

# 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 draft must be created in proportion to the final size. Fonts must be converted to outlines or attached (both screen and print fonts, mandatory for Xpress). Logos should preferably be redrawn in vector format. Otherwise, follow the image-related guidelines.

Colors should be in CMYK, except for brand colors, where the corresponding Pantone color must be indicated. Images (everything that is scanned and imported) must be saved in TIFF or EPS format with DCS disabled and in CMYK. The resolution, which varies based on the final print size, should range from a minimum of 25 dpi to a maximum of 360 dpi. The smaller the print, the higher the resolution should be.

## Examples:

360 dpi: print size from 1 to 3 m<sup>2</sup> (e.g., 50x70 cm - 70x100 cm)

72 dpi: print size from 1 to 5.5 m<sup>2</sup> (e.g., 100x140 cm - 200x280 cm, etc.)

72 dpi to 40 dpi: print size from 6 to 18 m<sup>2</sup> (e.g., 300x200 cm - 600x300 cm, etc.)

40 dpi to 25 dpi: print size from 18 to 50 m<sup>2</sup> (e.g., 20x2 m - 40x2 m)

The resolution of the Photoshop file should be calculated considering the magnification factor of the layout.

For example, if the billboard measures 6x3 meters, you can create a file of 20x10 cm (with a reduction factor of 30). The final image should have a resolution of 40 dpi.

If the imported image has the same magnification factor (i.e., still 20x10 cm with a factor of 30), the resolution will be calculated as  $30 \times 40 = 1200$  dpi.

If the imported image has a different magnification factor (e.g., 40x20 cm with a factor of 15), the resolution will be  $15 \times 40 = 600$  dpi.

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

City: **Milan**

Installation: **MAXI TOTEM BIFACIAL - Porta  
Garibaldi Station**

**Visible area:** B 195 cm x H 230 cm

**Final print:** B 195 cm x H 230 cm

**File Submission:**

Send files to the following contact (for files larger  
than 10MB, please use WeTransfer):  
[orlando.secchi@vgpubblicita.it](mailto:orlando.secchi@vgpubblicita.it)