



**FRANKFORD**

*exceptional shade*

#### **LOW RESOLUTION**

Low resolution (as seen above) can immediately be identified by pixelation and fringing on the edges of the artwork. These files are typically 72ppi and lower, resulting in the inability to scale to size and print clearly. Typically files of this resolution are .jpg, .png, .bmp, .iff, and .gif in their native saved file extension and not accepted as serviceable artwork.

If this is the only file type available to the client, Frankford does offer a redrawing service at an hourly fee and will provide a vectorized redrawing of the supplied artwork in Pantone® matched colors.

**NOTE:** Some .jpg files are 300ppi, which can meet a printing requirement. Such as; a realistic photo, and photo realistic artwork. A lower resolution 72ppi file can be artificially up-scaled to 300ppi and will not meet printing requirements. This will be determined by our graphics team.

#### **HIGH RESOLUTION & VECTOR ART**

High resolution (as seen above) vector artwork can immediately be identified by simply zooming into the file above 200%. There will be no pixelation or fringing on the artwork. This is called "Vector Artwork" or "Native Files". These files are supplied by the original commissioned designer to the client or company. These files are optimal for printing and a preferred file format. These files are typically saved as .ai, .eps or .pdf.

**NOTE:** .jpg, .png, .bmp, .iff, and .gif are often "saved as" vector art, but this only changes the extension of the file. Not the native work. This will be determined by our graphics team.

There are several facets to screen and digital printing. The more information we have readily available, the smoother and faster we can provide a layout to be approved by the client. We understand that changes can and will be made after the initial proof is sent and we are more than happy to adjust layouts as needed.

Frankford reserves the right to substitute provided Pantone® colors to the closest matching Pantone® due to the ability to match colorfast ink. If colors are not in the Pantone® spectrum, the closest matching color will be chosen to substitute.

## ORDERING PROCESS

- Type/size of umbrella being purchased.
- Type/color of fabric choice.
- How many impressions per umbrella.
- Will artwork be full native color (screens) or will be reduced to one color (screen) - Color of fabric will determine which is best suited.

Once layout is approved and sales order is accepted, Frankford will keep artwork on file for three (3) years. Reorders using the existing and same size artwork on previous order will only be subject to impression fees per color (screen). If artwork size is increased/decreased or a new color (screen) is introduced, a new setup fee will incur for the new screen(s) that are needed.

## SCREEN SETUP / IMPRESSION COST

Screens (colors) are a one-time fee. Frankford uses Grade 8 Colorfast Ink. Frankford will keep artwork on file for three (3) years. Reorders using the existing and same size artwork on previous order will only be subject to impression fees per color (screen). If artwork size is increased/decreased or a new color (screen) is introduced, a new setup fee will be charged for the new screen(s) that are needed.

New screens will also have to be created if the same artwork is duplicated on panel and valance. There will be no additional charges other than impression fees if the artwork is the same size.

- **Screens (colors): \$100 per color.**
- **Panel Impression: \$5 per color / per panel placement.** (ex. A 2-color logo on alternating panels would total: \$40.)
- **Valance Impression: \$5 per color / per panel placement.** (ex. A 2-color logo on alternating valances would total: \$40.)
- **White Bump:** "White Bump" will always be needed on a fabric other than white or natural to prevent "bleeding" from color fabrics showing through or dulling artwork. This will count as an additional screen (color) if the existing artwork does not have white as a native color. (ex. A 4-color artwork that does not possess white will be billed as a 5-color artwork. Totaling \$500 overall setup.)

**NOTE:** Multi-Screen artwork can be reduced to less screens (converted to solid white, reduced to 2-colors etc.) by our graphics team to reduce cost or, as an effort for visibility against a specific fabric. If the artwork has a color in it's native design that matches the chosen fabric, it can be removed by our graphics team, omitting that specific screen, reducing cost.



2-color setup fee.

Artwork would require a white bump underneath company branded pantone® color to maintain the integrity of the artwork and colorfast ink.



1-color setup fee.

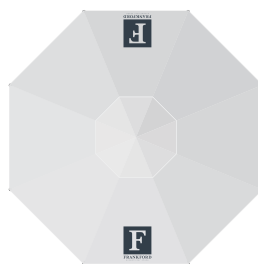
Against white or natural fabric, the fabric acts as the white bump.

If the artwork has white in it's native design, it can be removed, omitting the screen cost entirely.

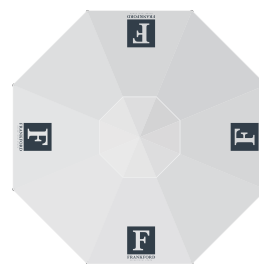
## PLACEMENT OF PANEL ARTWORK EXAMPLES



**SINGLE**



**OPPOSITE**



**ALTERNATING**



**OVERSIZED 2 PANEL**