



## Design Request Form & Art Guidelines

**Please provide as much information as possible about your project/graphic design needs. This will better help us give you a product/design that you are happy with.**

1. What will the design be printed on, and what color? (e.g. white t-shirt, blue banner, red cheer uniform, black jersey, etc.)

2. What type of printing process will be used? (e.g. Screen Printing, DTG-direct to garment, Dye Sublimation, etc.)

**NOTE:** DTG (digital) & Dye Sublimation allows more colors & photo-realism. We can consult with you if you need more help in selecting a print process.

3. What colors do you want used in the design? (Take in mind, when screen printing, more colors cost more money to print) Virtually no color limitations with DTG & Dye Sublimation printing.

4. What (if any) text is to be included in the design? (also advise desired placement of text if you can)

5. Do you prefer a specific font or general font style? (i.e. Bold, Thin, Script, Artistic, etc.) Please reference a specific font if you can. You may also browse fonts on [www.DaFont.com](http://www.DaFont.com))

6. Please cite any examples from our portfolio, or elsewhere, that you like as a general style or feel for the design: **THIS IS VERY IMPORTANT!** Please provide samples or links. If no example or concept is provided, there may be additional charges for extra mockups.

7. Please provide any additional input that will help guide us in the creation of your design:

**Thank you for your time in helping us better understand your vision. We value your input and look forward to putting your vision into creative action!**

**If providing us with your artwork or logo, please read the following very important notes & requirements.**

## ***ART GUIDELINES***

- Most artwork needs to be in VECTOR format (i.e. Adobe Illustrator (.Ai), a vector .PDF, or an .EPS file. If you have a Corel Draw (.CDR) file, please have it converted to a .EPS file, or a vector .PDF file. **(Please embed any images used in design, as well as fonts, or convert font to outlines)**

**ABOUT VECTOR:** a vector file can be easily resized & scaled without any loss of quality. It's also easier to color separate if screen printing.

- If raster/pixel based artwork is supplied (and not usable in all cases) it must be very high resolution to maintain good print quality (preferably at least 300 dpi). Most preferred would be to have the master art file with all the layers. (i.e. Photoshop .psd) or .TIFF with layers. Secondary option would be in a .PNG format with a transparent background.

**ABOUT RASTER/PIXEL BASED ART:** Typically does not scale well, although it may scale smaller, better than larger. Its also harder to color separate if screen printing. Raster based art, pictures, photos, etc. do work well for DTG & Dye Sublimation printing (but please provide a high resolution, high quality image at at least 300dpi if possible).