

# Graphic Guidelines - Roland Printer

This guide is intended to give basic information to pass on to customers concerning the large format printer and to give you the ability to understand the graphic requirements of this machine as it differs greatly from standard offset printing.

This guide includes the following:

- *information regarding client submitted artwork*
- *unacceptable file types for large format printing*
- *information regarding TCP creation of signs, banners, etc.*

## IMPORTANT: THE DIFFERENCE BETWEEN A VECTOR IMAGE AND RASTERIZED IMAGE ILLUSTRATED BELOW



### **VECTOR (.eps, .ai)**

*Smooth, straight lines, no pixel data  
Scalable to any size  
Any color possible*



### **RASTER (.tif, .pdf)**

*Uses pixel data, so can become blurry  
Not easily or cleanly scalable  
Colors are preset (no changing)*

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## CLIENT SUBMITTED ARTWORK

- Artwork needs to be **VECTOR** wherever possible for maximum quality
- **DPI of 4-color images depends on size of artwork:**
  - 1"x1" to 18"x24" - 300dpi
  - 19" x25" to 48" x 72" - 150dpi
  - 48" x 72" or larger - 72dpi - 150dpi, NO LARGER PLEASE
- If artwork contains images, vector graphics and effects, it will need to be **FLATTENED** (a single, flat image) to correct DPI for best results
- Artwork needs to be sent at **100%**, or scaled down proportionately  
*(A 48" x 72" banner can be sent in at 150 dpi @ 48" x 72" OR it can be sent in at 300 dpi @ 24" x 36". When the image is enlarged to the proper size, it will be the correct size and resolution.)*
- Artwork needs to be set to **CMYK color mode**
- **Black text or vector paths need to be set to RICH BLACK** for deeper color  
*(Cyan=60, Magenta=40, Yellow=20, Black=100)*
- **File types accepted:**
  - .TIF (flattened)
  - .PDF (flattened)
  - .EPS (with outlined fonts & embedded images)
  - .AI (with outlined fonts & embedded images)

## UNACCEPTABLE ARTWORK & FORMATS

- Images pulled from the internet (Right click + Save As) will **NOT** work for large format printing
- Images embedded in Word, Powerpoint or Publisher will **NOT** work for large format printing
- Files built in Word, Powerpoint or Publisher will **NOT** work for large format printing
- Low resolution .JPEG images will **NOT** work for large format printing
- **Unacceptable file types:**
  - .JPEG (low resolution)
  - .PNG
  - .GIF*(These are generally web-based graphics and are not print quality)*

## FOR TCPRINT CREATION

- A Word document or some form of mock-up or thumbnail drawing for layout
- **All necessary logos or images in correct formats**  
*(NO LOGOS OR IMAGES PULLED FROM THE WEB CAN BE USED. See file types above for quality images.)*
- All text provided in a basic, unformatted text format such as .doc, .txt or .rtf
- Colors need to be provided and can be given in a PMS (PANTONE) format