

File Requirements



The material delivered must be a digital final, preferably created with a Mac system. The file must be created with the following programs:

- **Photoshop**
- **Illustrator**
- **Indesign**

The sketch must be made in proportion to the final size. Fonts must be converted to a path or attached to both video and print fonts (mandatory for xpress). Brands must preferably be redrawn in vector. Otherwise, they follow the instructions for images.

Colors must be in four-color process except for social colors where the relative pantone color must be indicated. Images (i.e. everything that is scanned and imported) must be saved in TIFF or EPS with DCS disabled and in CMYK. The resolution, which varies based on the final print size, must have a minimum of 25 dpi to a maximum of 360 dpi. The smaller the print, the higher the resolution.

Examples

360 dpi: print from 1 to 3m² (e.g. 50x70 cm - 70x100);

72 dpi: print from 1 to 5.5 m² (e.g. cm100x140 - 200x280, etc.)

from 72 dpi to 40 dpi: print from 6 to 18 m² (e.g. cm300x200 - 600x300, etc.)

from 40 dpi to 25 dpi: print from 18 to 50 m² (e.g. mt 20x2 - 40x2)

Calculate the resolution of the Photoshop file considering the enlargement factor of the layout.

If the sign measures 6x3 meters we can create, for example, a file of 20x10 cm (with a reduction factor of 30).

The final image must have a resolution of 40 dpi.

If the imported image has the same magnification factor (i.e. always 20x10 cm and therefore 30) the resolution will be calculated from $30 \times 40 = 1200$ dpi.

If the imported image has a different magnification factor (for example it measures 40x20 and therefore the factor is 15) the resolution will be calculated from $15 \times 40 = 600$ dpi.

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

MATERIAL TYPE:

Matt coated paper – 150 g/m² white back

City: TORINO

System:

MUPI ROTOR

Total Light to Live Measurements: B 113 cm X 169 cm H Total Finished Canvas Measurements: B 118.5 cm X 175 cm H

DELIVERY OF MATERIALS:

Send the files to the following contact (for files larger than 10Mb please use

Wetransfer): orlando.secchi@vgpubblicita.it