

ARTWORK REQUIREMENTS

We are a B2B Supply & Branding factory not a design studio and this enables us to focus on production and pricing for corporate customers and events. We do not have a designer on staff. We provide 1-2 complementary proofs to ensure we are on the same page. To reduce back and forth, we do have a few requirements.

1. Vector Artwork

As a general rule Vector Artwork is always best, **it can be stored in .eps, .pdf, .ai files**. These are containers and can also contain Raster artwork, **putting a jpeg into a PDF will not make it vector**, it needs to be designed in the correct program to start with.

Vector artwork is scalable, and portions can be selected and re-coloured independently.
Jpg, .Png are always raster and are intended for Screen use NOT print.

VECTOR

RAS



2. Colour Information

Print should always be designed in CMYK not RGB, which is for Screens and will not accurately represent a print. Vector artwork is scalable, and portions can be selected and re-coloured independently.

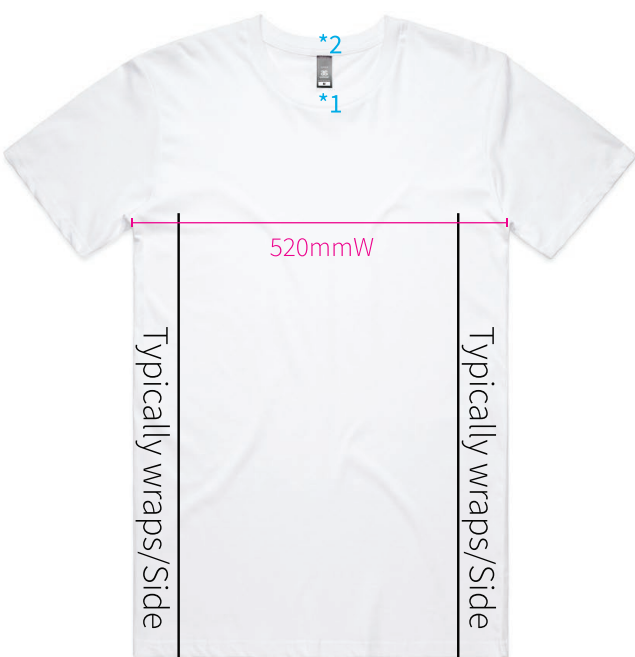
Pantone Solid Coated Colour Numbers are the most universally accepted and matched to colour system, designers and printers worldwide use Swatch Books to ensure colours are consistent. All Monitors are calibrated differently so is the only way to ensure everyone is looking at the same Colour.

3. Sizing and positioning

Our imagery is flat not worn, as such printed items do tend to look bigger when worn vs the flat proof. The seams on apparel are generally on your side, **this means some of the area you see on a flat image will wrap (depending on garment/wearer).**

The best way to ensure you get what you are envisaging is to **use a ruler on a shirt you are wearing** and **provide us with the sizing you want** in mm.

Our printers have standard print positions, however **many clients have specific requirements for positioning**. Measure down from point ***1** to the top of your desired location for Front Print measurements, and from ***2** for back prints.



TL;DR

To help us get your garments just right, please provide:

- **VECTOR ARTWORK**

We can outsource a redraw for a fee.

- **PANTONE COLOUR**

We match to Pantone Solid Coated colour numbers (not required for black/white).

- **PRINT SIZE REQUIRED**

Grab a ruler or better yet print your artwork at a size and hold against a worn garment and let us know what size you want your print at.

- **PRINT START DISTANCE**

If you have a specific want or requirement for a distance use a ruler and let us know the distance down from the collar to desired start of print. (See *1/*2 left)

More information available at custombranded.co.nz

A Medium AS Colour Staple Tee is 520mm across,
Our standard print pricing covers up to 300mm x 300mm.

CUSTOMBRANDED.CO.NZ

More information available at custombranded.co.nz

3. Positioning continued

The vast majority of jobs fit into pretty standard positions as per below.



When a shirt is on a pallet it is physically held in place, most shirts will wrap around the pallet slightly so whilst the shirt is centered horizontally **the arms are usually not visible**. This means **the neck is basis for positioning** this is why, as per the diagram on page 1, we measure from the neck down to set positions.

Each of our printers print 10's of thousands of all garments per year and have set logo positions, however these are somewhat fluid as all logos are completely different. A circle print with the focal point at the bottom would be printed slightly higher vs a single line of text.

Printers are guided by the approved proof.

This is why it is important that you provide your requirements clearly and why we provide a proof.

We do not have a designer on staff - We do however provide 1-2 complementary proofs based on your instructions using your supplied vector artwork (See Page 1).

Images are Flat on Proofs - Sometimes it is best to hold a ruler over a worn garment to visualise the sizing as prints look smaller on flat images (the edges will wrap when worn (See Page 1). A standard **A4 Paper is 297mm x 210mm** - So you can use this to more or less see what a Standard Chest print would be by holding it on your chest or back. **A Credit Card is 88mmW** .

If you have a specific vertical position you would like please specify this and we will have it noted on the proof. For example if you have a bib or something to be worn over the shirt please let us know how long to start the print (**see Page 1**)

USE A RULER - A Pinch, a Smidge, a Little Bigger, a Little Smaller, a Bit Lower, a Bit Higher...

We provide 1-2 complementary proofs, vague terms might get us there, but likely using actual measurements will ensure we are all on the same page and avoid back and forth. Holding a ruler over a garment is the easiest way to provide specific sizing.

Sleeve and Pocket Print pricing is based on 100mm
Nape of the neck printing fits into the same price bracket if 100mm
Standard Chest Prints are based on 300mm x 300mm
Back Prints are also based on 300mm x 300mm

Maximum Sleeve Print Is 115mm Wide
Maximum Chest and Backprint Sizing is 380mm x 450mm. This is priced as oversized and may not fit many shirts.

In this example we appear to be contracting ourselves to do a print job...

The client has Specified

- Garment
- Print Colour
- Sizing and Positions wanted

And they have supplied a vector eps copy of the logo

We have sent back a proof.

The client has replied with a couple of requirements they have forgotten to mention in the beginning. - *This happens and is why we do not mind doing minor alterations.*

In this instance however the client has now used a ruler to get exactly the measurements they wanted.

We have several clients who would have communicated this all in the first email and some that even supply the mockups entirely and all we do is check the scaling and email the proof back on our form...

However this is a pretty good example of how to provide to provide requirements.

Re: Quote request BQ2023184 Inbox x



Daniel Sharp <danielsharp@custombranded.co.nz>
to Graphics ▾

Hi Team,

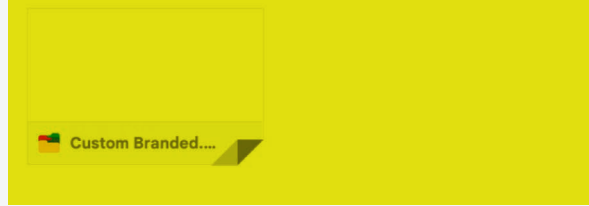
Thanks for the pricing, all sounds good.

We are wanting **black AS Colour Basic Mens Tees** with our **logo in white**, on the **left chest at 80mm wide** and **approx a4 on the back**.

Under the back logo can you please add our web address **custombranded.co.nz** in our font eveleth.

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Regards,
Daniel Sharp

One attachment • Scanned by Gmail ⓘ

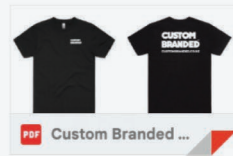


Custom Branded Sales <sales@custombranded.co.nz>
to Daniel ▾

Good Morning Daniel,

Sure thing, proof attached.

One attachment • Scanned by Gmail ⓘ



Daniel Sharp <danielsharp@custombranded.co.nz>
to Graphics ▾

Really sorry,

I completely forgot we are wanting to get some santa hats done too, we'll send an order for that soon however they are quite long. Can you **drop the back logo down to 200mm from the neck** so the logo doesn't get covered? Also that is a bit big at 300mm can you please **reduce the print to 250mm Wide**.

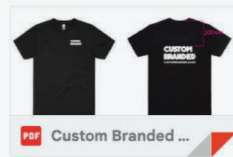


Custom Branded Sales <sales@custombranded.co.nz>
to Daniel ▾

Hi Daniel,

All done. We'll get on the santa hat proof asap.

One attachment • Scanned by Gmail ⓘ



Daniel Sharp <danielsharp@custombranded.co.nz>
to Graphics ▾

Perfect approval, thanks.
Let's go, just to confirm final sizes.

