

Requirements for advertising structure models

1. File formats:

*.TIFF (colors in CMYK color model)

Raster format files must contain one layer without alpha channels.

*.CDR (colors in CMYK color model) - CorelDraw fonts must be converted into curves.

Raster graphics models (photos, scanned images etc.) embedded into files of vector formats must be in CMYK color model.

Resolution of embedded objects specified in Section 2 of these requirements.

*jpg (colors in CMYK color model) with quality not lower than the maximum quality value (12).

2. Resolution of raster images (1:1 ratio, measured in mm):

Recommended resolution for printable images – not less than 72 dpi.

This resolution is also recommended for both raster images of *.TIFF, *jpg formats and the raster graphics embedded into CorelDraw graphics.

3. Requirements for vector formats:

All fonts in vector format files must be converted into curves.

All images must have a 1:1 ratio.

4. Color requirements:

If the model does not contain spot colors that must be printed strictly using certain colors, you should choose the color from the PANTONE Process sample, choose it in the software and specify this color on the attached sample or in accompanying documentation.

Color percentage (CMYK) at each certain image point rather than printouts and model images shown on computer screen is used as a criterion for identifying the color.