

# DESIGN GUIDELINES



## Screen Printing:

### **Camera Ready Artwork - (No additional art fee)**

- The art is a vector file (AI file, PDF, SVG, etc)
  - All text should be converted to outline, images should be embedded
- If it is a JPEG or PNG, the resolution must be at least 300 dpi at the desired size)

### **Not Camera Ready - (additional art fee)**

- Low resolution graphics
- Reference graphics and additional instructions
- A written description of what you want

All artwork will be converted to pantone PMS solid coated colors.

## Direct to Garment:

### **Camera Ready Artwork - (no additional art fee)**

- Preferred format is a high resolution PNG with transparent background
- Can be in any format (AI file, PDF, SVG, etc)
  - if it is a JPEG or PNG (not vector), the resolution must be at least 300dpi
  - All text should be converted to outline, images should be embedded
- Artwork does not need to be converted to spot color or separated based on color

### **Not Camera Ready - (Additional art fee) - same specs as above**