HALF WRAP PRINT TEMPLATE & GUIDELINES

mobilads

FILE PREP

Here are some tips & how to attach the design to the template

- **Make sure to download the Photoshop file 'SEDAN MOCKUP' before opening this pdf to Illustrator.** As you open this file, Illustrator will request to link missing layers, just choose the downloaded Photoshop file (PSD) and you're all set.

- Drag this pdf document to Adobe Illustrator. Go to the **DESIGN HERE** layer at the Layers Panel and attach your design inside. Follow line & guidelines on file specifications (color, size & resolution) at the side of the template.

- Some area are lighter once it goes out the Green wire frame. This just shows how it will look like on the car and doesn't mean it will be printed that way. Make sure to put your design inside the Green wire frame and the important elements such as logo, headline, website links & QR codes inside the red box to avoid being cut.

- Large files and graphics should not be delivered via e-mail for optimal preservation of quality. Packaged files may be compressed and sent via Google Drive, Dropbox, or WeTransfer
(please cc: craig@mobilads.co; hamza@mobilads.co)

How to Convert RGB to CMYK:

Choose your design layer & go to the **Edit** tab at the top. Click **Edit Colors**, then choose **Convert to CMYK**.

How to Outline Texts:

Click all the text and press command/control + Shift + O

Not Outlined

Outlined

Creative Suggestion:

- **Keep It Simple.**
Use fewer than 7 words and fewer than 3 visual elements. Rideshare ads are made to be quick bursts of essential information. Making it more complicated will dilute the message your brand is trying to send.

- **Use Borders And Cropping Properly.**
Making an object larger than life will turn heads. Leverage size, cropping, and borders to help make your advertisement eye-catching.

- **Be Intentional With Colors And Contrast.**
Bright colors and sharp contrasts make for an easily digestible advertisement that's also eye-catching.

- **Be Careful With Fonts.**
The most critical part of proper use of fonts is to ensure your billboard is readable from various distances. You don't want your font size too big or too small, and you definitely want to stick to simple, easily discernible fonts. Don't overly condense text, unevenly weight fonts, or make the font too thick or thin! Simplicity and readability are key.

MOCK UP

This is just optional if you want to see an actual mock up of your design on the car

- To edit the car, go to the **MOCKUP folder** layer & choose the **SEDAN MOCKUP**, then click on to the links panel & go to the 3 lines at the top right of the tab. Click **Edit to Photoshop**.

- Once the linked file is opened on Photoshop, double click the smart object layer, named **DESIGN HERE**.

- This will open a PSB file where you can drag and drop your design.

- After adding your design, hit Command/Control + S to save then close the PSB file. When you go back to the original Photoshop file, the design will automatically appear on the car.
  Hit Command/Control + S again then go back to Illustrator.

- Once in Illustrator, a tab will appear that says some files are missing/modified in the Links panel. Just click yes and the car will be updated.

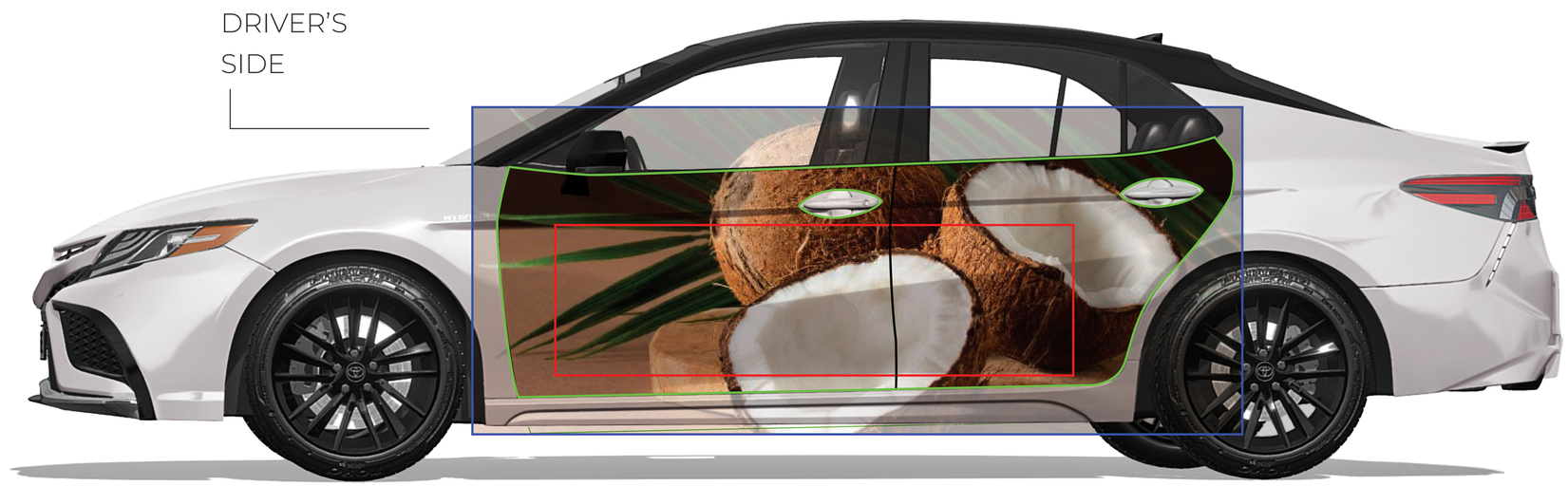
PRINT TEMPLATE

RATIO

(1:2)

GUIDELINES

- Final artwork must be prepared in **Adobe Illustrator**
- All graphics must be provided in high resolution **(min. 144 DPI at final output size)** or vector format to prevent pixelation
- All artwork must be set up in **CMYK color** space to avoid undesired color conversion effects
- **All type, graphics, logos and important information must be at least 3" away from the trim area** in order to accommodate different vehicle types/sizes
- All text must be **converted to outlines** to ensure accurate rendering (see pg 1 on how to outline text)

LINE LEGEND

- **Blue wire frame box** indicates the final print panel. Artwork should cover that area.
- **Red wire frame box** indicates the safe zone for asset placement.
- **Green wire frame** indicates where the print is going to be cut.