



## Graphical instructions

- File formats**
- ▣ Vector / Illustrator files (incl. overview PDF-file)  
include all linked images and convert all fonts to outlines
  - ▣ Only images and graphics in Vector, AI or PDF-file
  - ▣ Printable-PDF in high resolution PDF/x-3:2002 version
  - ▣ DO NOT USE TRANSPARENCIES
  - ▣ All large files should be provided using a file share service, and all correspondence should be sent to: [events@nookpod.com](mailto:events@nookpod.com) or to your Nook sales representative

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**Format** Aspect ratio 1:1

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**Resolution** At least 100 dpi / optimal resolution in 150 dpi

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**Bleed**

- ▣ 10 MM BLEED ON ALL 4 SIDES AND
- ▣ NO CROP-MARKS
- ▣ Example: Panel dimensions 1000 x 2000, final dimensions 1010 x 2010

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**Color**

- ▣ CMYK-colors, no RGB-files
- ▣ Deep black: C=60%, M=50%, Y=50% and K=100%
- ▣ Gray tones: C=0%, M=0%, Y=0% and K=0-100%
- ▣ Gradients preferred to be created in Photoshop as an image file

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**Fonts**

- ▣ Open files: send fonts or convert text into paths, as required
- ▣ PDF-files: fonts converted in paths

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