**Roland
Curtains**

Inc.

Digital Guidelines

Follow these simple guidelines to a fast and accurate way of achieving a standard or high resolution banner or curtain.

Scale: Save all images to one-fourth of the image's final output.
- In example, If the final dimensions for a banner are 136" x 76", scaled to one-fourth scale, the image would become 34" x 19".
- The dimensions for a full color image on a trailer that has the visible dimensions of 48' x 110", the image would become 144" x 27.5".

Resolution: 400 dpi
- All full color images must have a minimum of 400 dpi (dots/pixels per inch) at the aforementioned scale. This includes images that are placed into other images.

Layers:
- Keep images <u>layered</u> in case there is minor change that can be corrected without new artwork being requested.

Formats:
- If the layout has an abundance of text and/or vector images (logos and shapes such as squares that need crisp lines), the best format would be an Illustrator file (.ai).
- If the layout is of a photographic nature, a layered Adobe Photoshop document (.psd) or EPS (.eps) is the requested format.
- In some cases, there will be a photo and text and/or vector images on the same image.
  In this case, It is better to place the photo .eps in Illustrator, rather than Photoshop.
  Be sure to include the imbedded photo (at the aforementioned resolution) when sending your artwork.
- Extensions <u>not</u> recommended are: .tif, .pdf and .jpg.

Color Modes:
- All images must be saved and sent in CMYK mode.
- If your file is saved in RGB, Duotone or Grayscale, please convert to CMYK.
  Mode changes may produce unexpected or unacceptable color shifts that may not be detectable on a monitor.

Fonts:
- We have many fonts, but do not assume we have the fonts used in your image/file. Include the screen and printer font(s) for all the fonts used in your images.

Tips:
- Keep all important matters (text, logos, etc.) the equivalent of 3" (.75" /quarter scale) away from the edge.
- Please send <u>only the image</u>. No bleeds, no cropmarks or extra text outside of the image.
- The final size of the image saved at this scale and resolution will be large. It will be too large to email. It may be uploaded to our FTP site. See your Roland representative for more details.
- Or burn it to CD or DVD and mail to:

Roland Curtains Inc.
Attn: Lumey Jump
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Arlington, Tx. 76010