

# General Guidelines

Welcome

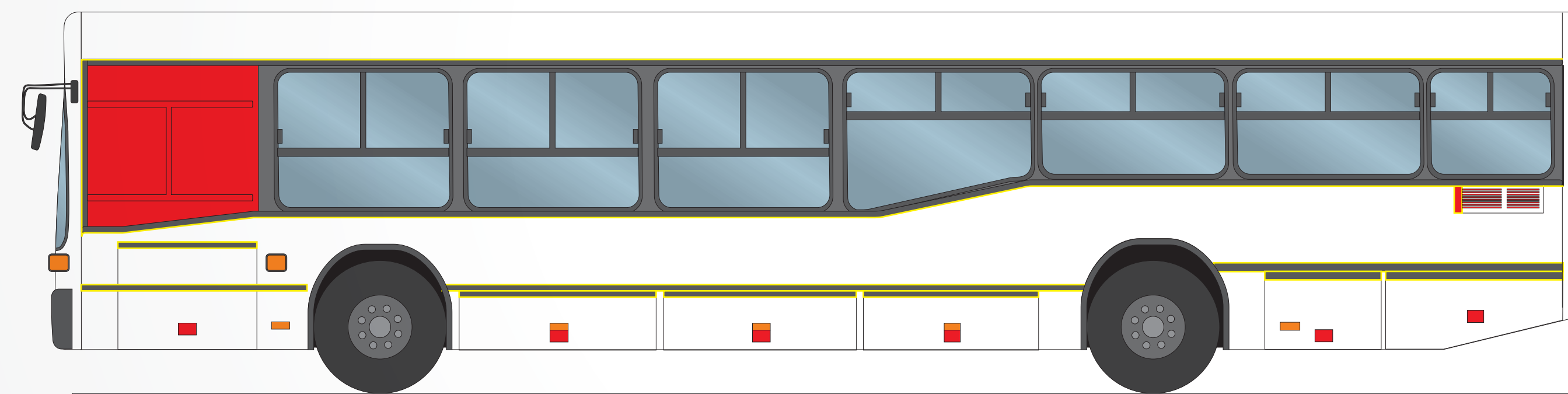
 **INTERBUS**

OUT OF HOME MEDIA

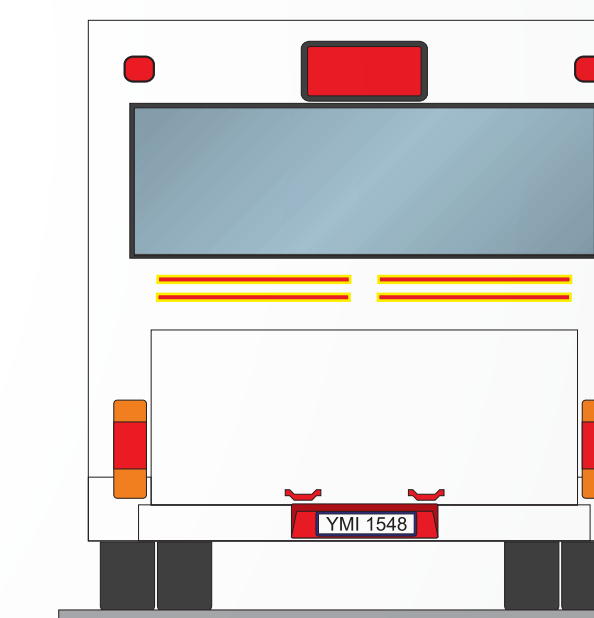
**Before sending any file, please take notice of the following rules.**

- > All files should be in EPS or PDF format**
- > All Texts should be outlined , vector or shapes**
- > All Images should be embedded**
- > Use CMYK color mode**
- > Use metric system (mm , cm)**
- > Use scale 1:10 (minimum 600dpi)**

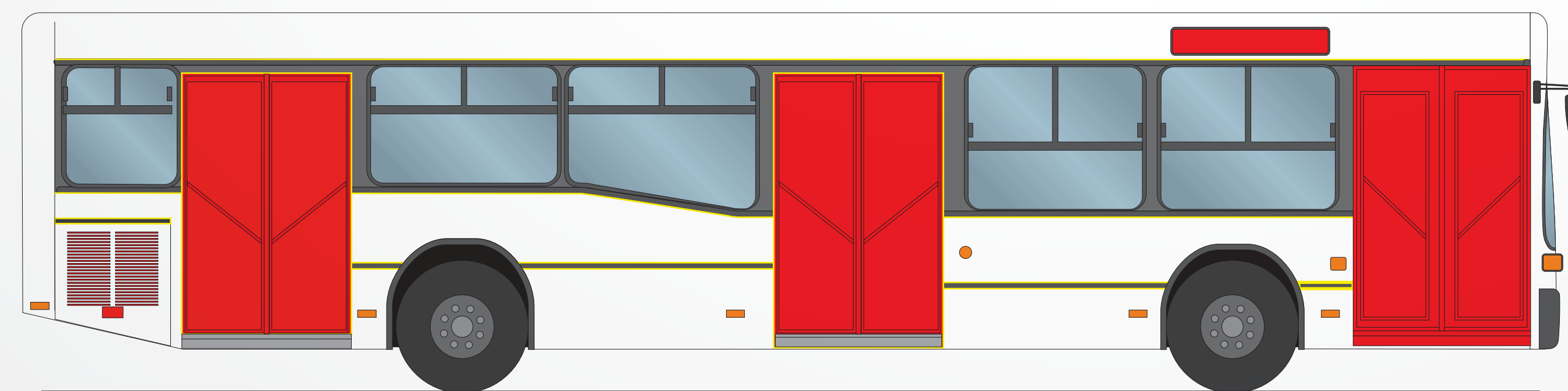
For **reference purposes only** we will use the following blueprint example to highlight some aspects of technical specifications.  
**The following process can be applied to Trolleys and Buses.**



DRIVER'S SIDE



BACK SIDE



CODRIVER'S SIDE

**VEHICLE**  
BUS

**TYPE**  
MERCEDES 12M (TYPE 'A')

**FILE SPECIFICATIONS**  
**FILE:** EPS  
**SCALE:** 1/10  
**DPI:** 600

**TIPS**

- NON-PRINTABLE AREA
- WINDOWS  
(ONE WAY VISION MATERIAL)
- AVOID PLACING LETTERS OR  
PHOTOS ON YELLOW AREAS

BUMPERS ALSO COVERED  
WITH ADVERTISING ADHESIVE  
(AVOID PLACING LETTERS OR LOGOS)

# General Guidelines

## Technical Specifications - Info Box

When you receive a file with technical specification you will see an info box with crucial information

The type of advertising mean

**VEHICLE**  
BUS


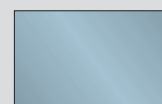

**TYPE**  
MERCEDES 12M (TYPE 'A')

The kind of files we need for the final print production  
please refer to page 2 for more details

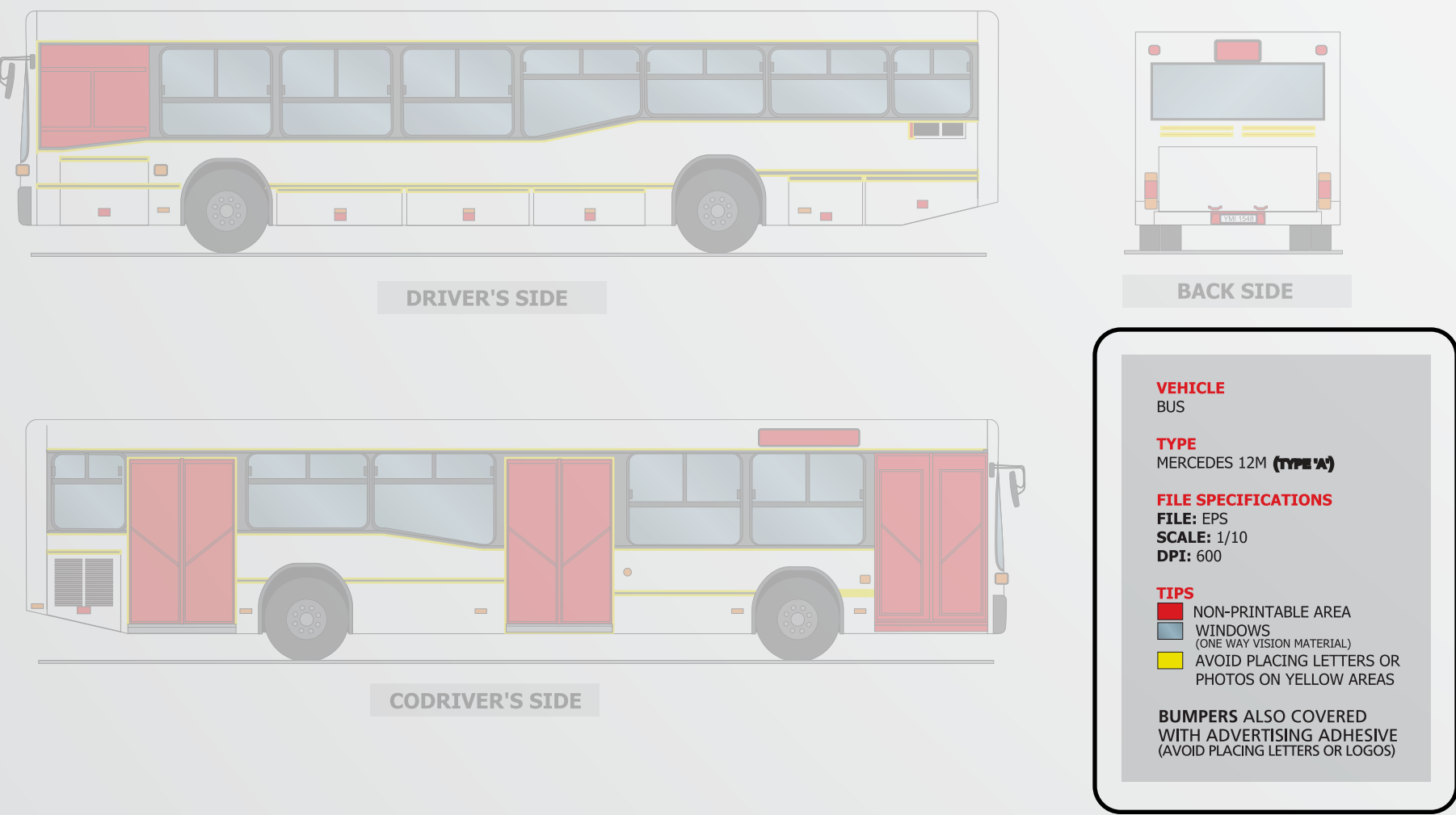
**FILE SPECIFICATIONS**  
**FILE:** EPS  
**SCALE:** 1/10  
**DPI:** 600

Tips and hinds about the advertising surface

**TIPS**

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# General Guidelines

## Technical Specifications - Dimensions

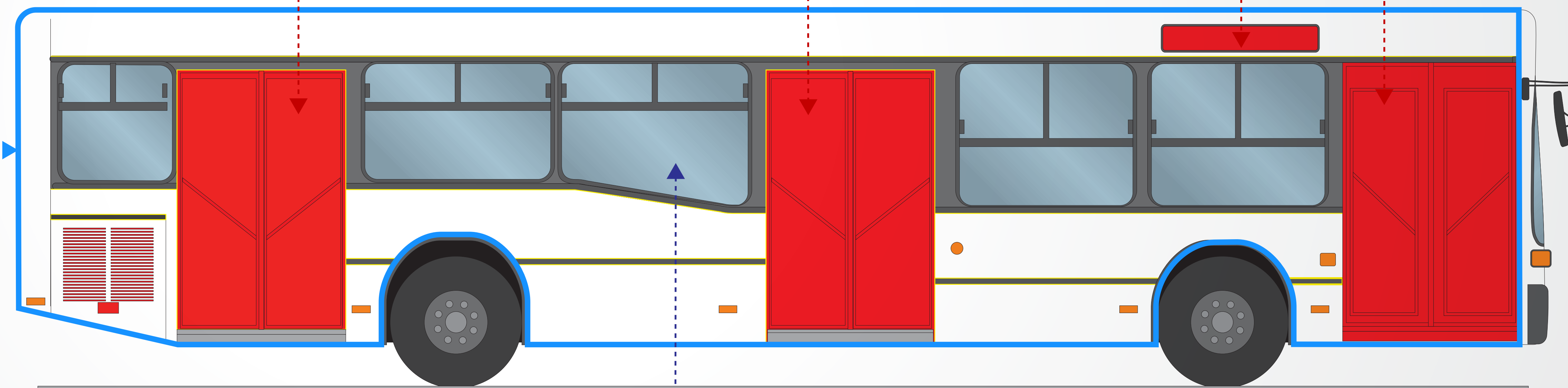
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### Printable Surface - Dimensions

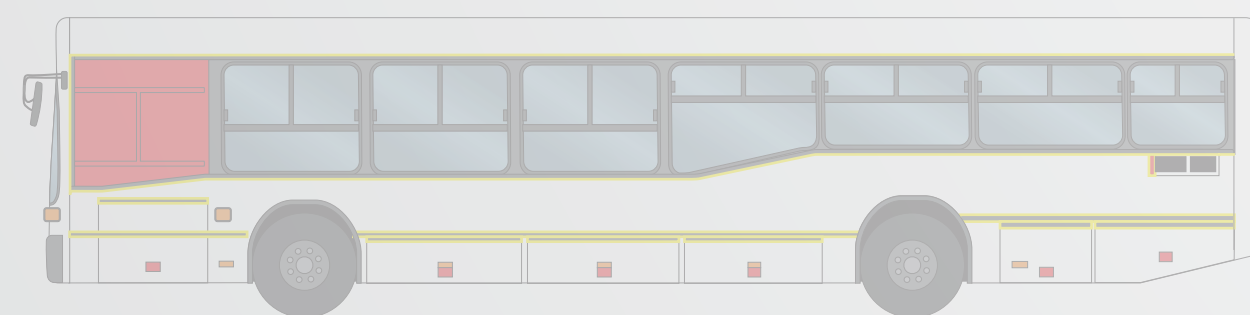
By clicking on the outline you can easily find the **dimensions** of any object you see on the blueprint. Keep in mind that all objects are in **scale 1:10**. So in real life the object will be 10 times larger.

Non printable areas

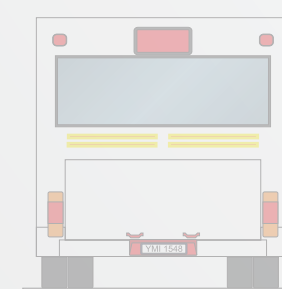


Windows

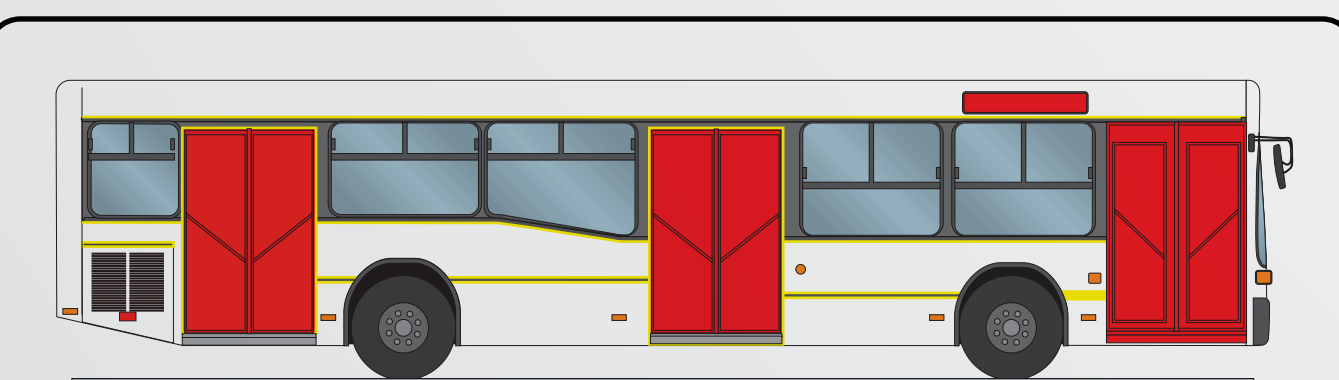
One way vision material



DRIVER'S SIDE



BACK SIDE



CODRIVER'S SIDE

VEHICLE  
BUS  
TYPE  
MERCEDES 12M (1990-93)  
FILE SPECIFICATIONS  
FILE: EPS  
SCALE: 1/10  
DPI: 600  
TIPS  
NON-PRINTABLE AREA  
WINDOWS  
ONE WAY VISION MATERIAL  
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# General Guidelines

## Content Creation - Tips

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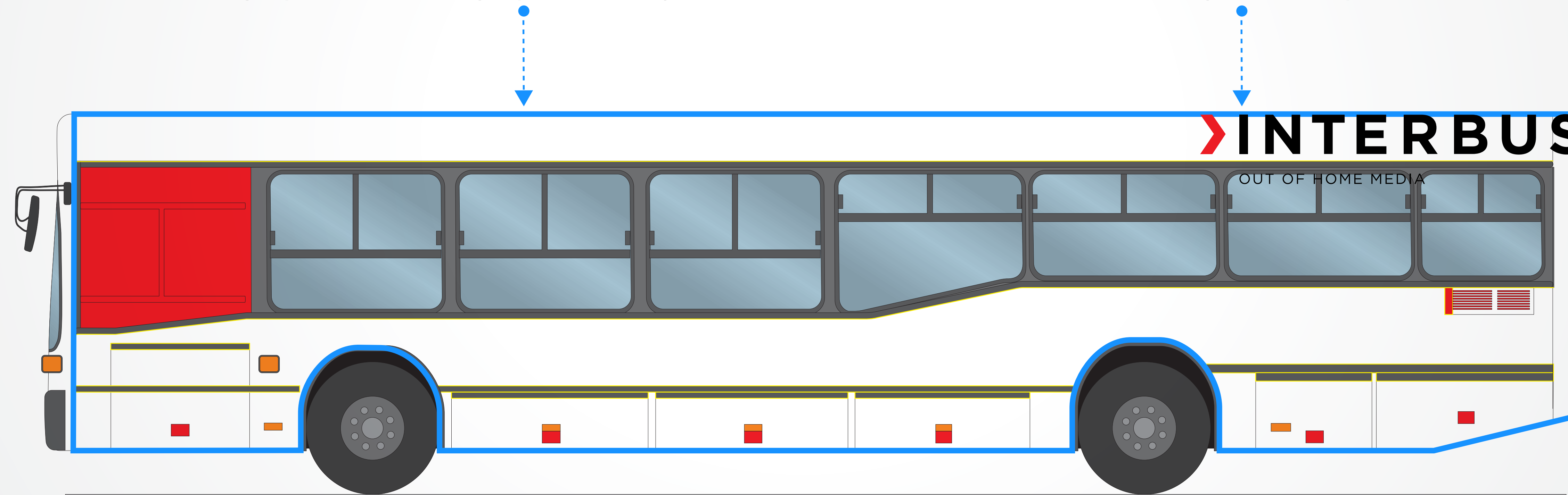
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### Printable Surface

Think Big!. Use highest possible resolution for raster graphics. Vector graphics always look clean

### Printable Surface

Please avoid placing logos and texts near the edges of the printable surface



# General Guidelines

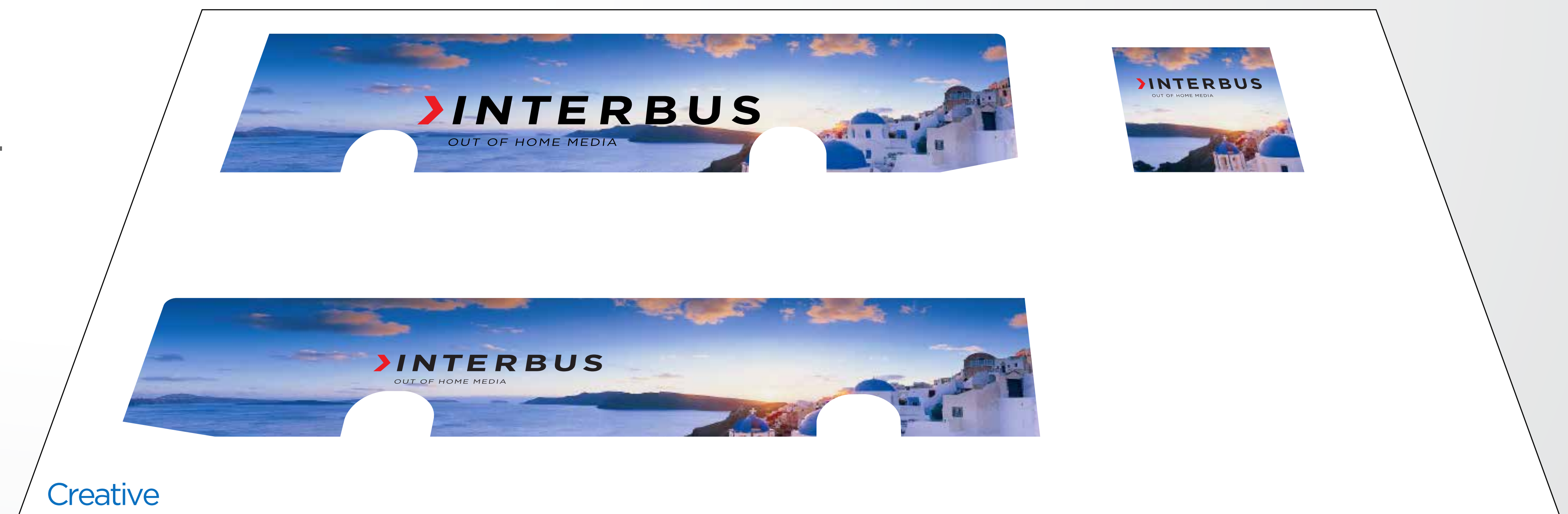
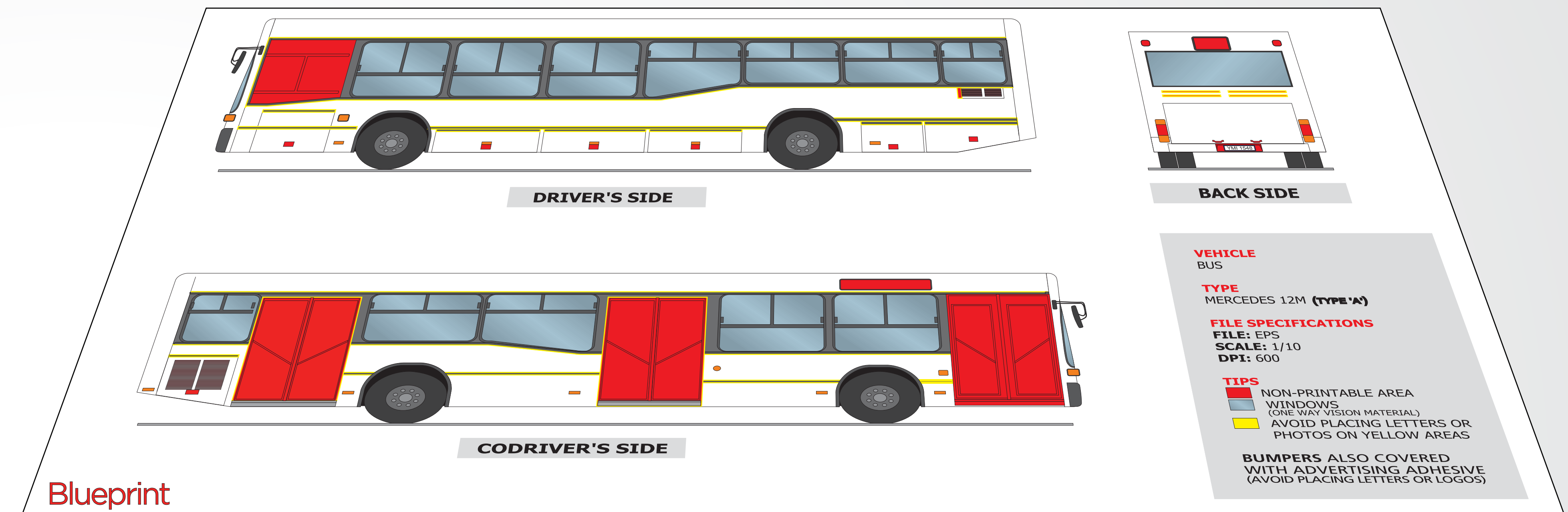
## File Structure

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Before delivering to us the final files - artwork please consider these options

- **Adopt the 2 layer file structure**  
One layer for the blueprint and one for the creative.
- **Don't mix Blueprint and Artwork in an single layer**  
This will help to avoid drawbacks in final stages of production.
- **Don't change the scale - analogy.**  
Use 1:10 scale - 600 dpi or more. In some cases you can use the 1:1 - 100dpi option. Always check the info box (bottom right) for more detailed information.
- **We accept EPS and PDF file formats**  
Always remember the texts should be outlined and images should be embedded
- **Use proper names for your files**  
Please avoid to name a file like ( bus.eps or panel.pdf ). It's preferred to use the original name from the technical specification to describe your file. For example (MERCEDES\_12m\_TYPE\_A\_en.eps)



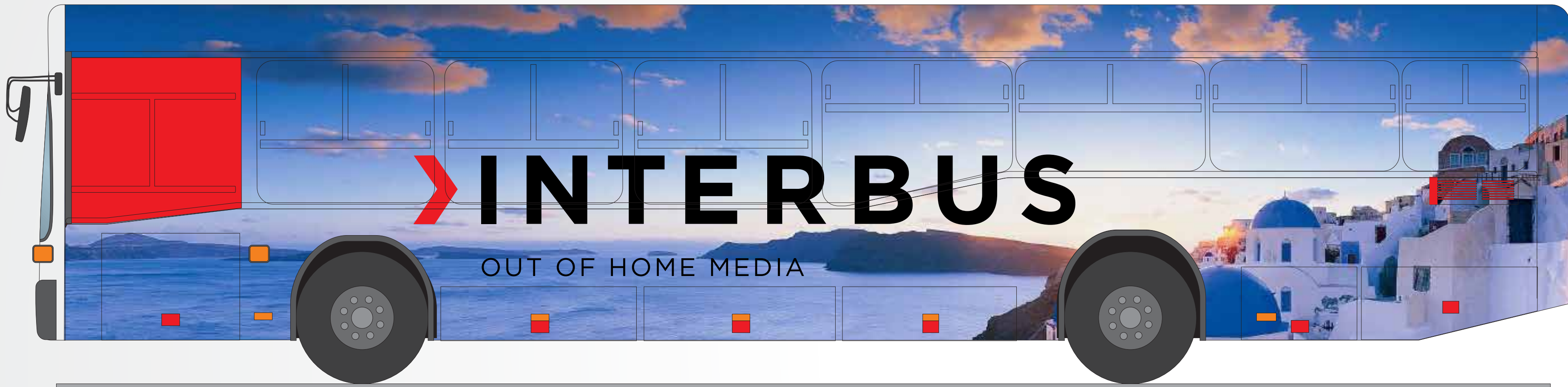
# General Guidelines

## Example

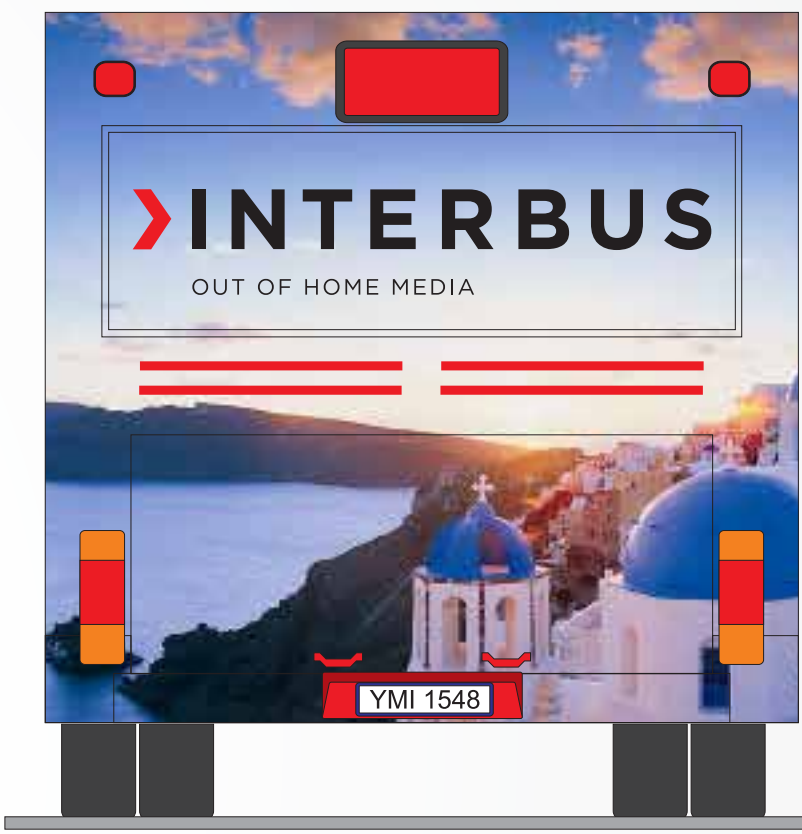
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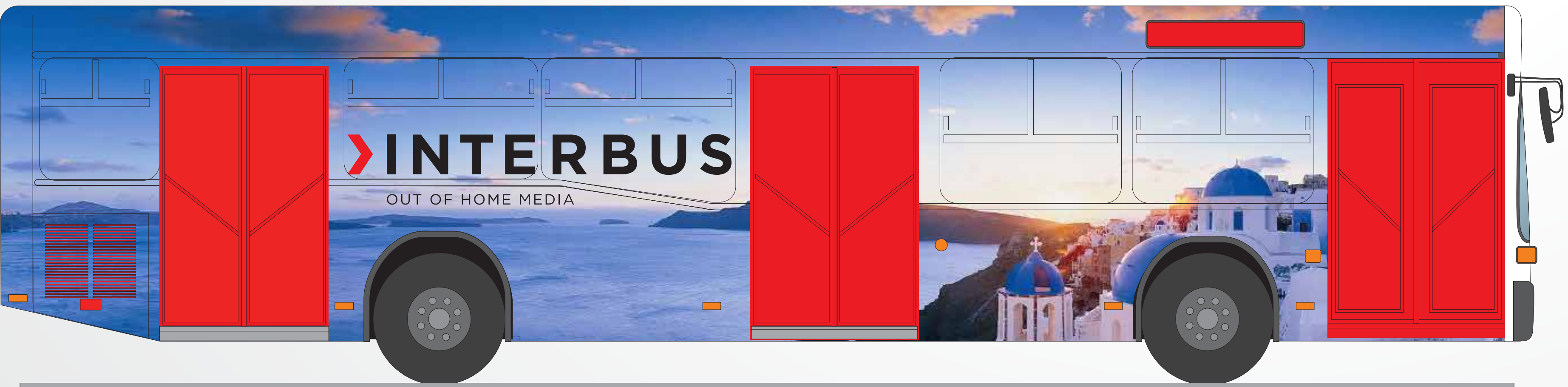
This is just an example of a hypothetical artwork.  
Again, 2 layer structure, One for blueprint (on top) and onother one (beneath) for the artwork.



DRIVER'S SIDE



BACK SIDE



CODRIVER'S SIDE

**VEHICLE**

BUS

**TYPE**

MERCEDES 12M (TYPE 'A')




**FILE SPECIFICATIONS**

**FILE:** EPS

**SCALE:** 1/10

**DPI:** 600

**TIPS**

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-  WINDOWS  
(ONE WAY VISION MATERIAL)
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# General Guidelines

## Preferred Applications

Our program of choice is adobe illustrator and we use it for all production stages. Of course you can use any Vector based application you like to deliver the final artwork ( InDesign , CorelDraw etc. ) but remember to follow the mandatory rules of page 2

In case you prefer a raster based program like Photoshop. Please follow the steps bellow to ensure that the content is proper for production.

### ➤ Opening the technical specifications file

Open the file inside photoshop. Choose CMYK color mode , cm or mm for Width an Height and 150dpi for resolution for fast opening purposes only.

### ➤ Cutting

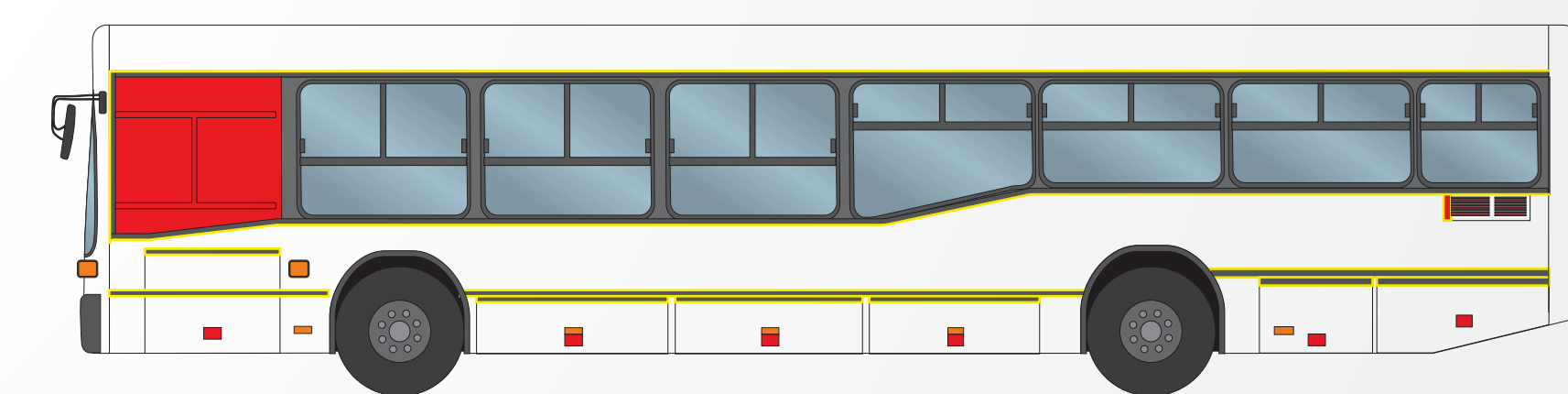
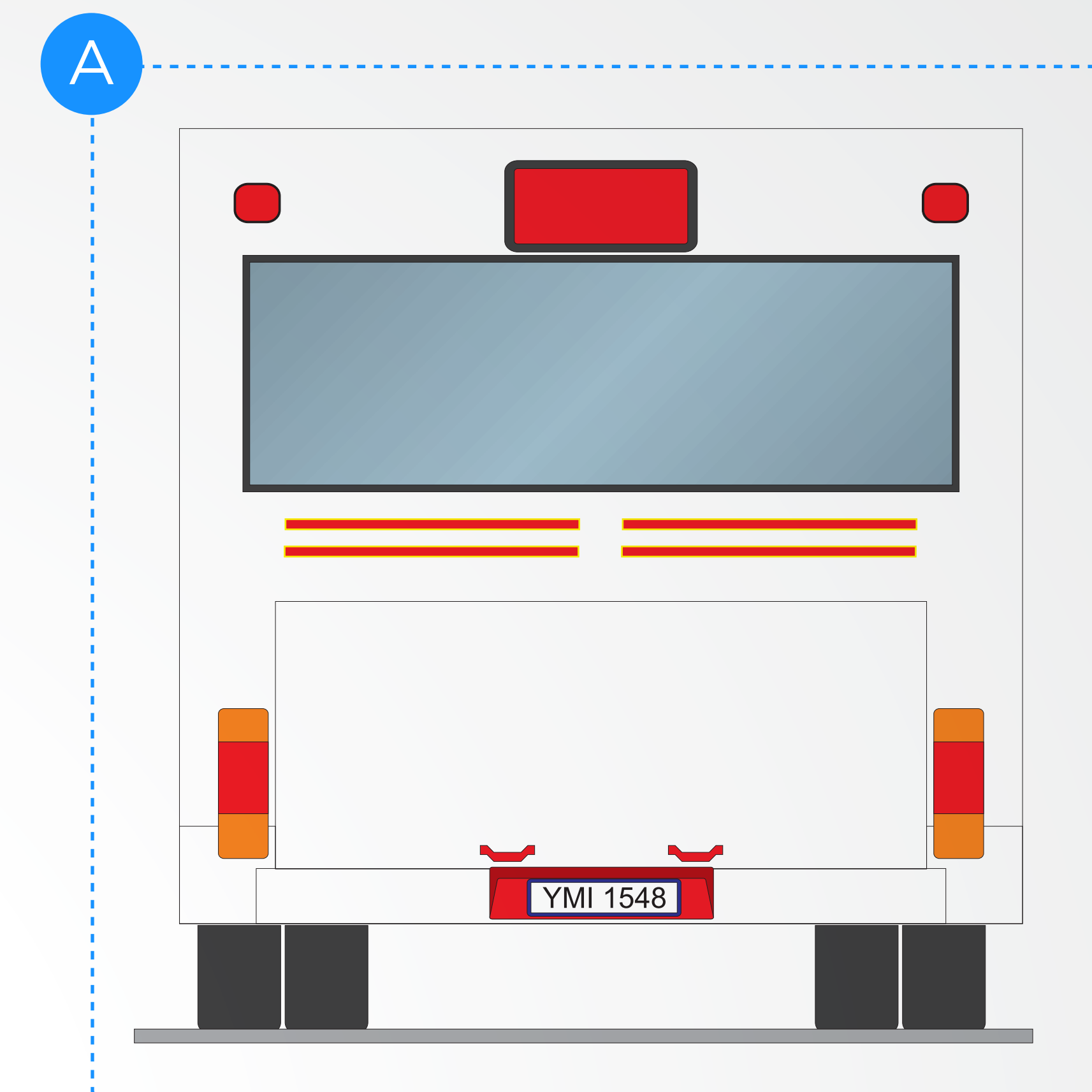
Cut the part of the blueprint you want to create the artwork A  
Increase the dpi at least 600.

### ➤ Layers

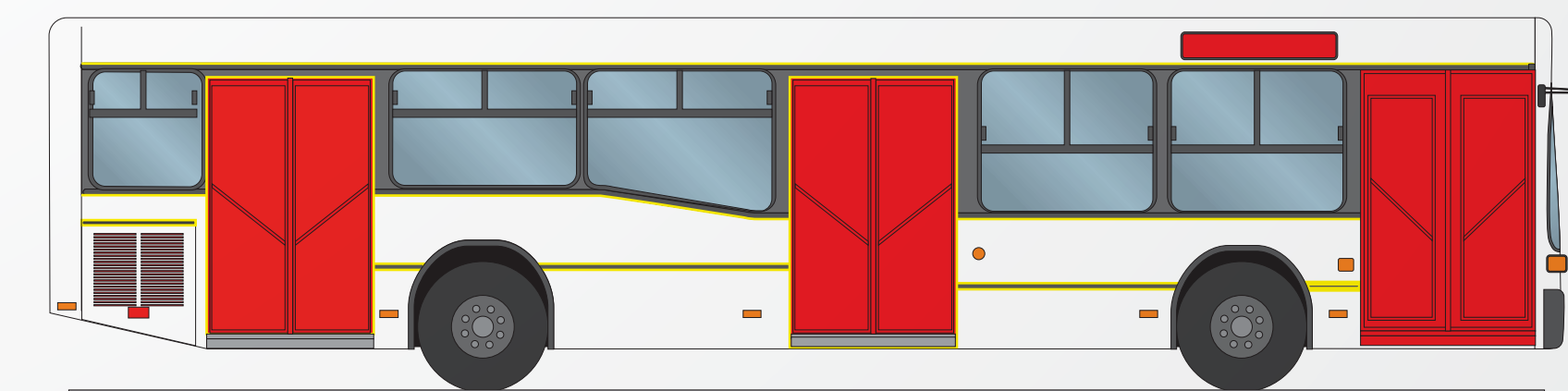
Use seperate layers for blueprint and artwork. Please don't strech or distort the blueprint, it will loose the correct aspect ratio.

### ➤ File

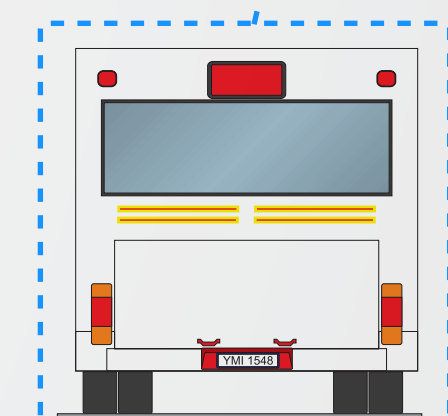
You should have by now a base file that is 1:10 , CMYK , at 600 dpi resolution.



DRIVER'S SIDE



CODRIVER'S SIDE



BACK SIDE

**VEHICLE**  
BUS  
**TYPE**  
MERCEDES 12M (TYPE X)  
**FILE SPECIFICATIONS**  
**FILE:** EPS  
**SCALE:** 1/10  
**DPI:** 600  
**TIPS**  
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Thank you

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