

Art Guidelines:

Two basic types of art:

1. Vector based art has art elements that can be separated by color and colors are printed one at a time by making a “screen” which is like a stencil. Vector based art is “scalable” meaning the art quality remains the same when the art is enlarged.

2. Bitmap art is pixilated and all colors are printed together. Bitmap art has a fixed resolution at the size it is sent and when enlarged, the image will become blurry or grainy. Bitmap art should always be sent to us at 300dpi at print size.

Most of our products need vector based art.

Vector art is commonly made in Adobe Illustrator or Corel Draw and can be sent as a .pdf file, .eps file, or .ai file.

FONTS/TEXT: Convert your text to artwork/outlines. Be sure to avoid lettering sizes that are too small to print well. In general, most products can have non serif fonts that are between 6-10 point minimum size.

Serif fonts and more textured product surfaces should be larger.

Embroidery minimum text size is about 18 point non serif text.

Reversed lettering should be about 2-3 points larger.

INK COLORS: Set your colors to Pantone Coated colors. Common mistake is to send art with cmyk values or as Uncoated Pantone Colors.


If you need a perfect ink match, be sure you DO NOT rely on your monitor for color and instead refer to a Pantone Color Guide. Manufacturers of some of our products may charge an ink mixing charge for a Pantone Match. Screen printed t-shirts do not have an ink matching charge.

LINE THICKNESS:

Line weight minimums:

Straight lines:  1.2pt line

Curved lines:  .7pt line

Clear space between objects to avoid ink fill in:  .75pt line

HALFTONES: printed at 60 dpi on most items which is a bit grainy.

LOGO SIZE/IMPRINT AREAS: Most of our products have an imprint area size noted on-line. We also can include that with price information, templates, and proofs. Common imprint size questions/answers:

Embroidery hat front: 2.1”h x 4-5”w

Left Chest logo: depends on height/length 2.5” square or if wide and short 3.5”w.

Back of t-shirts: 10.5” wide or up to 12” wide if non-critical art is on the sides. up to 15” tall but usually not more than 12” tall.