

File Requirements



The delivered material must be a final digital file, preferably created using a Mac system. The file should be produced using the following software:

- **Photoshop**
- **Illustrator**
- **Indesign**
- **Quark Xpress**
- **Freehand**

The layout must be created in proportion to the final size. Fonts must be converted to outlines (paths) or attached for both screen and print (mandatory for Xpress). Logos should preferably be redesigned in vector format. Otherwise, follow the image instructions provided below.

Colors must be in CMYK, with the exception of spot colors (for corporate branding/social colours), where the corresponding Pantone color must be specified. Images (i.e., everything that is scanned or imported) must be saved in TIFF or EPS with DCS deactivated and in CMYK. The resolution, which varies according to the final print size, must be from a minimum of 25 dpi to a maximum of 360 dpi. The smaller the print, the higher the required resolution.

Examples:

360 dpi: print from 1 to 3 square meters (e.g., cm 50x70 - 70x100);

72 dpi: print from 1 to 5.5 square meters (e.g., cm 100x140 - 200x280, etc.);

From 72 dpi to 40 dpi: print from 6 to 18 square meters (e.g., cm 300x200 - 600x300, etc.);

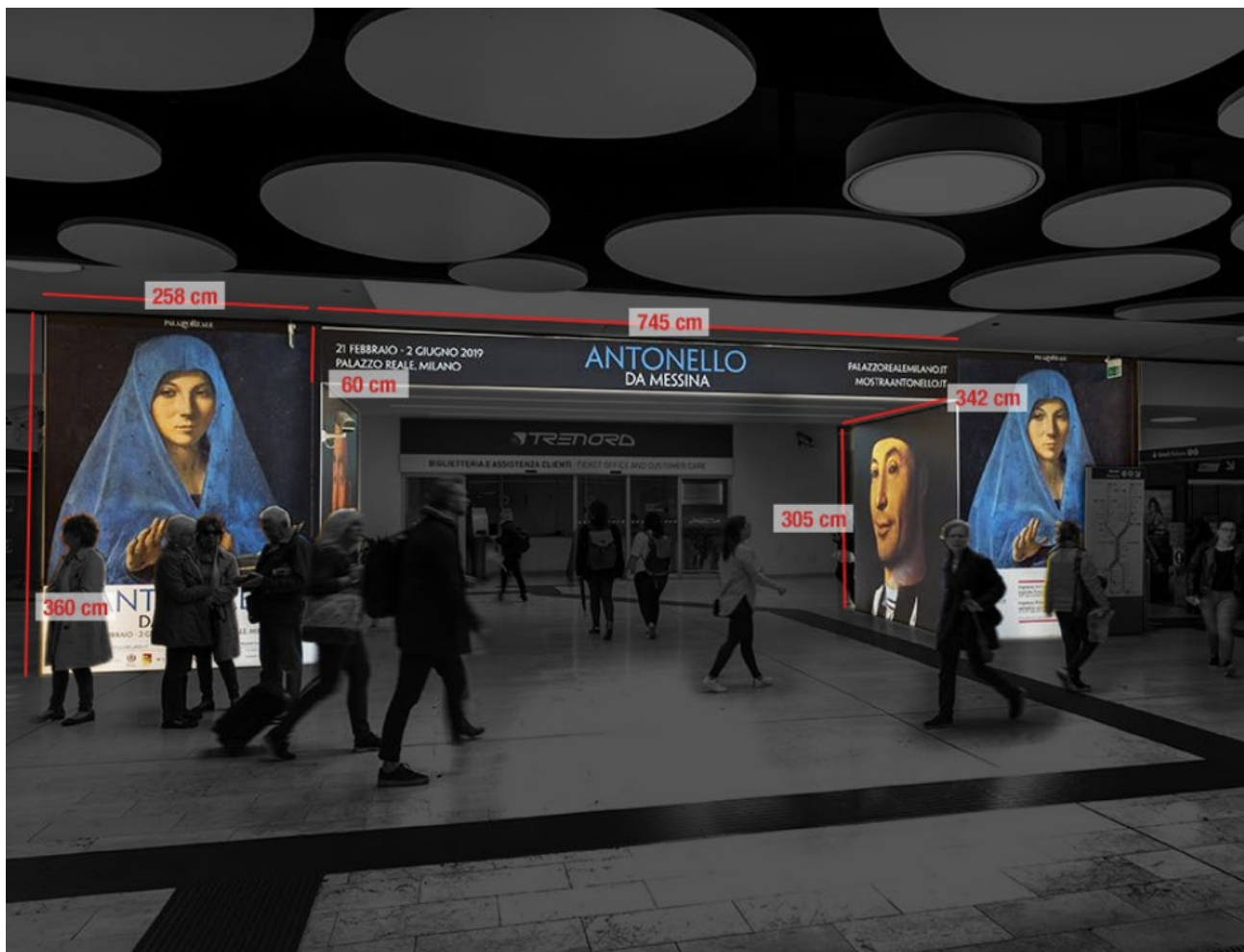
From 40 dpi to 25 dpi: print from 18 to 50 square meters (e.g., mt 20x2 - 40x2)

Calculate the resolution of the Photoshop file considering the magnification factor of the layout. For example, if the final poster size is 6x3 meters, you could create a file with a resolution of 20x10 cm (with a reduction factor of 30). The final image should have a resolution of 40dpi.

If the imported image has the same scaling factor (i.e., always 20x10 cm and thus a factor of 30), the resolution will be calculated by $30 \times 40 = 1200$ dpi.

If the imported image has a different scaling factor (for example, measures 40x20 cm and thus a factor of 15), the resolution will be calculated by $15 \times 40 = 600$ dpi.

The delivered digital media must always be accompanied by a color print proof, preferably a Cromalin.



Send the files to the following contacts (if the files are larger than 10Mb, please use WeTransfer):orlando.secchi@vgpubblicita.it