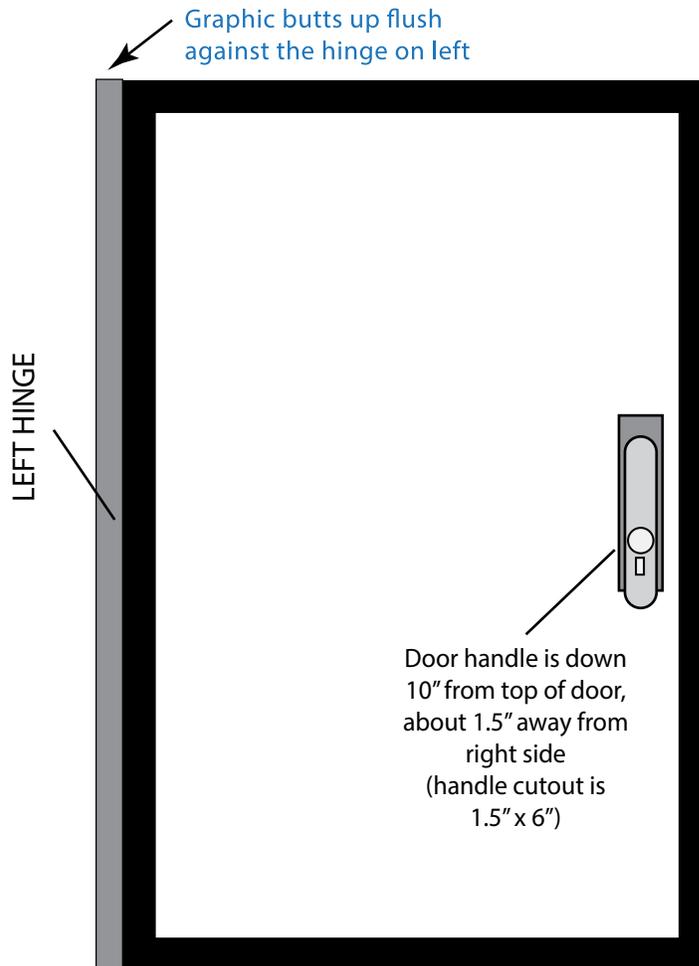
# Cart Art: SS30 & 32/ChromeCart Jr door spec's

(Flush-mount door skins)

## SAVER SERIES 30 & 32 door file size

**19 5/8" x 25 15/16"**

(Included in this should be a 0.75" black border all the way around)



Adobe Illustrator or Photoshop (200 dpi) files acceptable—Saved as .ai, .eps, .pdf or .jpg.  
Convert fonts to outline and if image files are placed/linked, include them with file submission.

# Cart Art: SS16-W banner spec's

(Flush-mount, top banner of station above doors)

## **SAVER SERIES 16-W file size**

**25" x 4.4"**

(included in this should be a 0.5" black border  
all the way around)



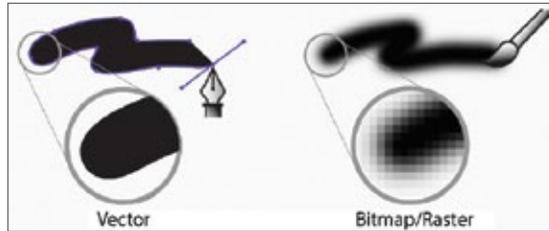
**Adobe Illustrator or Photoshop (200 dpi) files acceptable—Saved as .ai, .eps, .pdf or .jpg.  
Convert fonts to outline and if image files are placed/linked, include them with file submission.**

# Technical Spec's

When submitting art files, please refer to these specifications

## Vector Images

Mathematical-based graphics using curves & lines  
Resolution independent  
Logos, icons, illustrations



## Bitmap/Raster Images

Pixel-based graphics  
Resolution dependent  
Photos/continuous-tone images



\*PDF files can be either vector or bitmap files; it depends upon the original application and what was exported. Press-quality pdfs are acceptable at 100% size.

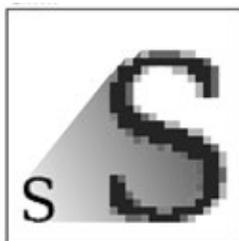
## Logo's

- .ai or .eps vector art file preferred (with fonts converted to outline); include any linked images with the logo file
- High resolution, 200 dpi or higher (if raster files included)

**Vector** images are made up of many individual, scalable objects. These curve-based graphics are defined by mathematical equations rather than pixels, so they always render at the highest quality. Objects may consist of lines, curves, and shapes with editable attributes such as color, fill, and outline. With regard to fonts, converting text to outline or including the fonts used to create the logo ensures accuracy in maintaining the look of your brand with no system font substitution.

**Bitmap** images (also known as raster images) are made up of pixels in a grid. Pixels are picture elements; tiny dots of individual color that make up what you see on your screen. All these tiny dots of color come together to form the images you see. Most computer monitors display approximately 70 to 100 pixels per inch. Raster images are not fully scalable, especially when a desired image is to be reproduced larger. That's where you get distortion (the pixels become visible).

Files saved as .jpg or .pdf are acceptable if high resolution, but they offer less flexibility in creating the cart graphic at EarthWalk—the logo is not scalable without loss in quality and there is no transparency with the background. **We cannot accept .gif or .png files, which are low-res web file formats not suitable for print.**



RASTER ENLARGED:  
PIXELIZATION OCCURS



VECTOR ENLARGED:  
COMPLETELY SCALABLE

A common production problem is when a raster image, such as a photograph, is EMBEDDED into an application and then saved as eps. Again, the graphic will be locked into whatever size the image is as submitted. Embedded and missing fonts will also result in the logo not printing.

If a usable logo cannot be secured, let us know. In some cases EarthWalk may be able to auto-trace a simple file or create a simple alternative for you. This will not be 100% of the cases, as some logos are complex. You will have the opportunity to review and sign off on the graphic prior to printing.

**Be aware that if you obtain a logo or image from your web site, it will not be a format or resolution to be printed—particularly at the size of the images on the carts—without significant loss in quality.**

For more information about the difference between vector and raster art, see these links:

- [www.logodesignworks.com/blog/vector-graphics-and-raster-graphics-difference](http://www.logodesignworks.com/blog/vector-graphics-and-raster-graphics-difference)
- <http://graphicssoft.about.com/od/aboutgraphics/a/bitmapvector.htm>

## Client-supplied Graphic Files

If a client has the ability to create their own cart skin files please follow these specifications:

- Accepted files are .ai, .eps, .tiff, .jpg or press quality .pdf
- Use a CMYK color space
- High resolution, 200 dpi or higher
- Create the file at the trim size on the previous page; sizes include extra for the skins to wrap around each panel if a full cart wrap is ordered. Pay particular attention to art and content wrapped around the inside door panels.

## Questions?

Contact our creative & marketing director:

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