



# SERVICE DEFINITIONS

## Embroidery Digitizing

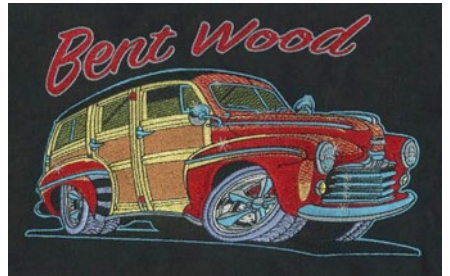
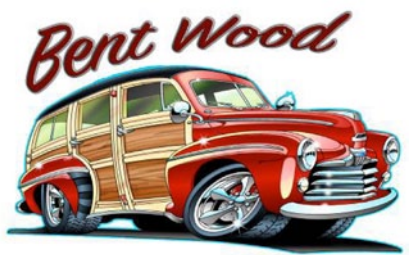
Embroidery starts with artwork that is converted to a design using embroidery software. The digitized design drives the sewing machine, indicating where and how to place the stitches.

### Premium

- Turn times:** 24-hour service  
48-hour service  
72-hour service
- File formats:** We provide one of these native files plus Tajima DST and JPG  
Wilcom — EMB  
Pulse — POF/PXF  
Ethos — ISI  
Melco — OFM  
Punto — PDC

### Basic

- Turn times:** 24- to 48-hour service
- File formats:** Tajima DST and PDF only



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## Vector Artwork

Artwork is illustrative work prepared for reproduction that may consist of drawings, hand lettering, paintings, photographs and anything that is not all text.

Vector artwork are graphics created using software such as Adobe Illustrator or CorelDRAW, which use mathematic expressions and geometric primitives to create art that is clean, camera-ready and scalable without any loss of quality or fidelity.

Vector artwork is typically needed for screen printing, digital printing, embossing/debossing/foil-stamping, laser etching/engraving and vinyl cutting.

### Premium

Standard Artwork, Non-Standard Artwork, Collages, Additional Logos

**Turn times:** 24-hour service  
48-hour service  
72-hour service

**File formats:** We provide one of these native files plus JPG  
Adobe Illustrator — EPS/AI  
CorelDRAW — CDR

### Non-Standard Artwork

This product is always quoted

### Vector Art Modification

Vector files received in EPS/AI or CDR format with minor changes

### Basic

Standard Artwork, Collages, Additional Logos

**Turn times:** 24- to 48-hour service

### Vector Art Modification

Vector files received in EPS/AI or CDR format with minor changes

**Turn times:** 24- to 48-hour service

**File formats:** We provide Adobe Illustrator — EPS files plus JPG

INPUT

OUTPUT

### Premium—Standard Artwork



### Premium—Non-Standard Artwork



### Premium—Vector Art Modification



### Basic



# SERVICE DEFINITIONS

## Virtual Imprinted Sample

Virtual imprinted samples help your customers envision their logos on the products your recommend.

### Virtual Samples Premium

Turn times: 8-hour service  
File formats: PNG

### Virtual Samples Basic

Turn times: 24-hour service  
File formats: PNG

INPUT

OUTPUT

COLLEGE of  
CHARLESTON



PUMA

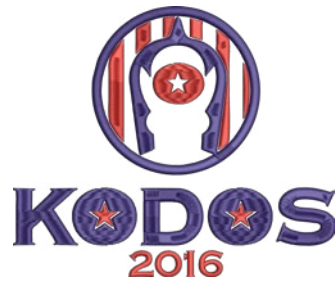


## Virtual Embroidered Sample

We provide a virtual embroidery image for the artwork submitted.

INPUT

OUTPUT



# SERVICE DEFINITIONS



## Image Editing

Repurpose photographs for online use, clean them up to remove unwanted effects, or have colors and/or logos changed. We can transform images to be used in different media, such as print to online.

INPUT



OUTPUT



## Logo Design

Creation of a recognizable graphic design element, often including a name, symbol or mark, to represent an organization or product.

INPUT

I'm an ad specialty distributor and handle anything that is branded or has a logo on it. Before, I was promoting mainly gifts but I still like the gift imagery. However, I don't want the box to be so obvious. I'd like it to be more abstract and modern, incorporating a spectrum/rainbow or just a lot of color. The logo should work in both full color and single color. The details can't be too small and I don't want text reversed.



OUTPUT



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## T-Shirt Design

Creation of a graphic to be featured on a t-shirt for the promotional purposes of brands, teams and others.

- Simple
- Medium
- Complex

INPUT

OUTPUT

### Simple

Please make the font in block lettering. We need the design to be on a navy blue background with white lettering. The football needs enough space to have players' numbers added.



### Medium

This is for girls middle school basketball, for the players and for the parents. We would like to keep it a two-color design. It should be spruced up a little.



### Complex

Need to have the words Kindness is Cooler with the "oo" in the word "cooler" portrayed as ripples in water to symbolize the quote: "This is what kindness does. Each goes out, like a ripple, into the world. Even small things count. Each kindness makes the world a little better."



## Poster Design

Creation of a placard or bill that will be printed and posted as an advertisement with image(s) and details such as dates, addresses, contact information and more.

- Simple
- Medium
- Complex



### Simple



### Medium



### Complex

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## Event Banner Design

Creation of a large graphic design incorporating an image and a limited number of words that will be printed to attract the attention of trade show, conference or other event attendees.

- Simple
- Medium
- Complex



Simple



Medium



Complex

## Marketing Materials

### Announcements



Your clients can celebrate a grand opening, special event, open house, and more with announcements in a standard 8-1/2 x 11-inch size. Pair them with an envelope design.



### Brochures



Showcase your business or your clients' with a full-color, double-sided brochure. The four or six information panels on an 8-1/2 x 11-inch page can include photos, product information, contact details, and more. Brochure folding options include half-fold, tri-fold, z-fold, and single open or gate fold.



# SERVICE DEFINITIONS



## Marketing Materials

### Cards



You can help clients wish their customers holiday, birthday or other greetings with a custom card design in the standard size of 5 x 7 inches.



### Custom Work



If you need any designs not specifically mentioned here or have different dimensions or special requests, we consider that custom work and will provide quotes before starting projects.



### Flyers



Help your clients reach their customers with high-quality, full-color flyers. Standard size is 8-1/2 x 11 inches and flyers can be printed single-sided for posting or double-sided for distribution. It's a good idea to pair a flyer with a sign or banner to maximize brand awareness.



# SERVICE DEFINITIONS



## Marketing Materials

### Invitations



Your clients can celebrate a grand opening, special event, open house and more with a full-color, 5 x 7-inch invitation. Don't forget the envelope to get mailings noticed!



### Menus



Showcase your client's food and drink offerings with a full-color menu that's sure to wet appetites. They can use these high-quality, 8-1/2 x 11-inch menus in the restaurants or for a direct mail campaign.



### Newsletters



Enable your clients to provide informative bulletins to customers, prospects or members. Documents have two, three or four columns per page for printing on 8-1/2 x 11-inch or 11 x 17-inch sheets.





# SERVICE DEFINITIONS



## Marketing Materials

### Postcards

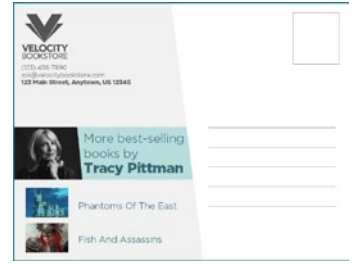


Spread your clients' messages with full-color postcards. They can use them as takeaways or in mailing campaigns to help build a professional brand. Standard size is 5-1/2 x 4-1/4 inches.

### Front



### Back



### Programs



Brand your client's event, conference or meeting with a professional program. With a double-sided, full-color design, a program can be printed as a single sheet or folded.



### Sales Proposals



Present your products in a professional, multi-page document in an 8-1/2 x 11-inch size. Feature images and descriptions, as well as pricing and contact details to help you or your customer close deals.

