

ART PRODUCTION GUIDE

Process Color Printing

- Convert file to CMYK color space with a 280% total ink limit
- TIFF or EPS file formats preferred
- Resolution must be double the intended line screen
-i.e. 55 line screen = 110 ppi of resolution at 100% size
Ink jet produced graphics also require 100 ppi images at 100% size
- Include a 1 pt. red stroked line to indicate the finished cut or die cut of the graphic
- Art should be at 100% size or scale clearly indicated on the file
- Clearly indicate colors by Pantone Matching System names
- Allow for 1/8" bleeds on small format jobs under 2' x 2'
- Allow for 1/4" bleeds on large format jobs over 2' x 2'
- Include a color reference or laser print with the electronic file if possible
- PDF files should be saved with the Acrobat 6 (PDF 1.5) or above compatibility and all fonts included with preserve Illustrator or Photoshop editing capabilities checked if possible
- Banners with pole pockets will have a foldover at 1-1/2" with sewing lines. Keep all critical graphic elements outside this area if possible. Modernistic can assist with locations if requested

Vinyl Cut Graphics

- Only vector art that has been created in a drawing program such as Adobe Illustrator, CorelDRAW, Flexi-Sign, AutoCAD or Graphix Advantage can be used
- If you supply a bitmap image, it will need to be recreated at an hourly rate
- File scale must be at 100% size or scale clearly indicated on the file

Fonts

- Include both screen fonts and printer fonts in a separate font folder
- Adobe PostScript Type 1 or Open Type fonts preferred

File Transfer

- We have a file transfer web site that allows our clients to upload and download files to our dedicated server which provides rapid file transfers for our local and international customers.
To use our site please contact your sales associate or fill out the forms @ <http://www.modprint.com/ftp.htm> to obtain your unique username and password. Once you have obtained your user account you can upload and download files at our site. Our file structure and security protocol ensures your data remains confidential.
- Once files are uploaded to our site, a Modernistic Sales Rep and the Modernistic art department will receive an email notification so the file processing may start.