

# Guidelines for setting up skateboard graphics

*Important! Please read!*

## Document size:

The document should be **9 x 33 inches** for standard, street skateboards. This will allow us to print the graphic on all common sizes (up to 8.5 inch decks). For extra-wide pool boards, old school, or longboards, please contact us!

## Document shape:

In our template files you find outlines for skateboard shapes in a number of common sizes. These are meant to show which parts of the graphic will be visible when the graphic is printed on different sized decks.

Please **do not crop** your design along these outlines!

Leave your design as a square shape with the above-mentioned size, 9 x 33 inches.



## Document Layers:

In our templates all guides are in one layer. Please put your design in a new layer or multiple layers. When making a pixelated, non-vectorized design, **DO NOT RENDER THE GUIDES IN YOUR DESIGN!** This would result in guidelines printed on your skateboards. Unless you think it is chick, this should be avoided!

Leave the guides in their own separate layer, and put your design in another layer.

Then, we can either switch off this layer before sending the design to the printer, or of course you can delete this layer yourself once you're satisfied with the design.

## Printing methods:

1. Full color CMYK ("offset print")
2. Separated colors (similar to silk screen printing)

Pixelated designs (like photos) are printed using offset printing, whereas vector graphics with up to 8 separate colors can be printed using the separated colors technique. For more information about the difference between offset and vector graphics in printing, go to:

[http://vector-conversions.com/vectorizing/raster\\_vs\\_vector.html](http://vector-conversions.com/vectorizing/raster_vs_vector.html)

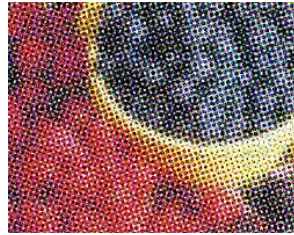
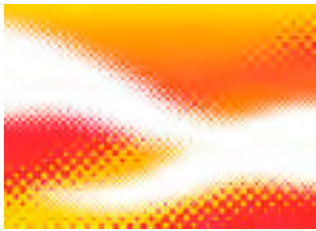
## 1. Full color CMYK print

We use full-color CMYK offset printing process when a design is not a vector graphic or when it contains lots of colors.

With CMYK, we can print as many colors as there are in regular CMYK color palette, including gradients. You can use photo material and/or pixelated graphics (e.g., from photoshop or similar programs).

This procedure will have a dot matrix pattern in the print, similar to that in offset printing (i.e., magazines and newspapers, etc.)

This dot matrix is rather fine (300 dpi) and looks quite good; the dot pattern only noticeable when looking up close at the printed design.



(These images are illustrative, and do NOT represent the actual dot pattern. )

## 2. Separated colors (vector graphics)

We will use separated color vector printing for graphics that are vector-based and use no more than 8 full colors, with no gradients or color gradation.

For **1-4 colors** regular setup costs are charged.

For **5-8 colors**, the setup costs are double.

Vector printing will result in full colors with sharp edges and smooth lines.

There is no dot matrix, and gradients cannot be printed.



Please use CMYK color mode.

To be more exact, you can choose a PANTONE color using a Pantone color chart.

**Caution:** Pantone colors are NOT displayed accurately on computer monitors, you MUST consult a Pantone color chart if you want to select a pantone color.

Type the Pantone numbers in the empty space next to your design in the graphic file.

Outside the graphic

the graphic (cut off on the right...)

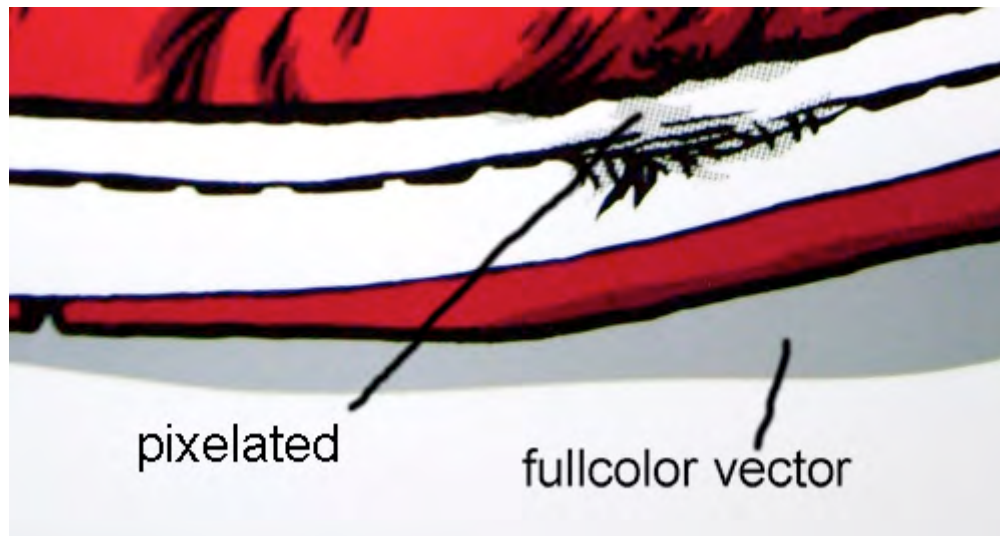


Note: glossy, matte, and even metallic colors (gold and silver tones) can be used in this process for a nice effect. Consult the current Pantone color charts for more information.

**Expert tip:**

Offset and vector printing can also be used together on the same design.

Use a file format that supports multiple layers and separate the vector elements of the design into a separate layer from the offset elements.



**File formats:**

*We will accept all common formats, including:*

Adobe Illustrator .ai

Adobe Photoshop .psd (separate color printing only! one color per layer)

Adobe PDF .pdf

JPG .jp (IMPORTANT! 300 dpi AND uncompressed, 100% quality)

TIFF .tiff

Photoshop EPS .eps

## **EVERY FILE SHOULD HAVE**

- The correct size (**9 x 33 inches** or other)
- CMYK color mode
- 300 dpi resolution
- Square shape!

We will do a quick check on all graphics before we have them printed.

This service is free.

Once your graphic contains errors, we will inform you.

You can correct the graphics yourself, or have us do it.

This will cost you, depending on the time spend.

Yes, it is that easy!