

Software Supported

- Please supply artwork as Adobe Illustrator, Photoshop or InDesign.
 - Save images as PSD, PSB or TIFF in Photoshop and as AI or EPS for Illustrator files.

Artwork Guidelines

- **Color**
 - Create new artwork in CMYK but do not convert existing RGB files to CMYK.
 - Please use Pantone Solid Coated colors when Pantone colors are necessary.
 - We can achieve a close match to the majority of Pantone colors using CMYK printing.
 - Benjamin Moore, Sherwin Williams and other systems do not cross reference to CMYK.
 - We recommend test prints to confirm colors are correct before final production on color critical jobs. Let us know that you will need test prints when submitting a quote request.
 - Let us know if you will be providing a physical print or paint swatch for color matching so we do not begin production until we have it.
- **Fonts and Linked files**
 - Convert all Type to outlines in Illustrator and InDesign files.
 - Package InDesign files and include all links and fonts.
 - Do not embed raster images in Illustrator – send the linked files.
- **Bleed**
 - Bleed is additional printed material that is necessary for sewing hems or wrapping frames.
 - Please include 3" bleed on all sides to allow for sewing (minimum 1" bleed).
 - Please include 6" bleed for fully printed pipe pockets or when wrapping prints onto frames.
- **File Resolution and Scale**
 - Determine the appropriate resolution for your print based on the viewing distance and usage.
 - **35 DPI** at full size – viewing at 20' or more Theatrical backdrop, film/tv backings, scrims, large events
 - **50 DPI** at full size – viewing at 5 feet to 15 feet Trade show, poster, banner, wallpaper, props.
 - **75 to 100 DPI** at full size – viewing at closer than 5 feet Museum exhibit, corporate office murals
 - Use the chart below to determine the resolution for your file when working in a scale other than 1:1.

Viewing distance or Application	Print DPI	Artwork DPI for 10:1 Scale	Artwork DPI for 1" Scale (12:1)	Artwork DPI for ½" Scale (24:1)
20'+ Theater Backdrop	35	350	420	840
5' to 15' Trade Show Booth	50	500	600	1200
5' or closer Museum Exhibit	75	750	900	1800
Interactive Museum Exhibit	100	1000	1200	2400

- **Sending your Files and Reference Prints to Rose Brand**
 - Send your reference prints, CD, DVD, USB, portable hard drive to the following address:

Rose Brand
Attn: Digital Printing
4Emerson Lane
Secaucus, NJ 07094
 - Rose Brand also maintains a fast, secure, easy to use file upload site.
 - <https://fta.rosebrand.com/envelope/RBDigital>

Our Process

- Rose Brand Digital will make a PDF proof of your artwork for you to review the size and finishing.
- Test prints (if required) are printed and shipped for review of color and resolution.
- Production begins when we have an approved order, approved artwork and a form of payment.

NJ 800.223.1624 ext 354

CA 800.360.5056 ext 354

Digital.Printing@RoseBrand.com