



STIC REACH DESIGN GUIDE

Vehicle Sticker Artwork & Production Specifications

2026 EDITION

SPECIFICATIONS

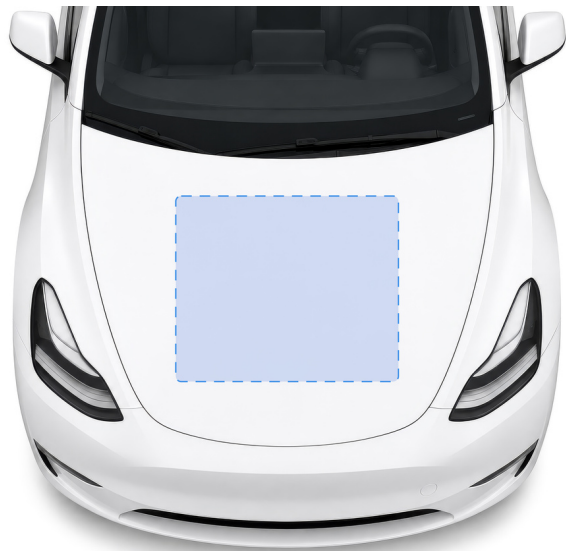
Stic Reach

Modular Placement System

Stic Reach uses modular sticker artwork across the hood, front door, and rear door.

Required: 1 hood sticker, 1 front door sticker, and 1 rear door sticker.

1 HOOD STICKER



MAX DESIGN AREA
30" W x 25" H
(762mm x 635mm)

- ✓ Use the full area or create any custom die-cut shape within it.

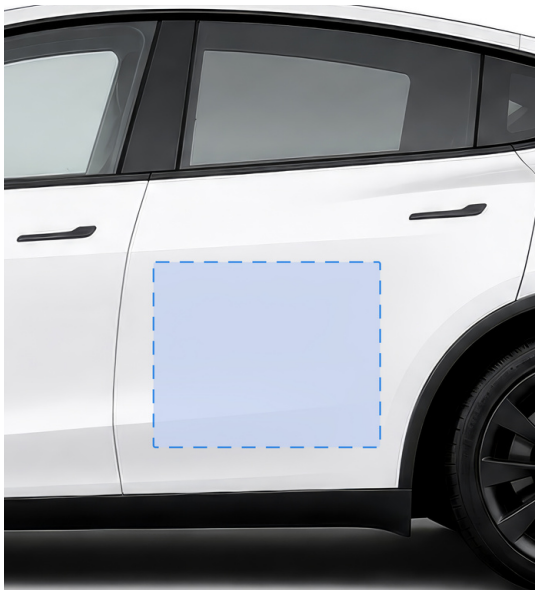
2 FRONT DOOR STICKER (Driver or Passenger Side)



MAX DESIGN AREA
22" W x 18" H
(559mm x 457mm)

- ✓ Use the full area or create any custom die-cut shape within it.

3 REAR DOOR STICKER (Driver or Passenger Side)



MAX DESIGN AREA
22" W x 18" H
(559mm x 457mm)

- ✓ Use the full area or create any custom die-cut shape within it.

ARTWORK SETUP

- Submit artwork in RGB unless otherwise requested
- Preferred file types: AI, EPS, or PDF
- Embed images and outline fonts
- Vector artwork preferred; raster images should be 300 DPI
- Include standard 1/8" bleed
- Final cut shape must stay within the max design area

 More detailed production requirements are available on the [Artwork Setup and Production](#) page.

GUIDELINES

Artwork Setup & Production

Follow these standards to ensure your artwork prints correctly, installs properly, and looks its best on every vehicle.

Questions? Contact your Stic account team.

1

FILE SETUP

- **Color Mode:** RGB
- **Resolution:** 300 DPI
- **Preferred File Types:** AI, EPS, or PDF
- **Fonts:** outlined
- **Images:** embedded or packaged
- **Bleed:** 1/8" (0.125") on all sides
- **Cutline:** final sticker shape must remain within the max design area

SVG files are accepted for logo assets only.

2

RGB WORKFLOW

Stic uses an expanded-color digital print workflow. Please submit artwork in RGB unless otherwise requested.



3

MATERIALS & PRINT SPECS

Standard Material	3M™ Controltac™ Print Film 40C-10R White gloss film
Finish	Gloss laminated
Print	Digital Color
Ink	Eco-solvent
Sides	Single-sided
Print Coverage	Full bleed
Cut	Contour cut

4

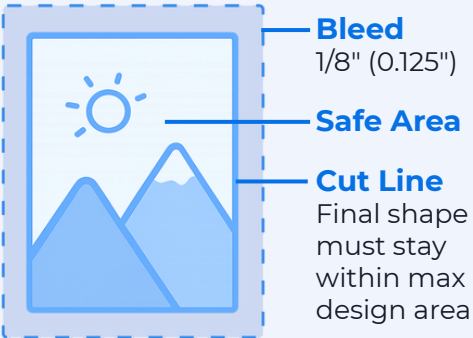
BRAND COLORS & PRINT PROOFS

If your brand has required Pantone, PMS, or spot color targets, include them with your artwork files. Printed proofs or approved color references may also be supplied. Our production team will use them as color references during proofing and print setup.

 Final output may vary slightly.

5. BLEED & CUTLINES

- Include 1/8" (0.125") bleed on all sides.
- Keep all important text, logos, QR codes, and graphics away from cutline.
- Final sticker shape must remain within the max design area for each format.



6. PRODUCTION REVIEW

Stic reviews submitted artwork for size, placement, and production compatibility before print.

 Client creative teams are responsible for final artwork content, spelling, legal copy, logo usage, and brand approvals.

7. THIRD-PARTY PRODUCTION

If your team or vendor is producing stickers directly, use the specifications in this guide for dimensions, file setup, material specifications, bleed, & laminate requirements.

 Non-standard materials, finishes, sizing, or installation methods require Stic approval before production.

REFERENCES

Examples

Approved flat artwork references

Use these flat art examples as directional references for sticker layout and file setup.

1 Example #1



HOOD STICKER



FRONT-DOOR STICKER



REAR-DOOR STICKER

2 Example #2



HOOD STICKER



FRONT-DOOR STICKER



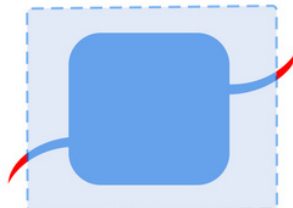
REAR-DOOR STICKER

Common Issues to Avoid

❌ Do not extend past max design area.



❌ Avoid custom shapes that exceed the max design area.



❌ Keep important content away from the cut edges.



❌ Avoid small text or unreadable details.



RESOURCES

Templates & Support

 DOWNLOAD TEMPLATE KIT

HOOD TEMPLATE
30" W x 25" H



FRONT DOOR TEMPLATE
22" W x 18" H



REAR DOOR TEMPLATE
22" W x 18" H



Each template includes max design area, safe area, bleed guide, cutline/dieline, artwork layer, and optional starter shapes.

DOWNLOAD TEMPLATE KIT

 SUBMIT ARTWORK

Submit final artwork using the campaign upload link provided by your Stic account team.

Questions or need support?
Contact your Stic account team or email creative@drivestic.com

RECOMMENDED FILE NAMING
Brand_Campaign_Placement_v01.ai

- Examples:
- Brand_Reach_Hood_v01.pdf
 - Brand_Reach_FrontDoor_v01.pdf
 - Brand_Reach_RearDoor_v01.pdf
 - Brand_Elite_CrossDoor_v01.pdf



FAQ

Can we create a custom die-cut shape?

Yes. Final sticker shapes must stay within the max design area.

Should files be RGB or CMYK?

RGB, unless otherwise requested.

Can we provide Pantone colors or printed proofs?

Yes. Include Pantone, PMS, proofs, or approved color references when color matching is important.

Can we produce stickers through our own vendor?

Yes. Follow the specs in this guide. Non-standard materials, finishes, sizing, or installation methods require Stic approval.