

DESIGN GUIDELINES & BEST PRACTICES

OVERVIEW

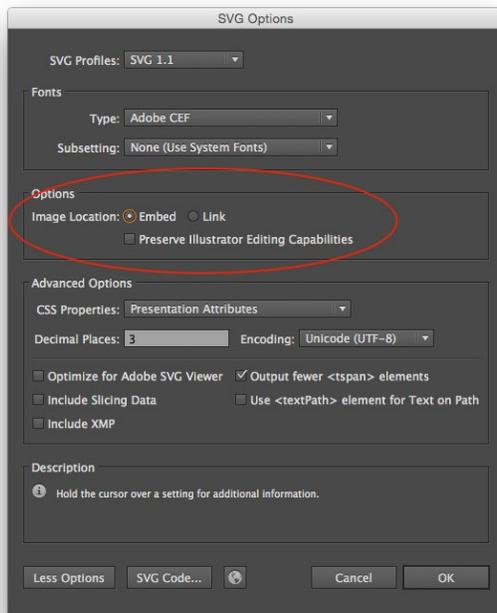
Product Decoration Details

Each item has a designated print method, Digital (DTG), Embroidery or Dye Sublimation. Any garment that has a full chest design, like a t-shirt or hoodie, is digitally printed and pretty much any design can be done provided our design specs are met, which are described below. All of these garments will be able to have a back print as a second location.

All garments with a left chest print, like a polo, jacket or zip-up hoodie, along with all accessories like hats, bags and blankets are embroidered. There are limits to the amount of detail that can be done on embroidery products and the embroidered garments do not have a back print option. The embroidery specs will be discussed further below. Other accessories including mugs, cell phone cases and necklaces are printed with dye sublimation and similarly to DTG we can print any type of design as long as the file's specs are up to par.

What file formats are accepted?

To ensure the highest quality product, **we prefer high resolution .png** (with transparent background) **or .jpg files** (minimum 1200x1200px at 300 dpi). Photos taken from a cell phone at 72dpi will also be accepted. We also accept vector formats **.ai, .svg, and .eps** (See vector notes below).



PREPARING YOUR VECTOR FILE

The vector file you upload should have "Preserve Illustrator Editing Capabilities" turned **OFF**. This will reduce the file size and help minimize upload issues.

PREPARING YOUR SVG FILE

When saving your **.svg** file in Illustrator it is **VERY** important to choose the right settings from the "SVG Options" menu. Under "Options" make sure the Image Location is set to **Embed**.

(See the example window to the left)

What size is the print?

The size of the print will depend on the designable area of the product and the decoration method. Our largest print size 14 x 16 inches.

DIGITAL DESIGN GUIDELINES

Dimensions/Designable area:

We are capable of printing at a maximum of 14x16 inches. Each product will have its own printable design area depending on the size and shape of the product. Keep in mind that the print size will automatically scale depending on the size and style of the product.

Color Specifications:

We do not up charge for additional ink colors. Feel free to include as many colors as you want in your design. We have the capability of printing full color HD photographs on apparel!

Digital Restrictions:

CAREFUL WITH COLOR CHOICES

Our DTG printing process automatically removes colors that are similar to the garment from any design. So, printing Black on Black (blue on blue, red on red, etc.) will result in that color not printing at all. Make sure your artwork is different enough from the garment color to avoid issues.

NO CLIPPING MASKS

Our printers are not able to read clipping mask data from vector files, make sure your design does *not* include clipping or vector masks. If your file is made with masks, the print will end up being a white box in the shape of the mask itself. Any designs that NEED to use masks should be converted to a high resolution, transparent .png.

DYE SUBLIMATION PRODUCTS

To ensure the proper printing of our dye sub products, check our website/app for art templates to create your file. Once you've followed the guides in the template, turn off all instruction layers and save as a **.png** (use a transparent .png if you would like the product background to show through the design). When creating a product make sure to use "Keep Exact Dimensions" if using our art templates.

Note: We do NOT print white ink on Dye Sub products. Silver products with white on them WILL NOT print.

EMBROIDERY DESIGN GUIDELINES

We will not be able to process designs that are overly intricate for embroidery. **Note:** Design may be simplified without notice to seller or customer. See samples below.

We suggest using a simplified design with no more than a 2 color gradient (it will still look like solid colors not a true gradient).

Stick to fonts that are larger than .18 inches in height, solid font (no distressed fonts if smaller than 1"), No drop shadow or outlines around the text if it is smaller than .5 inches in height. **NOTE:** Distressed fonts may be simplified without notice to the seller or customer.

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All dimensions are listed as *Width x Height*



Make sure to fill all objects containing negative space under .2"W x .2"H (transparencies) with a solid color. Leaving objects with negative space in your design will produce poor results.

CustomCat reviews all logo uploads and will notify you within 24-48 hours only if there is an issue with your logo. It is wise to carefully read CustomCat's logo email before beginning to market your product.

Embroidery Dimensions/Designable Area:

1st Option - Large Embroidery

- 4" x 4" Max
- Available on all products, except hats & beanies
- Great for more detailed designs

2nd Option - Small Embroidery

- 4" x 2.4" Max
- Available on all products
- Great for less detailed designs

Thread Colors and Design Color Specs:

1. Royal Blue:	R: 0, G: 85, B: 149	9. Gray:	R: 116, G: 125, B: 135
2. Athletic Gold:	R: 249, G: 179, B: 36	10. Brown:	R: 82, G: 56, B: 52
3. White:	R: 228, G: 232, B: 255	11. Navy Blue:	R: 46, G: 60, B: 74
4. Forest Green:	R: 45, G: 74, B: 56	12. Black:	R: 47, G: 48, B: 50
5. Orange:	R: 237, G: 85, B: 46	13. Kelly Green:	R: 0, G: 124, B: 73
6. Columbia Blue:	R: 59, G: 123, B: 176	14. Maroon:	R: 108, G: 47, B: 65
7. Red:	R: 180, G: 34, B: 50	15. Silver:	R: 169, G: 176, B: 177
8. Purple:	R: 106, G: 85, B: 149	16. Old Gold:	R: 202, G: 140, B: 63

SEE EXAMPLES ON THE NEXT PAGES



EMBROIDERY DESIGN SIMPLIFICATION



Original Design

- **Too complicated for embroidery** - needs to be modified.
- This design has **a lot of details** in the background that need to be taken out.
- This design has **too many lines of text**.
- The **colors need to be changed** to match our embroidery thread colors.



Simplification (Option 1) *Large, Works On Flats Only (ex. Polo shirts, Jackets, Totes, etc)**

- Background image and extra text were removed.
- All colors were changed to match our embroidery colors.



Simplification (Option 2) *Works For ALL Products**

- Background image and extra text were removed.
- The "est. 1985" was made bigger and pulled out of the logo.
- All Colors were changed to match our embroidery colors.

*See page 2 for more details.

OPTION 1 EXAMPLE *Larger, Flat Products ONLY*

4"W MAX , 4"H MAX

Works on products such as Polo Shirts, Jackets, Totes, Towels, etc.



KEEP
CALM
AND
PARTY
ON



KEEP
CALM
AND
PARTY
ON

Original Design

- **Too complicated for embroidery** - needs to be modified.
- The lines on the party hat need to be taken out.
- The detail on the turtle needs to be simplified.
- The thin outlines need to be thicker.

Modified Design Using Our Thread Colors

- Made the confetti bigger.
- Simplified the colors in the shell and details on the turtle.
- Made the outlines and lines thicker.

**See page 2 for more details.*

OPTION 2 EXAMPLE *Smaller, Works On ALL Products* 4"W MAX , 2.4"H MAX



Original Design

- Gradients are **NOT** possible with embroidery.
- These **small negative spaces** are **NOT** possible with embroidery (ex. the empty space in the letters and the spaces between the letters and feathers.)
- The **larger negative spaces** **ARE** possible with embroidery (ex. the eyes of the mask.)



Modified Design Using Our Thread Colors

- Gradients are **NOT** possible with embroidery. So we've divided the colors and matched them to our thread colors.
- The smaller negative spaces can be fixed by adding color.
- The larger negative spaces **ARE** possible (ex. the eyes of the mask) so we didn't have to change anything except the color of the surrounding thread.

*See page 2 for more details.

EMBROIDERY GRADIENT SIMPLIFICATION

Full Gradient

This image would be fine if it were going to be digitally printed. Unfortunately gradients are **NOT** possible with embroidery.



Modified Gradient for Embroidery

In order to make this design work we've divided the individual colors and matched them to our thread colors.



EMBROIDERED PHOTOS

NOT recommended

Original Photo

We recommend **NOT** using photos on embroidery garments. Photos would be highly modified into simple shapes and **WILL NOT** resemble your original image.

Our Definition of a Photo

A photo, to us, is an image that has many small details and a wide range of colors that cannot be easily modified. Below are examples of images that wouldn't work for embroidery.

Photo Examples:



Example of a Photo converted for Embroidery

