

TRUCK BRANDING

PRINTING SPECIFICATIONS



1. COMPONENTS

1.1 TRUCK MEDIA

Size : as per survey / trucks availability

1.2 TRUCK PRINT AREA

The truck print area is the display area on the truck that will be branded.

Please note:

- ✓ **Brand to retailer match:** Please ensure that you choose the correct retailer logo (Shoprite or Checkers) to fit your brand and target market.
- ✓ **Premium messaging to match a premium brand:** If your messaging will be displayed on our Checkers trucks, please ensure that artwork and messaging is of premium nature and reflects that high standard of quality that will fit with the standards we set for our Checkers messaging.
- ✓ **Watch your words:** A driver only has 2.3 seconds to see, absorb and connect with your truck messaging. If you can say it in 5 words or less do and never exceed a more than 10 word limit.
- ✓ **Style guidelines:** A minimum 25% of the branding needs be the retailer logo.
- ✓ **Crucial elements:** Keep all crucial elements at least 200mm away from the die cut.
- ✓ **Design:** Keep designs simple whilst using lifestyle and people images as a preference, they create a quick impression and emotional connection to your brand in limited time.
- ✓ Please contact Truck Branding Coordinator for more details.

2. PRINTING METHODS

2.1 DIGITAL PRINTING

Vinyl	:	5 – 7 year polymeric vinyl
Colour	:	4-colour CMYK palette
Finish	:	All printed panels to be coated with a 3 – 5 year liquid lamination

3. ARTWORK REQUIREMENTS

3.1 TIMELINE

All artwork is required to be at Rainmaker Media 2 weeks prior to the start date of the campaign.

3.2 RETAILER NAMES

Only the relevant retailer name, i.e. the name of the retailer in whose store(s) the artwork/media is to be used, is allowed to appear on the artwork/media. Please note that NO other retailer names may be used.

3.3 SCALING

Artwork should be supplied at 10% scale.

3.4 DOUBLE-SIDED DISPLAY

This media is a double-sided display, all supplied artwork must include a mirror image. Artwork is required to include both driver and passenger side artwork.

3.5 COLOUR PALETTES

All artwork should be supplied in CMYK palette. If you require spot colours to be printed please communicate to sales representative and supply artwork including all the correct spot colours.

3.6 FONTS

Convert all fonts to curves/outlines when sending artwork. If it is not possible to send files with text that has been converted, then please include all Post Script fonts that are used in the layout when submitting your file.

3.7 BLEED AND DIE CUTTING

To ensure a borderless print, allow for at least a 100mm bleed all around. If die-cut is indicated on the artwork, please ensure that it set on over-print option. Alternatively, please supply die-cut in separate page/document. Please note that the line will not be in the image, it will only be used to create the die.

3.8 SAFE AREA

To ensure no important artwork elements are lost during application a safe area of 100mm is required.

3.9 FILE FORMATS

PDF (1.4 compatibility) is the format of choice.

3.10 COLOUR PROOFS

To ensure consistency in the final printing run, two colour proofs must be supplied with the artwork. By providing this proof, we can produce the product that you want more accurately.

4. PRINTING REQUIREMENTS

- ✓ All printed material must have a resolution of at least 300 dpi.

FOR MORE INFO AND DETAILS PLEASE VISIT

www.rainmakermedia.co.za