

Brand 4 U Artwork Requirements 2008

Artwork for Embroidery

If your logo is to be embroidered, the format that you can supply your logo in is very flexible. This could be:

- EPS (vector) file
- JPEG
- Your business card, letterhead or compliments slip.

Embroidery pricing is based on stitch numbers, therefore the larger the embroidery the dearer the logo.

Initial orders over 100+ units applied to the same type of garment and using the same logo incur no set up cost.

There is an edit cost to alter the original logo for polar fleece, towels, and beanies. Price breaks apply to similar garments, the same program and colours must be used.

Logo cost per garment applies over and above set ups.

There is a minimum run for embroidery orders, all orders placed under 8 garments will incur a handling fee of \$ 25.00 + GST.

The unit costs shown are based on the logo itself being stitched onto standard garments (polos, tee, shirts etc) in standard positions (chest, back & sleeve). Additional costs will apply if these are non standard products or positions.

To fold and bag t-shirts, polo's, shirts and other items using a 300 x 400 plastic bag: \$ 0.70cents per garment.

Fleece, jackets, sweats and other items using 375 x 500 plastic bags: \$ 0.80 cents per garment.

Unusual items will be priced accordingly.

ADDITIONAL COSTS

The unit costs quoted are based on the logo itself being stitched onto standard garments (polos, tees, shirts etc) in standard positions (chest, back, and sleeve). Additional costs will apply upon receipt of the goods if it is proved (once sighted) to be a 'non standard product type' or 'non standard position' (these can include headwear (front, side and back), garments with internal access, garments with restrictive access, all bags, collars, bands, pockets, all oilskin garments, very heavy or thick jackets) Also the unit costs shown do not included any unpacking or repacking charges that may apply to certain product types.

Brand 4 U will inform you of any additional charges and await approval from you before proceeding with your order.

Artwork for Screen Printing and Pad Printing.

We prefer electronic artwork wherever possible as this produces a much higher quality print result.

The artwork provided for this kind of branding work **MUST** be as a vector line art editable file in any of the following formats:

- EPS file
- CorelDraw version 13
- Adobe Illustrator
- PDF.

These files should be available from the graphic designer who originally created your logo for you.

TIFF, JPEG, BMP and GIF files are not editable and there may be an artwork cost to convert them.

It is essential that the artwork is provided to us in a useable format before the branding work begins. If you don't have your artwork in this format and cannot obtain it, we would need to contract a graphic designer to redraw or recreate your logo: you would be advised if this is the case.

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This work is charged for at \$120.00 per hour, or as charged by the graphic designer, subject to confirmation. The resulting logo files provided will also be useful for any printing or sign writing work in the future.

Screen Printing:

We offer traditional screen printing using a transfer method of application. We can offer up to 4 -5 colour prints.

Screen printing is the best branding method for large runs. The normal screen size is 450mm x 550mm. For special jobs the size can be extended to 700mm x 500mm. There is an extra cost for this size.

Characteristics:

- Great image quality is achieved.
- Pantone colour reproduction.
- Excellent resistance to wear and abrasion.
- Low cost.

Computer Cut Text & Images

One colour digitally cut vinyl ensures sharp image reproduction. This medium is the best branding solution as it will reproduce a sharp edged logo that won't crack or fade with minimal time & cost.

Uses include numbers and names on the back of sports tees and singlets, one colour images on small runs of garments. There are a limited number of colours available.

Characteristics:

- Digitally cut means lower set-up costs as no films or screens are required.
- Excellent resistance to wear and abrasion.
- Will not crack, or fade like inks can.
- Fast production turn-around.

Digital Transfer

This transfer utilizes a hi resolution image in multiple colours and produces a print which can have shading, fine detail and many different colours.

Characteristics:

- Digitally executed means lower set-up costs as no films or screens are required.
- Excellent resistance to wear and abrasion.
- Excellent representation of print/logo.
- Fast production turn-around.

There is a minimum run for all printed orders, all orders placed under 8 garments and or products, will incur a surcharge handling fee of \$ 25.00 + GST

All prices quoted are subject to change without notice and exclude GST.

pens . caps . hats . clothing . bags . corporate gifts . mugs . screen printing . embroidery . i.t. products

