LifeLineMobile®

EXTERIOR GRAPHICS SAMPLES

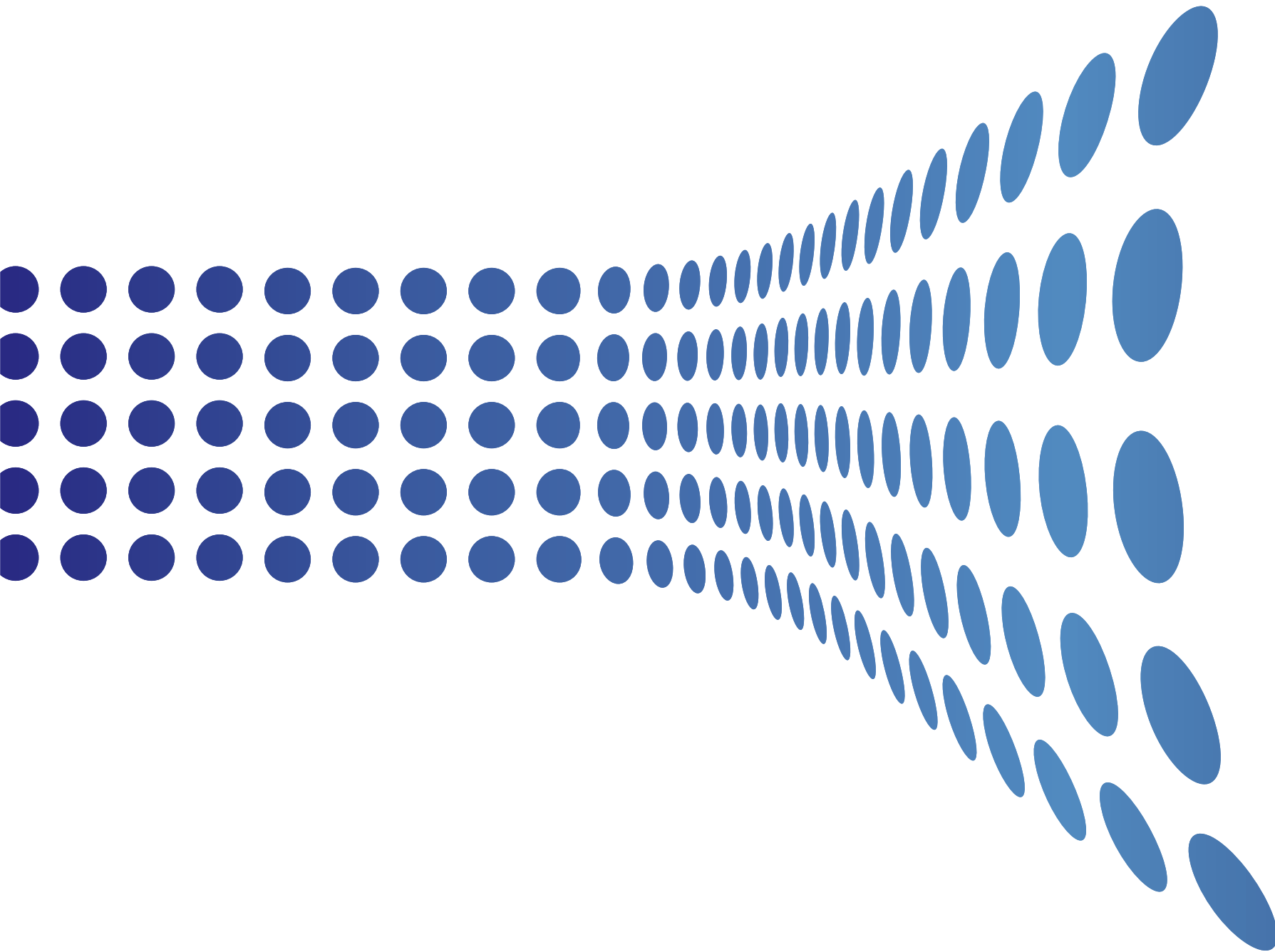# LifeLineMobile ®

Preparing graphics for LifeLine

Vector Files
Vector art is preferred, but we can provide pleasing results with images like photos if your files are large enough. Examples of vector files types are .cdr, .ai, and vector .eps

Fonts, Outlines, and Colors All fonts should be converted to curves or outlines; all strokes set to scale with the drawing; and all colors specified using Pantone Matching System (PMS) colors.

Bitmap Files
For optimal results, four-color images should be built at full scale with a minimum resolution of 75 dpi. So, if you are working on 1/4th scale, use 300 dpi or 1/10th scale at 750 dpi

Color Specifications
All images, whether vector or bitmap, should be in CMYK format. Always specify colors using the Pantone Matching System. Not all PMS colors are reproducible in CMYK, so all color specs are matched to the closest CMYK color. It is essential that you make us aware of any critical colors BEFORE we go to print.

Use 100 percent blacks to insure you get a pure black color, code your CMYK values to C-0, M-0, Y-0. K-100.

Supported Software
- For bitmaps, we have the latest version of Adobe Photoshop CC. Leave your art in layers. Do not flatten art to one layer.
- For vector-based files, we have the latest versions of Adobe Illustrator CC or CorelDraw. Leave art in layers.
  - We also accept Encapsulated PostScript files, Adobe Acrobat, and CMYK Tiff files (with no compression)

File Delivery
Artwork can be sent to us by clicking here:
LifeLineMobile
All files should be sent compressed into a single ZIP file to minimize data loss.
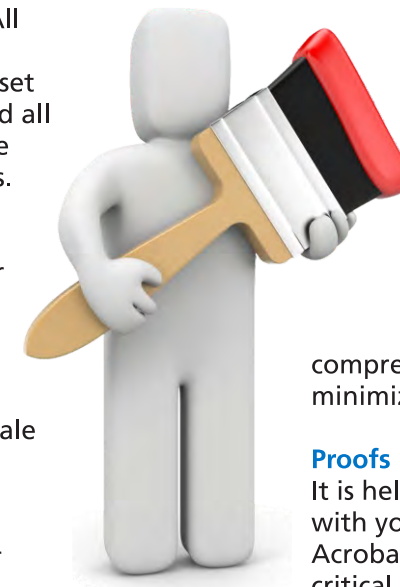
Proofs
It is helpful for us to get a proof along with your artwork in JPG or Adobe Acrobat format with all colors and critical notes identified.

Contact Information
Call Lee Guse at
1-800-678-LINE ext. 103
or email Lee at
LeeGuse@LifeLineMobile.com

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How much does it cost?

Check your allowance
In most cases, LifeLine includes an allowance for graphics with your original quotation. Check with your representative for the amount that is already included in the cost of your vehicle.

Add to your allowance if you like
Many owners decide that, for marketing reasons in their home towns, extra money spent on their "traveling billboard" is worth it.

A rough rule-of-thumb is that you start with a completely white body, which costs nothing extra. To add color to the white body, figure that $1,000 gets about 10 percent coverage.

If you want a more precise estimate, provide a sketch or full comp of the work.

No third-party add-ons
Most owners opt to deal directly with LifeLine for graphics application. We're pretty good at it!

Our installers are 3M Certified, so they pass a rigorous test administered for 3M by the United Applications Standards Group for their installation skills/knowledge and their sound business practices.

3M Certified
Graphics Installation Company

(right) A new mobile unit body under construction at LifeLine's 100,000 sq. ft. production facility in Columbus, Ohio

Partial coverage
When budgets are tight, you can still get a high-energy look for your LifeLine Mobile unit.

This page shows some owners with 25 to 50 percent coverage on their vehicles.

Note how wrap-around elements make the design look bigger, and the vehicle less squared-off.

The owner on the bottom right only finished off two sides of her mobile unit because the budget was so small. But the two finished sides look great!

(left) This front cab is vinyl covered in the university's custom color.

Visual strength
High-impact, evocative images can work better at a lower cost than just making light-weight images bigger.

(large photo below) This Virginia owner uses photo-murals of the state's highways and mountains.

(below) Stretching a swatch of color onto the driver cab doesn't cost much, and it serves to integrate the vehicle into one design at a low cost.

Full coverage

Covering the white portion of the clinic costs about $10,000. If you want to fully cover the front driver cabin, it will be a little more.

The front driver cab is costly because we have to remove and re-assemble all of the lights, vents, handles, and much more.

(right) The custom background and lettering on this vehicle match the hospital's campus colors.

(below right) Clever use of the orange background wrapping around the corners gives this a full wrap look at about half the price.

(below) Slide-out walls can interrupt the design, so you may want to plan for these breaks when the vehicle is parked.

What's next?

If you want LifeLine to suggest a few design ideas to you, give us these pieces of information in an email or phone call and we'll get started:

What wording do you want on the vehicle?

What colors should we use to start off?

Do you have any logos to send to us?

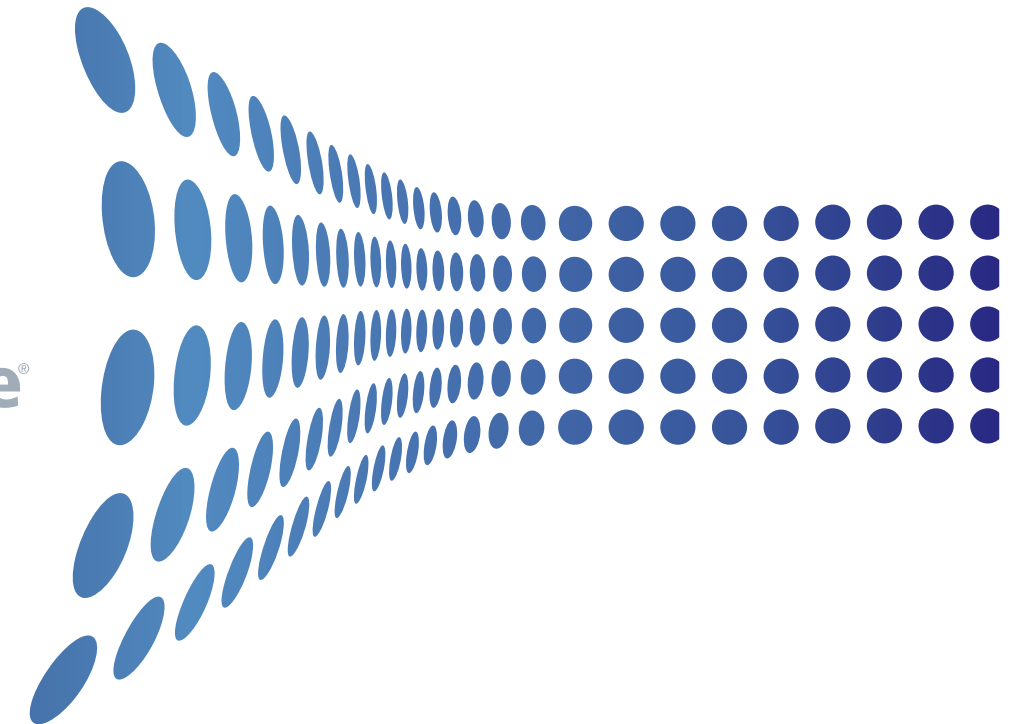Once you've gathered the information, call or write for assistance.

LifeLineMobile®

2050 McGaw Road West

Columbus Ohio 43207

1-800-678-LINE

LifeLineMobile.com

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PROFESSIONAL SPACE IN MOTION