

SCREEN PRINT

ART

PACKAGES

Package Design Development 1: No Charge

This will consist of a ready to go file provided to us by the customer. The art in the file, if used for screen print needs to be vector, in spot color (Pantone Matching System Colors are our standard), clean, and all fonts will need to be converted to outlines. The supplied file should be approved by a screen print artist, in order to be assured that everything is ready and we will not need to spend time editing the customers art. This approval needs to happen before the paperwork is sent to the art department. Standard vector files are AI, EPS, PDF, CDR, just because the art is in one of these file formats does not guarantee that it is clean ready to use vector artwork. **FILES THAT ARE SUPPLIED IMPROPERLY AND THAT WILL REQUIRE TIME IN THE ART DEPT WILL FALL INTO OTHER DESIGN PACKAGE GROUPS.**

***Amendment 1**

Designs With Simple text changes from the previous year may fall into this category. The text change should be minimal such as a year or date. There should not be traced text, beveling, shadow, multiple outlines or other effects on the text for it to fall into this category. The edit to the text and to submit the proof should be under 15 minutes in art time. If your edit looks to be complex or will take 15 minutes or use development 2.

Package Design Development 2: \$30

This will consist of a basic font that will not need anything other than an outline or an arch.

-things to be considered about from sales on this package; this is a basic font we have not something that needs to be matched by the customer (we may not have that font and it will need traced thus needing a charge). On average this should take no longer than 15 min total from layout to proof, then from approval to films.

TIGERS

TIGERS

TIGERS

SOME STANDARD FONT

(If it is not listed with Caps and lowercase it does not have lower case as an option)

Arial

Aachen

2 Jade DNA

0 Who DNA

ANASTASIA

ACLONICA

A and S Rhino

Snappy DNA

A and S Blaze

Aurora

BALLOON

BATMAN FOREVER

BANGERS

BANK GOTHIC

Bauhaus

Bernard

Benguiat

Bolt

BROKEN

Century

Cezanne

COLLEGE BLACK

Cooper

COPPERPLATE

Crillee

Disintergration

DRAGOON

EARTHQUAKE

Eastmarket

EDO

Falling Skies

Finkheavy

Futura

Garamond

Geoslab

Gunplay

Goudy

HAWAIIAN PUNK

Humanst

POINTEDLY MAD

Impact

IRELAND

Kabel

LATINWID

MACHINE

MARKET

Marketing Script

Old English

Papyrus

Rage Italic

Renvrew

Rockwell

Script MS

Serpentine

Swiss

TimesNewRoman

Package Design Development 3: \$50

The main element for this package should be stock art or a simple image that needs redrawn, see below for some example. (Image should take no longer that 30min to redraw)

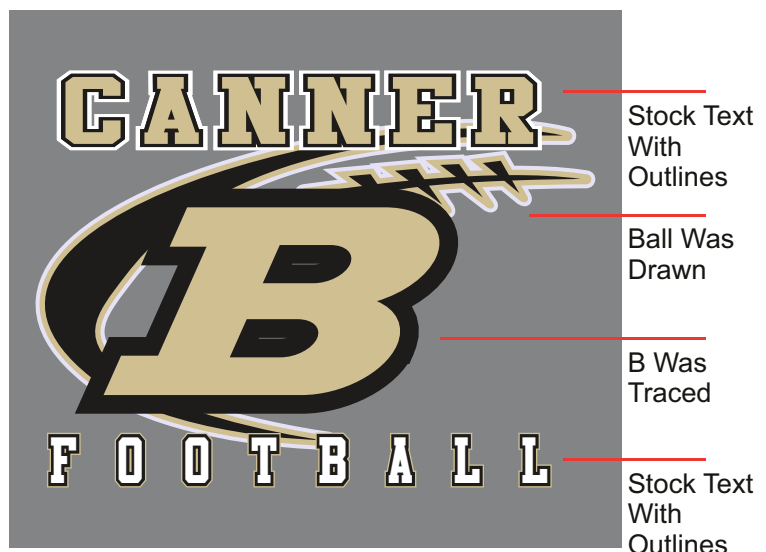
Fonts **SHOULD BE A STOCK** but, can be outlined, arched or fades and shadows added.

This could also include basic little league designs such as words with tails.

-things for sales to think about on this; what book did the clip art come from, what is the clip art number or name. On average this should take 30 to 45 min from start to finish.

This should NOT require the need for multiple proofs/examples for the art.

***Improperly supplied files that will need 30 to 45 min to recolor or adjust for separations should fall into this package grouping (this is the majority of the incorrectly supplied files)**

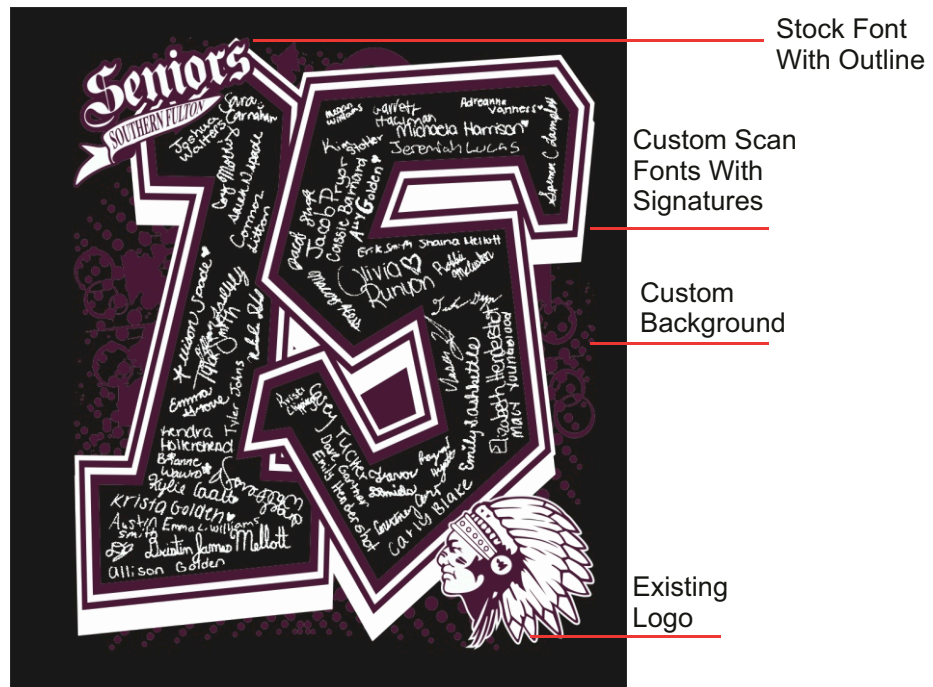


Package Design Development 4: \$80

This will include designs that have been supplied from the net, clipart we have font on the net that we are drawing new for us, tracing simple text and logos can also be used in this package. This package can include more complex design and layout other than text arched with an image below (think a lot of the sports/sometournaments/ some school designs)

-things for sales to think about; getting the logo that needs reworked in a clean enough image we can work with. On average this should 45min to 1.5 hrs. If the customer needs to see options on the design think about putting it into this group.

***Improperly supplied files that will need up to 1.5 hrs to recolor or adjust for separations should fall into this package grouping**

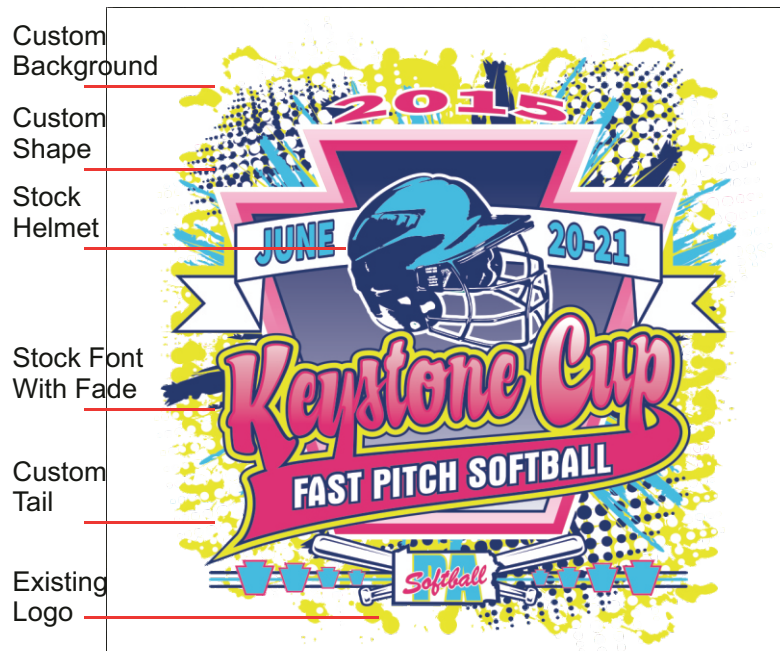


Package Design Development 5: \$160

This will include designs that have been supplied thumbnail, clipart we have found on the net that we are drawing new for us, tracing simple text and logos can also be used in this package. This package can include more complex design and layout other than text arched with an image below (think a lot of the tournaments/school designs/splatter and distressing/semi-complex vectorized images)

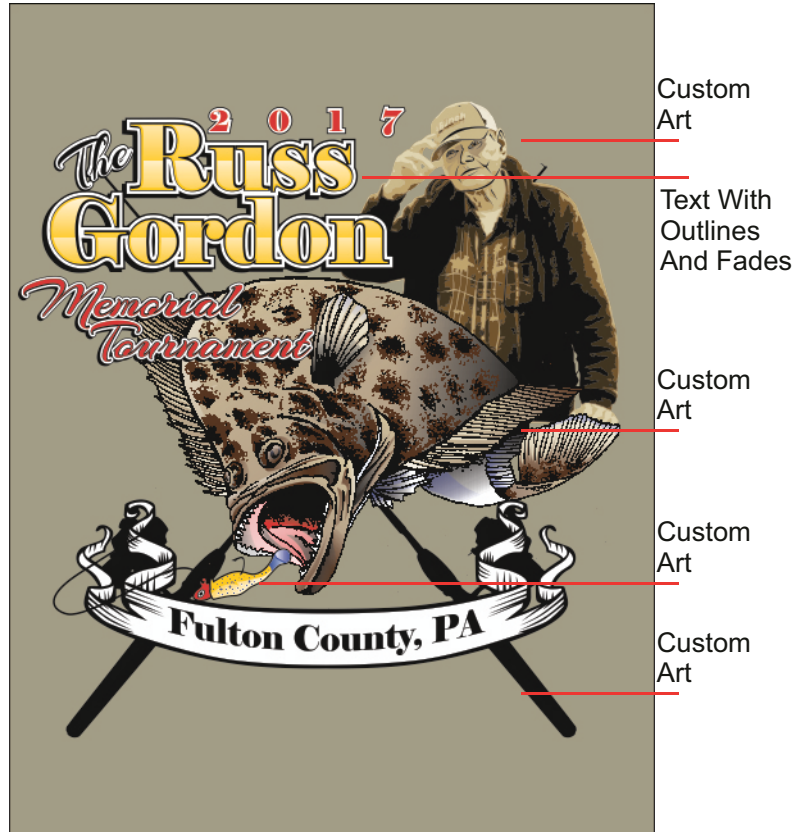
-things for sales to think about; getting the logo that needs reworked in a clean enough image we can work with. On average this should 1.5hrs. to 2hrs. If the customer needs to see options on the design think about putting it into this group.

***Improperly supplied files that will need up to 2hrs to recolor or adjust for separations should fall into this package grouping**



Package Design Development 6: - Custom Quote by Jeff

This could include design work that is more complicated and will need multiple images or elements produced, designs that have the potential to need more than one edit to the art work, or designs that need more than one option. In general things that would take around 2 plus hours from start to finish.



Package Development 7: Custom Quote by Jeff

this will be 1-2 vehicle shirts this will include a background this should also include an initial meeting with the artist of 15 to 20 min. This should include minor changes to the art if anything major is involved we may need to edit the time and charge. The time for this job with minor edits should be around 8 to 12 hours



Package Development 8: Custom Quote by Jeff

this will be 3 plus vehicle shirts this will include a background this should also include an initial meeting with the artist of 15 to 20 min. The time for this job with minor edits should 12 plus hours



See Next Page for Design Questions That Should Pertain To This Package

Package Development 9: Custom Quote by Jeff

this will be an identity/logo package

This will start with a meeting with the artist up to 30 to 45min along with the sales person.

This will include a min 3 designs to begin, and can be followed up by an

optional second meeting with the customer, artist, sales person for 10 to 15 min

to discuss changes to the 3 logos. The customer should be allowed to make edits to 2 of the designs for the next proof. From here the customer should select one design for approval,

or one additional proof for minor changes such as color. If there

is additional work need outside of this the customer should be made aware that there will be additional charges and be brought back in to further edit discussions.



General Guide Lines For Sizing:

Standard Tees

(If It Has Color Blocking Or Piping On The Shirt This May Not Apply)

-Youth XS Tees 9" wide

-Youth Small and Up Tees 11" wide

-Adult Small and up Standard 12.5 wide

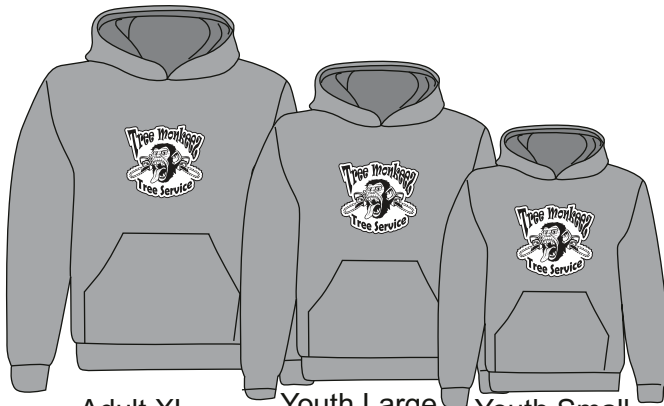
Stand Hoods

-Youth Small 5" to 5.5" Tall

-Youth Medium 8" Tall

-Youth Large and Adults 10" Tall

What Logos May Look Like As One Set Up On Adult An Youth Tees And Hoods



Adult XL

Youth Large

Youth Small



Adult XL

Youth Large

Youth Small



Adult XL

Youth Large

Youth XS



Adult XL

Youth Large

Youth XS