



## Measuring for Vehicle Graphics

### Where to start

Good measurements and quality photographs ensure the best price and the best result for ANY vehicle graphics. We'd be glad to do this for you. Just [make an appointment](#) with your Douglass Screen Printers Customer Relations Associate (CRA) to bring your vehicle to our production facility at 2710 New Tampa Highway in Lakeland, Florida. We will take the necessary pictures and measurements.



OR, you can provide us with quality pictures of all views of the vehicle and accurate measurements for each view.

Vehicles manufactured between 1993 and 2006 are likely to be in our digital library, so please contact your CRA and ask. If we have it in our library, you will only need to provide DSP the pictures of each view.

**Caution:** *If you provide us with the measurements needed, please be accurate. Artwork is produced from this data and you are responsible for errors should the measurements you provide be incorrect.*

### Photos

Provide good quality digital photographs of the vehicle, taking care to make straight-on shots of each side that will receive graphics. The image should be totally within the picture frame.

Example of correctly taken photo shots for each side of the vehicle



### Measurements

Exact measurements are critical. Incorporating all key elements of the vehicle when you measure:

- Overall length
- Door handles
- Wheel wells
- Lights
- Placement of markers
- Door seams
- Body seams
- ...and so on

Example of correctly taken measurements



### **Basic art requirements**

Put us to work for you! Our creative team can design your graphics. For best results, please provide all of the images and information we require. Include hi-resolution photos, illustrations or design elements, as well as text (copy) desired. Work with your CRA to organize these elements prior to submittal.

Photos will be scaled up many times their original size. If hi-resolution files are not available, DSP will attempt to enhance the image. Typically, low-resolution images pixellate when scaled up. We will ask you to accept this pixellation or provide the hi-res photo we requested.

### **Agency artwork**

If an outside agency is providing art work to DSP, please be sure they follow the [Accepted File Requirement Guidelines](#) when saving the art file. For vehicle graphics, all files must carry an additional 2" of bleed around perimeter for trapping and tiling.

### **Color Matching**

The digital printing process is less exact than screen printing in terms of color matching. In addition, the complication of color variation by monitor can yield unexpected printing results. If your project requires specific colors, please provide the PMS color numbers with the files and we'll do our best to achieve a match. You should also provide a color print of your file for comparison on-press.

### **Proofing**

A small sample color proof will be provided from the actual printer that the image is being printed on, so that you will have a clear concept of what the final product will be. In addition, we'll create a digital composition featuring the design placed on your vehicle.

## **Questions?**

**Call 1.800.888.8545 and ask for Creative Department**