



FREQUENTLY ASKED QUESTIONS

WHAT TURN TIMES DO YOU OFFER?

The turn time depends on the level of service you choose. “Standard” means we will deliver your completed orders in 24 hours. If you don’t need files that quickly, you can request 48 or 72 hours or select our “Basic” service level and yours will be done in 24 to 48 hours. In a hurry? Choose “Rush” and we’ll get designs completed in 8 hours!

WHAT IS THE COST OF AN ORDER?

We have a complete price list for embroidery digitizing, vector artwork, image editing, Custom Creative designs, marketing materials and business documents. We send this to you automatically when you register.

If you’re already registered and can’t find your price list, email customerservice@ideacustom.com and include a promotional code if you have one. No promotional code? Be sure to mention in your email if you are a member of an organization such as ASI or PPAI, or part of a franchise such as Proforma. This way, we can ensure you get the rates negotiated by these groups.

WHY DO I HAVE TO REGISTER AND SET UP AN ACCOUNT? WHAT IF I JUST WANT A QUOTE?

Thousands of partners and independent companies trust us with our services and we take customer service very seriously. On a typical day, we can receive hundreds of requests and inquiries. By registering and providing your contact information, you indicate your genuine interest in working with us and, in turn, we are happy to devote our time and energy to meeting your needs, whether you have a question, want a quote or decide to place an order.

WHY CAN’T I JUST EMAIL YOU MY FILES?

Again, this is a matter of volume. To deliver thousands of orders per week on time and with high quality (and we consistently exceed our own standard of 98%), we need a state-of-the-art workflow system. That’s why we invented the Interactive Digital Entry Assistant or IDEA. It enables you to order anytime from anywhere. You can also store files in the system. Plus, it means your requests and orders are safe. We have thorough business continuity plans so our systems don’t go down and your orders are secure. In comparison, email is incredibly unreliable.

IS THERE A LIMIT TO THE NUMBER OF JOBS OR FILES I CAN STORE IN MY ACCOUNT?

There is no limit to the files you can store on IDEA in your locker.

CAN YOU SEND ME THE ARCHIVED FILES FROM IDEA (REUPLOAD)?

Yes, you can contact Customerservice@ideacustom.com to request the files.

WHAT SHOULD I DO IF I FORGET MY PASSWORD?

No problem! Just email customerservice@ideacustom.com (24 hours a day, six days a week) or call them at 847-930-3209 (8:00 a.m. to 6:00 p.m. CST). They’ll look up your information and ensure you can log back in.

HOW DO I KNOW WHETHER TO CHOOSE SIMPLE OR STANDARD VERSUS COMPLEX OR NON-STANDARD?

If you request a quote, our team will tell you which type of order it will be. Or, if you place an order for standard artwork and it is a non-standard, we'll send a quote for you to approve before we start work.

WHAT IS THE DIFFERENCE BETWEEN A BITMAP AND A VECTOR FILE?

Bitmaps (also known as “raster graphics”) are images made up of patterns of dots, which are actually squares called “pixels”. They are essentially static and all have four sides. If you try to enlarge a bitmap, you will see the spaces between the dots, an effect known as pixilation. This type of image will not render properly on promotional products and wearables.

A “vector” file uses geometrical formulas to represent images. The vector design is made up of various “objects”—basically lines and shapes. These objects are defined mathematically by a set of algorithms or formulas, which allow them to be redrawn over and over by the software used. As a result, vector images are dynamic and they can be reduced or enlarged to any degree without losing clarity.



ARE JPG FILES BAD?

No, JPGs are bitmaps and they are fine for use online in most cases. They are also the standard format for images captured by scanners and digital cameras. In fact, because they are comprised of small pixels, bitmaps are the most suitable format for photo-realistic images or images with high amounts of fine detail. Each pixel can represent any one of the more than 16 million different colors that can be displayed by most computer monitors, so the bitmap image is able to imitate the subtle color variations of a photograph.

The vector image, on the other hand, is much more versatile. It can be any shape, from simple geometric forms to many of the most complicated and most abstract forms. So the answer is that you just need the right format for the job at hand.

ARE THE FINAL FILES YOU PRODUCE COLOR SEPARATED?

If you ordered a vector conversion service, the final files will be produced according to your request. You may choose final color output as RGB, CMYK or Pantone spot colors. The files are not processed through any specific RIP software or color separation software programs. However, all final images in this category will be 100% vector and any additional or specific color changes can be made after the fact.

WHY DO YOU CHARGE PER 1,000 STITCHES FOR EMBROIDERY DIGITIZING VERSUS A FLAT FEE?

In most cases, charging per 1000 stitches ends up being a lower price, so we do this to provide the best option to our customers.

CAN YOU SEND ME A SEW-OUT OF SWATCH OF THE EMBROIDERY FILE?

Idea Custom Solutions produces sew-outs of digitizing files as part of our service and to ensure they are high quality and production-ready. We then send digital swatches to you with the completed orders, which are very helpful in securing customer approvals. However, we do not send physical embroidery swatches. Please keep in mind that digital swatches are only available when with our premium service. Basic service does not provide the digital swatch.



WHAT IF MY CUSTOMER IS A NEW COMPANY AND DOESN'T HAVE A LOGO YET, OR JUST WANTS A NEW ONE?

You've come to the right place! With the combination of our professional designers dedicated to custom logos, our creative brief to capture goals and requirements, and our team of design consultants to work directly with you or your customers, Idea Custom Solutions delivers agency quality logos at prices SMBs can afford. You can order logos under the Artwork category, as part of Custom Creative services. We provide two concepts and you can make revisions to one for the final design.

I HAVE MY CUSTOMER'S LOGO BUT THEY WANT A T-SHIRT DESIGN. CAN YOU DO THAT?

We sure can! We introduced Custom Creative services in 2015 to meet the need for t-shirt designs, event banners, posters and logo design. We have a dedicated team that focuses on these creative orders. You can find Custom Creative services under Artwork in our IDEA system.