

## Internal Artwork Guidelines

### Artwork Protocol

- Any artwork related task that takes more than 10 minutes, use the artwork service.
- Rush orders exempt – but ask first to see if artwork service can meet the deadline.
- Use the service for: redrawing files, artwork layouts, virtuals, presentations or proofs.
- Consult with our resident artwork expert if you need assistance with determining the complexity of work.

### Artwork Service Partner

AWS SERVICES: Artwork Services USA

We have a dedicated contact at AWS who you can email or arrange a call with. While they do have a site for uploading artwork, you have to pay to download. Direct communication with our dedicated rep is how will work with them.

#### **RAHIL AHMED**

#### **Manager, Business Solutions**

[rahil.ahmed@artworkservicesusa.com](mailto:rahil.ahmed@artworkservicesusa.com)

Always cc: [tarun.m@artworkservicesusa.com](mailto:tarun.m@artworkservicesusa.com)

Account is here: <https://na8.salesforce.com/001C0000013YIOW>

### **Summary of Services Offered:**

This service offers us the opportunity to turn around artwork at a faster rate and lower cost than if we were to do it in house.

The service can be used for redrawing artwork files as well as creating virtuals and proposals for clients.

e.g. have your client's logo placed on products in a quote or proposal for bigger impact.

e.g. combine virtuals from different suppliers into one presentation.

**Note:** use our suppliers for creating virtuals whenever possible as they are free of charge. Use the artwork service to combine as mentioned above.



# fairware

## **Fairware Charge rate for art services:**

Art service can provide an estimate for each job. Use the pricing method that will best suit the request at hand. If you foresee lots of revisions, use an hourly rate so you can cover multiple changes vs. one charge for file re-drawing.

Design work based on hourly rate: \$65.00 per hour

File re-drawing or simple layouts - \$35.00

Complex re-drawing – case by case \$65.00 + (base it on estimate from AWS)

Costs can range from net \$45 - \$90+ so get an estimate first.

## **Net costs for artwork services:**

- Turnaround for work is generally 24 hours. Ask for confirmation when you submit request. Indicate if it is a rush order.
- Always confirm pricing if you are not sure if the work is simple or complex.

**Virtuals:** \$ 4- \$5

**Artwork proof:** \$4 per file (Fairware generated proof in cases where we can't get supplier proof e.g. Leeds 1 day ship)

**Simple art files:** \$7 flat rate for Fairware

- Redrawing
- Creation of new files (simple)
- Add text, resize etc.

**Proposals:** \$1 per page

- Compiling virtuals from different suppliers into one proposal
- Adding images to proposals (send product and client logo)

**Digitization:** \$1.50/1000 stitches. For embroidery out of Vancouver area. Use if this rate is less expensive than out of town embroiderer. Ensure you ask for the correct type of embroidery file.

(SaveOn Stitch - > 12 units free)



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## **Art Direction:**

It is very important to provide clear direction in writing, followed up by phone call if necessary. Please use this template for each order.

For the 'Service requested' use one of the categories above (simple, complex, proposal etc)

If it's difficult to explain in words, make a quick sketch, scan and email. No art skills required!

Hi Rahil,  
Please find below a request for artwork services:

**Service requested:** Simple art file: layout – combine logo and tagline from 2 files.

**Instructions:** Centre the tagline under the logo. Logo height 1.5” high, tagline 1.4” high.

**File name(s) submitted:** Amer\_logo\_1col.ai; Amer\_tagline\_ai

**File types requested:** Vector ai; eps; pdf

**Turnaround time:** 24 hours

**Printing Method:** silkscreen

**Imprint area:** 2” h x 3” w

**Product:** stainless steel travel mug

**Number of Imprint colours:** 1 (list pantones if needed)

**Confirmation:** please confirm cost and turnaround time

