The letter size shall not be more than 5 MB.

REQUIREMENTS FOR ORIGINAL LAYOUTS

1. We accept ANY file formats in ANY programs for review

If layouts are created in Adobe Illustrator, Corel Draw, or Adobe Photoshop, they shall meet the following requirements:

1.1. Adobe Illustrator (AI, EPS) – no later than version 8, **Corel Draw –** no later than version 12

- Color model shall be CMYK.
- All fonts used shall be converted to curves (keyboard shortcut: Ctrl+A -> Ctrl+Shift+O in Adobe Illustrator /// in Corel Draw, select the text and press the key combination Ctrl+Q), or attached.
- Images associated with the file shall be attached.
- The original layout shall be formatted on a scale of 1:1 or 1:10.
- The layout shall not contain extraneous writings, etc., as well as elements going outside the poster (for example, masks, and those without a bleed tolerance), i.e. all the joined fragments of the image shall fit the required format (the document size).
- Windows platform.

1.2. Adobe Photoshop (TIF, EPS, PSD)

- Color model shall be CMYK, 8 bits/channel.
- No additional alpha channels or paths.
- The original layout shall be formatted on a scale of 1:1 or 1:10.
- LZW compression.

2. Sizes of the original layouts

ANY LAYOUT SHALL BE PREPARED FOR PRINTING WITHOUT A BLEED TOLERANCE TO THE SIZE OF THE PRINTING FIELD, TAKING INTO ACCOUNT THE VISIBLE FIELD (IT SHALL CONTAIN THE FOLLOWING SIGNIFICANT INFORMATION: LOGO, PHONE NUMBER, etc.). When creating a layout, the designer shall remember that in reality the true size of the layout is the size of the structure. Technical requirements for the structure (printing field, visible field, and process fields) can be obtained from your manager, the owner of a particular structure or on the website www.anar.ru in the Technical Requirements section.

3. Color requirements

All source data shall be converted into the CMYK color model. To convert half-tone pictures from RGB to CMYK, we recommend using Adobe Photoshop with standard color separation values "SWOP Coated – 20%, Black Generation – Medium, Total Ink Limit – 250%" set in Color Settings. Please remember that RGB and CMYK models have different values of color space coverage, and some colors rendered by one model are simply absent in another. Therefore, any color adjustments shall be made only after conversion to CMYK. At that, after adjusting the color, make sure to check the total amount of paint in dark and light areas of the image **(in the dark ones: no more than 250%).** For easy control, use the following settings of the "Info" palette in Adobe Photoshop (Info Options): First Color Readout - Actual Color / Second Color Readout - Total Ink.

Black and gray colors shall be composite: colors consisting of black paint only cannot be used, as when printed, this color will be dark gray with noticeable horizontal stripes instead of black. The same applies to the gray color. Therefore, the black color is better to be rendered as CMYK 50, 50, 50, 100, and the gray color, for example, as CMYK 10, 10, 10, 20.

The color scheme obtained in large-format printing does not always correspond to the printing color scheme. If there is a critical color in the layout (the corporate logo color, the corporate identity color, etc.), the method and possibility of rendering it shall be agreed with the manager and designer in advance. In particular, in this case it is better to prepare the layout in **Adobe Photoshop, psd** format with non-run-together layers, in order to be able to adjust the color by individual elements, or in **Adobe Illustrator** (if it is a vector file).

2. **Resolution of half-tone files, when printing with a resolution of 360 dpi / 720 dpi, shall be as follows:**

- No more than 92 dpi for files with a size of less than 10 m^2;
- No more than 46 dpi for files with a size of more than 10 m^2 (30–35 dpi is the optimal resolution for 6x3 m billboards);
- The resolution of files larger than 30 m^2 shall be reduced.

5. Minimum font size

The minimum poster font size is recommended based on the reasonable distance of perceiving the advertisement information and the size of letters seen by a person with a 20/20 vision.

	Type of structure	Distance to object (m)	Distance to information field (m)	Min poster font size (mm)
1	3*6	20	20.22	29
2	4*12	30	30.34	44
3	5*15	60	61.50	89
4	1.2*1.8 City	15	15.01	22
5	1.4*3	15	15.01	22
6	2.7*3.7	20	20.10	29
7	1.2*1.8 p/k	20	20.22	29
8	Brand	100	101.12	147

9. General requirements for accompanying information

- Color-printed image or file preview;
- Layout size;
- Specifying the material on which the image shall be printed;
- Contact details of the designer or the responsible person (name, and phone number) to address any possible technical issues on the layout.

10. Layouts that do not meet the requirements, and image perfecting

The customer shall be aware of the following:
- Layouts that do not meet the requirements might not open;
- Layouts that contain spelling and punctuation errors are not subject to proof-reading.

The customer is fully responsible for the compliance of the layouts with the above requirements.

- **A color proof with a size of up to 1 sq. m is produced on any material for free.**