

ART

**faster service
lower artwork charges
better overall products**

CROAKIES Custom Art Service is dedicated to offering you the highest quality, custom imprinted products possible. However, a large part of our success rests on the original artwork that you send to us.

original artwork - digital files

The Ideal artwork for us is an original, digital, vector art file. This offers the best quality result, with the quickest turnaround and no additional charges. We would prefer to receive artwork which has been created in the following applications and formats:

- *Adobe Illustrator (CS or earlier) native, vector files or exported eps files*
- *Freehand (MX or earlier) native, vector files or exported eps files*

All fonts in the document/file must be converted to paths. Please keep in mind that fine hairlines cannot be reproduced in silkscreening. If your logo has thin lines, small type, or small type with thin lines it will have to be altered. This may incur additional artwork charges. Also, keep in mind that all artwork to be printed must be solid lineart, we cannot print halftones or greyscale images. If specific ink colors are to be printed, please make sure the document clearly lists which colors they are. Currently we support Pantone and Wilflex color matching systems.

Other forms of artwork are acceptable and generally work well, but could possibly result in extra costs and delays.

We can also accept files saved as Photoshop, JPEG, GIF, etc. if the file has been created at a high resolution (300dpi)

and is 200% the size the artwork will imprint. Please keep in mind that the files must be created as high resolution files to start with. Remember, pixel based, digital files cannot be resampled to higher resolutions.. THIS IS WHY WEB GRAPHICS ARE NOT SUITABLE FOR SILKSCREENING. THEY ARE USUALLY 72dpi - NOT 300 dpi. Because Photoshop files, JPEGS, GIFS, PICTS and other similar file formats are pixel based, they may require additional time/artwork charges to clean up the edges of the letterforms and make the artwork suitable for silkscreening.

*If you send us artwork in a digital format other than listed above be aware that a). we may not be able to open the file, and b). we will have to spend additional time reformatting, reconstructing and separating artwork to match and or meet our requirements for silkscreening. This will incur additional artwork charges and will delay the completion of your order. **Note** • Please be aware that the above mentioned applications are all we currently support. COREL DRAW documents or exported eps files are very problematic for us so please advise clients not to send this type of file. A Corel file exported as an Illustrator (ai) file is the only solution that will work.*

original artwork - anything other than digital files

If the artwork is not set up digitally we can accept black and white camera ready artwork. This artwork should have

clean, crisp, well defined edges and should be supplied to us on paper at 200% the size the artwork will imprint on the product. Please keep in mind that if the artwork is very rough we will have to spend additional time and charge extra for extra cleanup and reconstruction.

Also, if the artwork is multicolored and you are sending black and white art on paper, it will need to be supplied to us in the form of separations. Remember we only print solid lineart so if your multicolor artwork has halftones it will need to be converted to solid lineart before you send it to us.

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Examples showing the difference between web resolution or low resolution artwork, faxed artwork and high resolution or vector artwork.

Comparisons of artwork

Bad or Marginal Art

low res. 72 dpi jpeg - unacceptable for our use

low res. 72 dpi gif - unacceptable for our use

example of faxed art , note rough edges

This will require additional art/time charges to clean up and make suitable for silkscreen imprinting

Crookies

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Good Art

high res. 300 dpi eps - acceptable

high res. 300 dpi tiff - acceptable

vector art - acceptable (best)

Crookies

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CROAKIES Custom Art Service can accept many types of artwork and we offer many options for our customers to send us their artwork.

How to send us Artwork

- Artwork can be supplied to us on these media types: ZIP, CD, or JAZZ disks.
- Artwork can be supplied to us in an email with any necessary attachments. Our email address for all artwork files is ***customs@croakies.com***.

Please note • This email address is only for artwork. You will also need to contact your Customer Service Representative with your imprint information so they can properly set up and initiate your order. Please send a low res. jpeg proof of your artwork to your Customer Service Representative. This will assist the Cust. Service Rep. in writing your order. It is a good idea to name your files with names that will easily connect them to your order.

- Black and white, paper, lineart can be mailed to:

**Attn: Customer Service
Croakies
88 Life Link Way
Bozeman, MT 59718**

- If the above methods cannot be used then artwork can also be faxed to us. Faxing may be the worst way to send artwork to us because of the degeneration that occurs when passing through a series of fax machines. However if you can print out your artwork or logo as large as possible on a letter sized page and then fax it to us we will have better success scanning and cleaning the logo for silkscreen imprinting. You can contact your Sales Representative or call Customer Service for more details on faxing artwork.

Additional Artwork Requests

Proofs for Digital files

For any color imprint other than white ink, we request that a color proof of the artwork be printed and supplied to us. This is our assurance that the file we receive matches your file, and that no file corruption or error has occurred. Color proofs can be supplied to us as color outputs on paper, or emailed to us as pdf, jpeg or gif images.



*Our goal is to supply you with the best
quality custom imprinted products
available.*