Greenery™ S Vinyl Wrap Guide

Contents

3 What to Expect

4 Design Requirements

5 FAQs

9 Visual Container References

What to Expect

After your scheduled onboarding call, your dedicated Customer Success Specialist will send you a form to collect your design files and details about the placement of your wrap on the exterior of your container farm.

Vinyl wrap lead times are estimated to take anywhere from two to six weeks depending on the size of the wrap, when the files are submitted, and whether any changes have been requested. Once the design files are submitted, the vinyl wrap vendors can begin proofing the artwork.

Please note that Freight Farms does not provide design services and is not liable for buyer's remorse

Design Requirements

- **Design Requirement**: AI (Adobe Illustrator) Vector Files

*(*InDesign files are not accepted by the vendor)*

- **File Type**: .AI
- **Resolution**: Vector files do not require a specific resolution since they are infinitely scalable.
- **Color**: CMYK

  *(*Note: the vendor does not print Pantone ink. PMS colors will come extremely close)*

- **Text**: “Create Outlines” for all type
- **Images/Photos**: JPGS preferred. 720 DPI resolution is required for images. If you are sending links to images or files, please submit them separately

  (i.e. do not submit them in the vector folder)

Frequently Asked Questions

Why do I have to use Adobe Illustrator?

The most common type of editable vector file is the Adobe Illustrator (.ai) file. This file type can store an enormous amount of graphics information and is editable in Adobe Illustrator.

The best way to edit and create vector files is in the Illustrator environment — start exploring it with the Adobe Help Center.

What is a vector file?

Vector files are images that are built using mathematical formulas that establish points on a grid. Because they can infinitely adjust in size without losing resolution, vector files are more versatile for certain types of tasks than raster files. The most common types of vector files are:

- .**ai:** Short for Adobe Illustrator, this file is commonly used in print media and digital graphics, such as logos
- **.eps:** Encapsulated PostScript is an older type of vector graphics file. .eps files don't support transparency in the way more modern file formats do.

Frequently Asked Questions

What is File Resolution?

A digital image is a rectangle made up of many small squares of color called pixels. The number of pixels across the width and height of the image is called the resolution. An image with 640 pixels across the width and 480 pixels high has a resolution of 640x480. The more pixels in the image file, the higher the resolution.

You will commonly hear resolution referred to dpi (dots per inch) or ppi (pixels per inch), both having the same meaning. If your file is low resolution, this means that there are fewer pixels per inch and therefore the individual pixels are larger than pixels on a high resolution file. Low resolution files will look fuzzy, jagged, and blurry.

Frequently Asked Questions

What is CMYK?

CMYK is a scheme for combining primary pigments. The C stands for Cyan, the M stands for Magenta, the Y stands for Yellow and K stands for Key. The key color in today's printing world is black but it hasn't always been.

Frequently Asked Questions

What should I do if I do not have any graphic design experience?

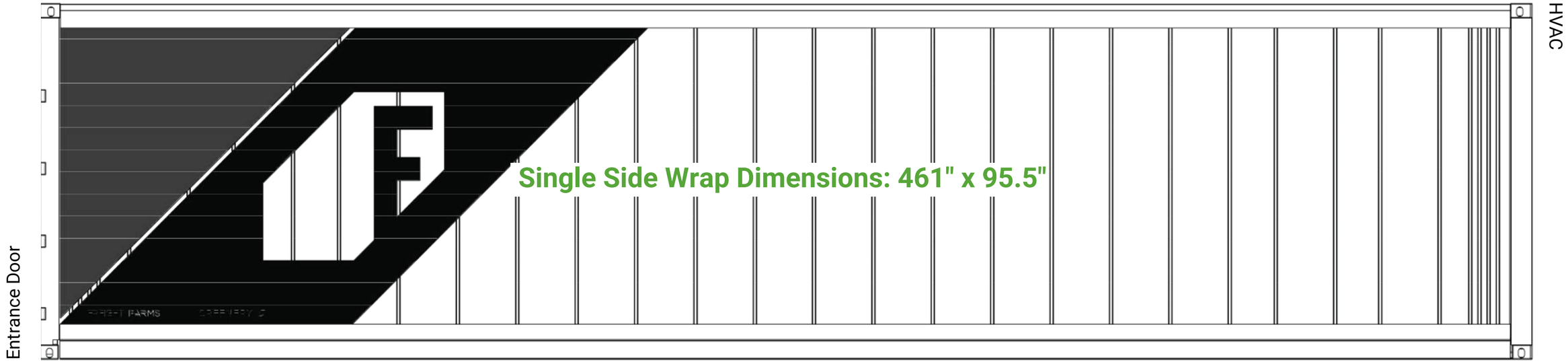
We recommend reaching out to family or friends you may know who do have design experience and may be willing to help you.

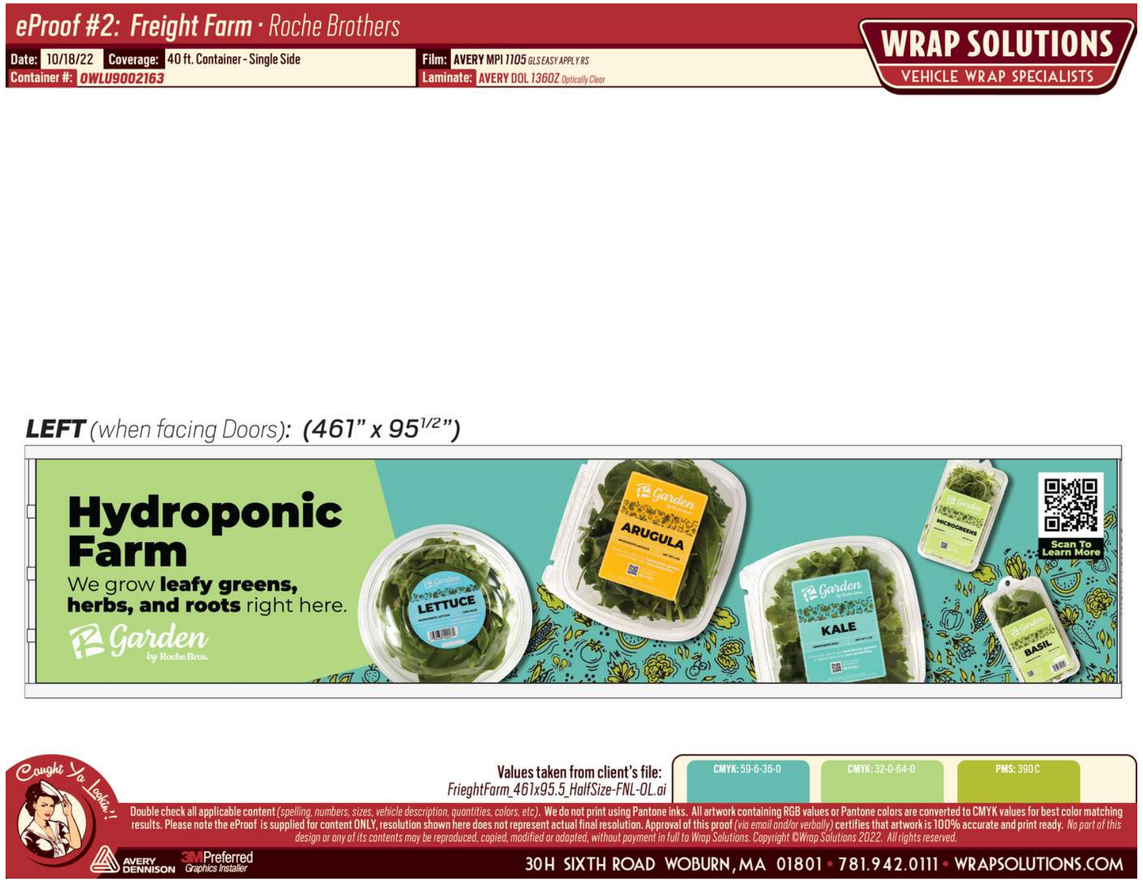
Alternatively, we recommend sourcing a freelance graphic designer. Check out upwork.com or fiverr.com. Hourly rates can start as low as $15/hour.

Visual Container Reference

40’ Vinyl Wrap - Right Side

Right from front (when facing door)





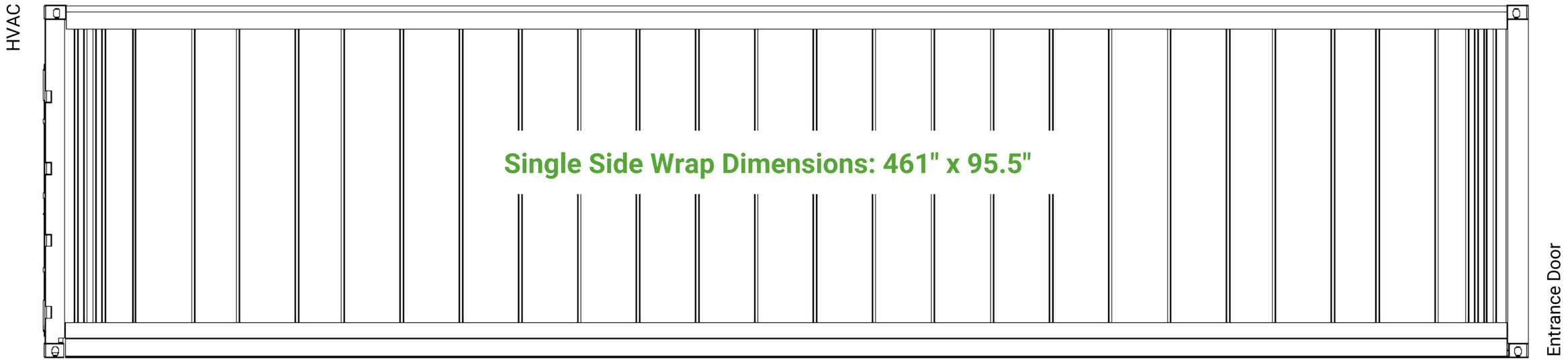
Example Proof

Finished Product

Visual Container Reference

40’ Vinyl Wrap - Left Side

Left from front (when facing door)



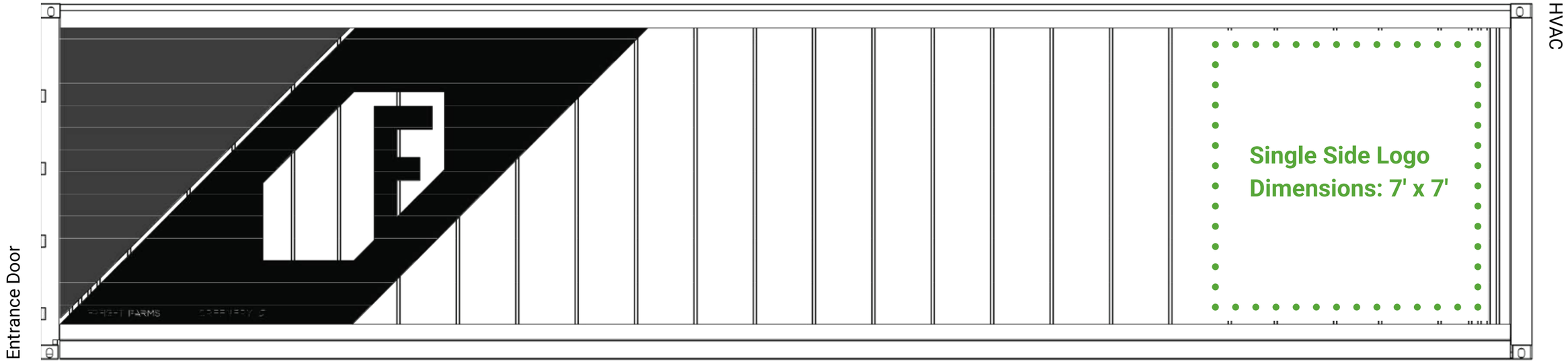
Example Proof

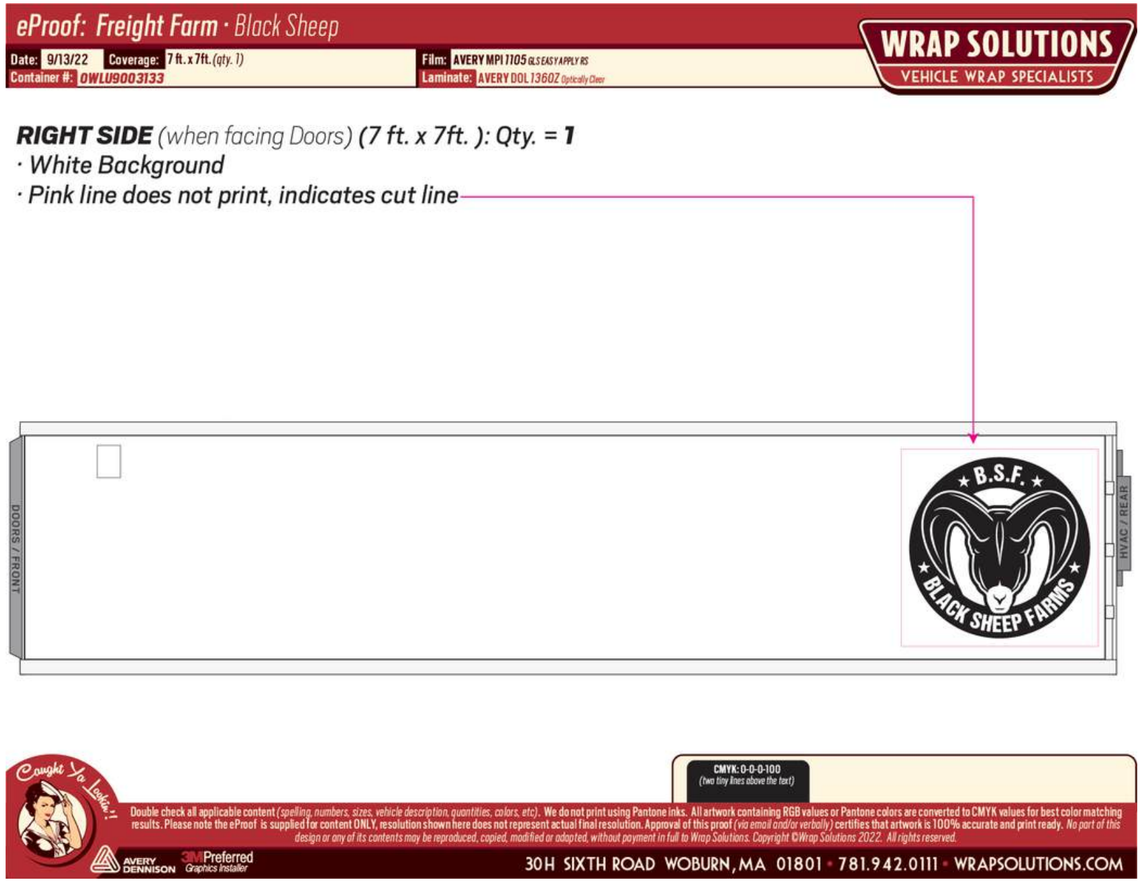
Finished Product

Visual Container Reference

7' x 7' Logo - Right Side

Right from front (when facing door)





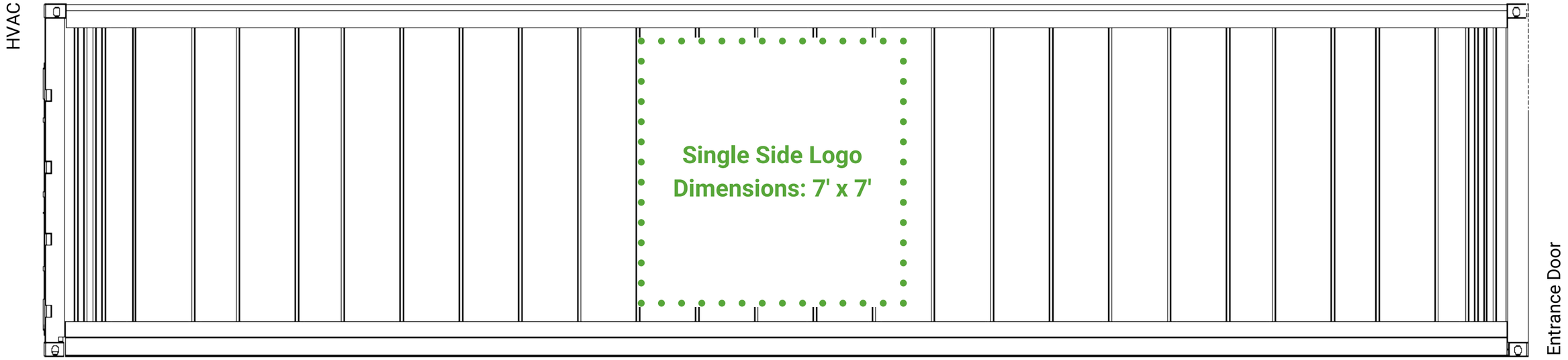
Example Proof

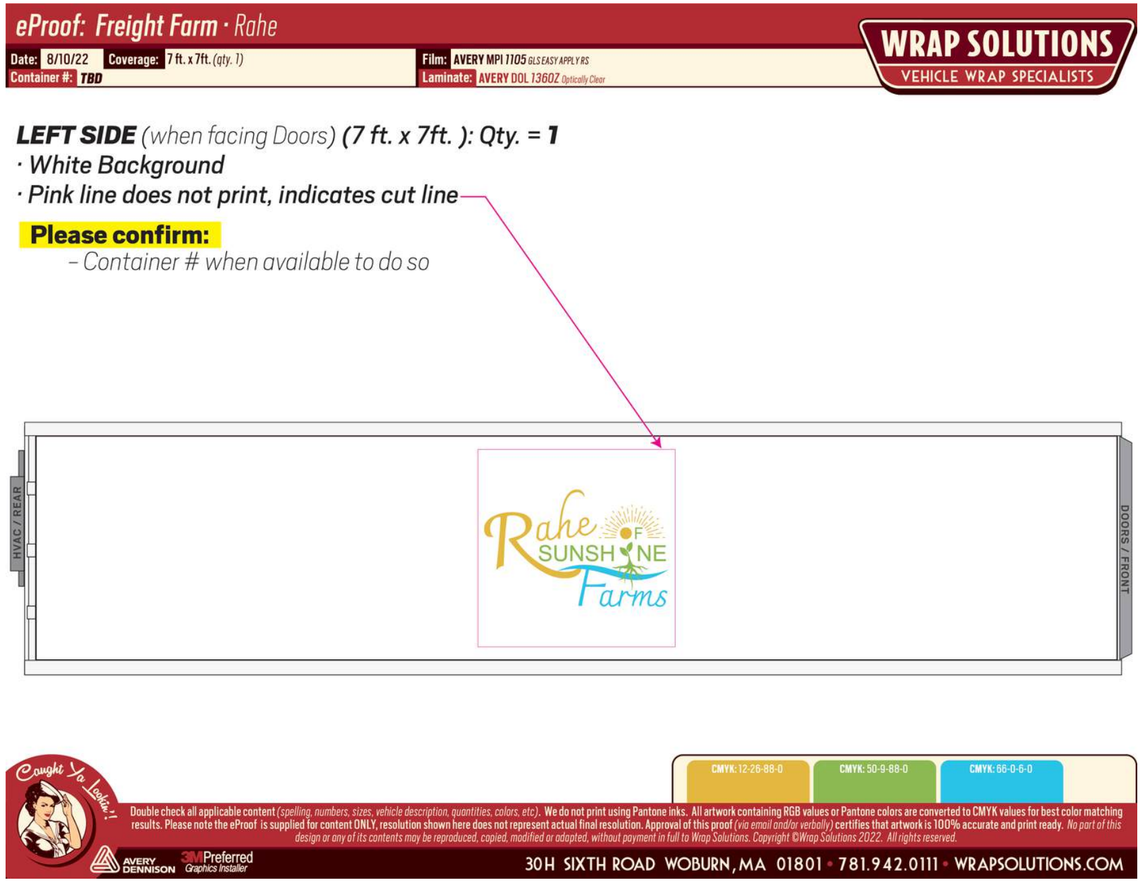
Finished Product

Visual Container Reference

7' x 7' Logo - Left Side

Left from front (when facing door)





Example Proof

Finished Product

Need more assistance? Don’t hesitate to contact your Customer Success Representative

Phone
+(877) 687-4326

Adress
20 Old Colony Ave Suite 201, Boston, MA 02118

Website
freightfarms.com