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File Creation Overview

- All Graphic elements are to be supplied as “Vector” CMYK (or spot colours where applicable), Overprint OFF & with text converted to outlines.
- Special attention needs to be applied when creating gradients, keylines & the other elements to make sure everything is set to “knockout” rather than “overprint”.
- All Images are “Raster” CMYK & need to be supplied at 25% of said size @600dpi, regardless of application. The rationale is to allow headroom (extra res) for resampling the creative to any size required.
- MMT Black is a mandatory requirement for all elements of which the breakdown is Cyan: 50%, Magenta, 50%, Yellow %40, Black %100. A lot of Research & Development has gone into the MMT black.
- This MMT Black needs to be applied from the start of file set up, set up a swatch to suit within Indesign or illustrator from inception. Text & grads in particular are devices that a lot of designers forget to apply it.
- If need be please supply original creative Indesign file or illustrator files with all links (images, logos, fonts) as a package & compress the files as a .zip archive to be uploaded to FTP, just email if size is below 20mb.
- Hi Res PDF's are to be supplied with no trim marks & always set to overall size. Keep in mind transparency flattening preferences within the chosen program of creation are to be at max res - double check PDF.
- With large format printing the process works in reverse of conventional lithographic printing, being that the printed size is within the overall flat size. Bleed is on the inside of the flat file, not the other way around.
- Extremely complex Vector patterns are to be flattened & the application of “Raster” CMYK is to be used. The reason for this is at RIP stage, vector files with infinite amount of points will encounter postscript errors.
- PMS specific jobs to be preferably supplied with a hard copy sample proof where possible, in order to avoid collusion at job completion. The MMT ICC profile is applied from start to finish in pre-press for WYSIWYG.
- Size of supplied artwork is to be at ideally 10% of the final order size @600dpi, higher res is ideal for applying to all sizes with the above specs applied. This will cover our Grande Format, Flatbed, & Small Format Printers.

**Please do not hesitate to contact MMT Print
if you have any queries about your final artwork delivery**