

Branding the CityCruiser

Data Delivery | Data Processing

General

To ensure the flawless production of a branded CityCruiser, we offer you a variety of applications and formats that we can open and process without data-loss or known problems. The branding can be produced either as a digitally printed film or as plotted and cut film. Design reasons will dictate the form in this case.

Criteria for digital printing

_every motif is possible; _all bitmap pictures; _gradients

Criteria for plotted and cut film

_vectors and paths of any form without gradients
_text (vectors), with minimum versal-height of 1cm
_areas that are defined by encircling paths
_lines, that are defined as areas (in outline mode defined with a left and right path)



CCI Full wrap, Tokyo, Japan

Printed and cut film can be combined. The following applications are used and accepted for the creation of such data:

Macintosh: _Photoshop, _Freehand, _Illustrator, _QuarkExpress

Windows: _Photoshop, _Corel Draw

Data preparation

All data has to be delivered in CMK colour palette. Special colours cannot be printed, yet can be simulated in accordance to C4 (Cyan, Magenta, Yellow, Black) in digital print. With cut film, the colour selection is limited and based on RAL and HKS colour systems. To achieve the best possible colour fidelity, you should request a proof of the whole branding graphics.

Photoshop (Mac and Windows)

Photoshop documents must be defined in 1:1 scale. Resolution must be at 150dpi, the picture must be reduced to the background-layer. Save as TIFF or EPS.

Illustrator/Freehand (Mac)

Deliver as open files with placed original pictures and all used fonts. Pictures must be attached in 1:1 final format and in 150dpi resolution. Fonts can be encoded into vectors.



CCII Full wrap, Lille, France

QuarkExpress

Deliver as open files with placed original pictures and all used fonts. The document can be smaller than 1:1 scale, but must be defined in the right Page relation. The pictures must be in 1:1 scale (according to the final format of the surface), 150dpi in resolution and attached uncompressed.

Corel Draw

Fonts must be encoded as curves (vectors). Please attach original fonts for safety. Attach pictures in final format (1:1 scale). Save as a Illustrator compatible file (suffix: .ai)

Colour fidelity of your colour schemes cannot be guaranteed (euroscale, HKS, RAL, etc.). Minor colour deviations or small printing stripes are no base for claims. To be sure, we recommend a test printout on the original film material used in the branding production.