

Crawford

A Sonepar Company



- > *BEST LOGOS* IN THE SAFETY INDUSTRY
- > *NO SET UP FEES*



2019

CUSTOM LOGO PROGRAM

VALID JANUARY 1 - DECEMBER 31

ARTWORK GUIDELINES

PREFERRED ARTWORK: For optimum quality and turnaround, please send your artwork as a vector file. Vector files (.ai or .eps) can be scaled and edited without loss of resolution. If you are unsure on how to get vector artwork check with the person or company that created your logo. Or you can check with a previous printer.

ACCEPTABLE ARTWORK: High-resolution files, such as JPG or TIF at 300 dpi or higher at final output size. Unlike vector artwork, raster files cannot be scaled without loss of resolution and are difficult to edit and therefore may be subject to a logo enhancement fee. PDF files are also accepted but only when saved in an editable text and graphics format. Changing the file extensions of raster artwork does not convert it into a vector file. Similarly, opening a low-resolution file and then re-saving it as a high-resolution file won't work. Either of these scenarios may cause us to re-create the artwork.

UNUSABLE ARTWORK: Photographs, photocopies of business cards & stationary, drawings, scans, decals and faxes. We also will not accept any logo saved or copied from a website (.png, .gif, .jpg or .bmp files) or logos inserted in programs such as Microsoft Word, Excel, Powerpoint and Publisher.

LOGO RE-CREATION OR ENHANCEMENT: PIP will convert your logo into vector format for a one-time fee. You will be advised of any additional costs related to re-work within 24 hours of receipt of your Imprinting

IMPRINTING GUIDELINES

IMPRINTING: When imprinting colors other than white on colored hard hats, it may be necessary to add an underlay color to achieve a better color match (due to the color of the hard hat bleeding through). In these instances, an additional fee may apply. Due to the nature of imprinting on a variety of materials and colors, we cannot guarantee a perfect color match. Variations in shade such as shadows and fading affects will be omitted or substituted with solid color, as these cannot be duplicated using our imprinting methods. PMS color matching is \$50 per color/per order

SCREEN PRINTING STOCK COLORS:

■ Black	■ Red (PMS 185)	■ Blue (PMS 300)
■ White	■ Maroon (PMS 7621)	■ Dark Blue (PMS Reflex Blue)
■ Metallic Silver	■ Gray (PMS 422)	■ Green (PMS 354)

PAD PRINTING STOCK COLORS:

■ Black	■ Orange (PMS 166)	■ Blue (PMS 301)
■ White	■ Yellow (PMS Yellow)	■ Dark Blue (PMS 280)
■ Red (PMS 185)	■ Green (PMS 7739)	■ Gray (PMS 422)
■ Maroon (PMS 7621)	■ Light Blue (PMS 298)	■ Brown (PMS 7594)

