

Rowan Enterprises

ART STANDARDS

Rush Fee: \$100

Vector Art Fee: \$50 an hour

Digitizing Fee for Embroidery: \$100

PMS Color Matching Fee: \$25

At Rowan Enterprises we have a team of talented graphic designers who can help set up your art if necessary! Art needs to be clean and precise for our team to provide you with the best results. We only charge once per art file. If you proceed with the same art, there is no charge.

PREFERRED FILE FORMATS

Vector art is our preferred art format (.eps, .svg or .ai) as it provides optimal printing results and allows us to resize your image as needed without loss of sharpness or detail. Color change requests are more feasible in a vector format.

Unless factories accept flat images, vectors are the primary accepted artwork.

Vector files will have paths and shapes as seen below with the blue lines and dots. A flat image, when selected, has a box around the image. Please note that a jpeg or png saved in illustrator as .ai file will **not** make it a vector file. If we need to clean the provided vector art, we will charge accordingly. If the client does not want to pay the art fee, we will proceed with it as is, at the risk of a low-quality print.



ROWAN
enterprises
PRODUCTION

VECTOR



ROWAN
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PRODUCTION

FLAT

ACCEPTABLE FILE FORMATS

Photoshop documents or high-quality pdf files (.tiff, .psd, .pdf) are acceptable files depending on the size and quality of your file. For a good quality print, we would need flat art to be at **production size**. For example, if a client wants a 4' x 3' banner, with their art as the focus, we will need the art at 4' x 3' at 300 DPI (dots per inch) to avoid pixelation or blurry edges. An art file may look good from afar, but when we zoom in, the pixels become blurry. The bigger the image, the more pixels, which results in better quality.

WHATS THE DIFFERENCE?

R

VECTOR

R

300 DOTS PER INCH

R

72 DOTS PER INCH

A png can be saved with a transparent background, which makes it friendlier for screen printing and direct to garment production. It can render at a *slightly* higher quality than a jpeg because of the way it is compressed. Jpeg files are more popular for internet usage because they can be compressed into smaller files. Unfortunately, this means they are not as great for use in production due to their quality which is usually similar to the 72 dpi image above. Jpgs also have a white/color block in the background. Pdfs are great for transferring high quality replicas of art with less issues and less compression.

EMBROIDERY

Any artwork sent to us for embroidery needs to be converted into a file that can be read by our machines. (.dst, .emb) This process is done to parametrize lines, columns or fill areas. Our digitizer must create stitch paths, adjust settings, and fine tune the art into a file that guides the machine. The end goal is a clean and precise result, and so we run embroidery samples, to ensure that the result is approved by you before we proceed. We do accept art that is already converted to a Wilcom or DST file. DST is a universal file but is much harder to edit, so the client gets what they give us.

PLEASE NOTE

- Please be sure to outline your fonts when sending us art files. If you are not aware of what this entails, please consult us!
- Images must be attached and not linked.
- If you have a specific PMS color for screen printing, please be sure to note it, otherwise our designers will color match it.
- If you are unsure of the quality of your artwork, we are happy to help! Any of the graphic designers can check your artwork and verify that it is useable. Contact any of us!

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