Requirements to layouts
for large-format and interior printing

Materials for printing shall be submitted only electronically as follows:

- CD or DVD;
- On other devices which do not require extra drivers installation, connected directly to USB;
- from ftp-server (ftp address, login and password are required);
- from file server (link).

NOTE!
All file names should include characters "a"-"z", "A"-"Z", "0"-"9", "-", "_".
Cyrillic characters, punctuation symbols and system symbols "/?*|\" are not allowed in file names!

Electronic file formats for printing

File formats are TIFF, EPS, AI, CDR, PSD; colour mode CMYK 8 bits (for OC Windows).

Layouts shall be presented with preview option in JPG or PDF.

1. TIFF (raster) colour mode CMYK 8 bits (for OC Windows)

- Colour mode CMYK 8 bits (for OC Windows).
- Only one layout per a file.
- Layout scale 1:1.
- File should not contain additional **alpha channels and paths**. All layers should be combined in one layer – **Background**.
- We strongly recommend checking the layout quality before submitting it. Do it as follows: go to View => Print Size.
- **ICC profiles** are ignored. ICC profile introduction can lead to change of colours in the printing process.

We strongly recommend checking the layout quality before submitting it. Do it as follows: go to View => Print Size (Adobe Photoshop).

Layout submitted for full colour printing in raster format TIFF is your best guarantee against any unpredictable alterations during the printing process.

Resolution (dpi)

Image size, sq m	Resolution (pixels/inch)	File size (max), Mb
from 1 up to 18	72	150
18	50	300
from 18 up to 36	36	500
Exceeding 36	20	1000

2. PSD (raster) colour mode CMYK 8 bits (for OC Windows)

- Colour mode CMYK 8 bits (for OC Windows).
- Only one layout per a file.
- Layout scale 1:1.
- File should not contain additional **alpha channels and paths**.
- All fonts and vector elements in PSD files should be rasterized.
- **ICC profiles** are ignored. ICC profile introduction can lead to change of colours in the printing process.

We strongly recommend checking the layout quality before submitting it. Do it as follows: go to View => Print Size (Adobe Photoshop).

3. EPS, AI (vector), colour mode CMYK 8 bits

- Colour mode CMYK 8 bits (for OC Windows).
- Only one layout per a file.
- File should not contain additional **alpha channels and paths**.
- All elements should not go beyond the page boundaries as set in Document Setup.

- All fonts in EPS files should be converted to curves.
- If there are raster images they should be converted into CMYK.
- **ICC profiles** are ignored. ICC profile introduction can lead to change of colours in the printing process.

We strongly recommend checking the layout quality before submitting it. Do it as follows: go to View => Print Size (Adobe Photoshop).

4. CDR (vector), colour mode CMYK 8 bits

- Colour mode CMYK 8 bits (for OC Windows).
- Only one layout per a file.
- There should be no layers blocking.
- All elements should not go beyond the page boundaries as set in Document Setup.
- All fonts and elements in CDR files should be converted to curves.
- If there are raster images they should be converted into CMYK 8 bits.
- **ICC profiles** are ignored. ICC profile introduction can lead to change of colours in the printing process.
- Before placing a raster picture in the layout first process it and make changes in Photoshop. Do not use transparency, shade and other effects in vector files – they are modeled by Corel in RGB type and will be also exported incorrectly.

We strongly recommend checking the layout quality before submitting it. Do it as follows: go to View => Print Size (Adobe Photoshop).

Colour

Only CMYK 8 bits colour mode is accepted.

Please note:

- For solid black colour **CMYK parameters** should be as follows:
  C 50%, M 50%, Y 50%, K 100%.
- Please take into consideration that **when printing on a banner mesh colour saturation deteriorates by 10%.**
- Standard profile U.S Web Coated (SWOP) v2 is recommended for colour separation.
- ICC profiles are not considered at file processing; only colours percentage is important for printing. ICC profile introduction can lead to change of colours in the printing process.
- Corporate colours in accordance with Brandbook may be changed only **after colour proof approval**. If the layout doesn't correspond to corporate colours it is printed without any changes.

Should you want a colour proof please visit the printing shop or send a courier.

Please note that materials failing to meet technical requirements may cause printing defect. The printing vendor designer inspects materials on conformity to technical requirements but does not guarantee detection of all errors and discrepancies.

Take into consideration at file preparation:

- *File resolution should be optimal. The insufficient file resolution will lead to appearance of appreciable pixels at manufacture of billboards and to "jagged" boundaries of lines.*
- *The redundant files resolution will considerably increase file processing time but it will not improve printing quality. For large billboards which are installed at height and are visually perceived from a large distance, it is possible to reduce resolution up to 20-36 dpi. If pixels are visible at a short distance, at a distance of 10-20 metres they become indiscernible. Quality and resolution of initial pictures which you place in the layout for outdoor advertising manufacture is important. Please remember that an image which you see in A4 format not always appears the same in 3x6 m format and more.*