

Keep in mind that we're a design studio that prides ourselves in creating awesome artwork for our clients' apparel or branded merchandise as part of their brand identity. We know going into a project what it takes to keep production cost low and still visually effective. We know not to assume you do if you submit your own artwork for us to screen print or embroidery. So, below we've added some quick reference information so we don't have to charge you any extra for your project than necessary.

FILE PREPARATION & ARTWORK SUBMISSION

Vector Files (preferred)

A vector file is an image that is composed of paths. You will most likely hear the terms spot colors, fonts, outlines, and curves discussed in regard to this type of file. These files are generally created in Illustrator, CorelDraw, or Freehand. Vector images can be resized with no image quality loss.

Raster Files

A raster file is an image that is composed of pixels. You will most likely hear the terms separations, resolution, layers, and channels discussed in regard to this type of file. These files are generally created, scanned, or taken from online images into Photoshop. Raster images whose quality is directly related to Hi-res or Low-res DPI. These files CANNOT be resized.

Spot Color

Acceptable Formats

(Converts fonts to outlines and includes PMS spot colors, if any. PMS color matching is extra per color.)

.AI | .EPS | .PDF

Formats that may require art time (See Digitizing and Artwork Production)

(Converts fonts to outlines and includes PMS spot colors, if any)

.PSD | .JPG | .TIF | .PNG | .GIF | .BMP

Unacceptable Formats

(Export .CDR and .FHS files to .EPS to make them potentially usable.)

.CDR | .FH | .PPT | .DOC | .XLS

Four Color Process

Acceptable Formats

(Artwork provided must be at least 300 DPI resolution at the size of final output for printing. If colors within the image are specific, a match paper **proof must be provided.**)

.AI | .EPS | .PDF | .PSD | .TIF

Formats that may require art time (See Digitizing and Artwork Production)

(Any image taken from the web is low resolution. Resolution can never be added.)

.PSD | .JPG | .TIF | .PNG | .GIF | .BMP

Unacceptable Formats

(Export .CDR and .FHS files to .EPS to make them potentially usable.)

.CDR | .FH | .PPT | .DOC | .XLS

Sending Art

(To help avoid potential file errors, please compress the files.)

.ZIP | .SIT

FILES UP TO 20MB

Please email art to quotes@hbsmedia.com or send to your media consultant.

ART FILES between 20MB and 1GB

Please upload file(s) to our ftp site at <http://hbsmedia.com/upload/>

Upon the completion of the upload, please send an email to quotes@hbsmedia.com including the contact information and file name uploaded.

ART FILES 1GB and above

Please split up the files (if more than one) or send a DVD.

For full details on pricing, production standards, timelines and general terms and conditions please email us at quotes@hbsmedia.com. asi/216765

VECTOR FILES

RASTER FILES

ORDERING

Mix and Matching Styles

Clients can run the same size graphics on multiple styles or garments to count for the same quantity discounts.

Example: 96 crew neck t-shirts and 48 hoodies with the same size graphics gets 144 pricing on both styles.

Artwork that is the same graphic but a different size on multiple styles or garments will be charged at separate quantity pricing per style or garment quantity group with separate set-up charges.

Example: 96 crew neck adult t-shirts and 47 crew neck youth t-shirts with the same graphics but different size gets 96 quantity pricing for adult t-shirts and 47 quantity pricing for youth t-shirts.

MISCELLANEOUS

Payments

We ONLY accept cash, credit cards, money orders and cashier checks. No personal checks. A 50% deposit is required on all orders before work can begin.

Customer Supplied Apparel

Due to possible spoilage during production, we are NOT responsible for client' supplied garments.

AVERAGE TURNAROUND TIMES

Screen Printing: 7-10 business days from approval of artwork.

Embroidery: 7-10 business days from approval of artwork.

Ad Specialty: Varies per product item from approval of artwork.

Digitizing & Artwork Production: 24-48 hours depending on the complexity of the customer's artwork.

***Please check with a media consultant for orders needed inside of 6 days or Rush Orders.**