

Northwest Design Customer Submitted Art Guidelines



Established 1983

Northwest Designs prefers to create an event design for you but we do accept customer submitted designs. When submitting event designs to Northwest Designs for reproduction please refer to this guide for available colors, size and format.

Customer submitted designs will be reviewed by Management and may be adjusted to insure they follow our design guidelines for best print quality.

Northwest Designs does not direct print ink on shirts. We print our designs as a reverse image onto special transfer paper and use heat presses on-site to transfer the designs to the shirts. This method requires some unique techniques. **Designs should be bold in style** as a lot of ink must be layed down. Small details may disappear due to slight melting of the ink when transferred.

Size

Maximum size is 12 in. wide x 10 in. tall. No design can exceed 10 in. in height. Average size for youth shirts is approximately 10 in. x 10 in.

Smallest individual elements within the design.

No elements within the design should be thinner than 1.5 points in width. 2-3 is preferred.

Gradient Blends and Halftones

Halftone dots are used for color blending and work well in larger areas of color. Color blends should be avoided in small areas and text.

COMPUTER
COLOR BLEND



SCREEN PRINT
COLOR BLEND



We will create the halftones for you. You will have the chance to review all necessary changes to your design before printing.

Acceptable Formats

Illustrator version CS5 compatible Vevtor in native .ai or .eps is preferred. PDF or Jpeg is acceptable although not preferred. Jpeg images must be reasonable in resolution. Generally website PNG art that has been copied or captured from a browser is not usable. A reasonable size Jpeg would be around 6 in. x 6 in. at 100 - 300 PPI for us to recreate the art as Vector art.

Fonts

When submitting vector art text should be outlined (Converted to a graphic object). Or the font must be included as a separate attachment. Only Apple fonts can be accepted.

Submit to

When submitting art, send to robert@nwd.ink. Include the full name of your event and phone.

Art Guidelines Color Palette

Colors

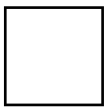
Northwest Designs uses PMS Solid Coated colors. Please choose from the ink colors listed below when designing your art. If the art has already been created we will substitute as necessary using the closest possible in stock colors. Northwest Designs does not mix custom colors.

Ink colors are not 100% accurate on digital device screens and can vary from screen to screen. Inks may vary slightly in color from the manufacturer and Northwest Designs cannot guarantee 100% trueness of PMS colors. Do not design with percentages or tints of colors. Doing so produces unpredictable and generally poor results.

STANDARD INKS



BLACK



WHITE



PMS236



PMS226



PMS109



PMS170



PMS1235



PMS137



PMS151



PMS165



PMS173



PMS185



PMS1805



PMS200



PMS506



PMS721



PMS466



PMS4725



PMS4715



PMS469



Dk. Brown
#4



PMS2665



PMS2593



PMS2755



PMS291



PMS284



PMS279



PMS2925



PMS3001



PMS301



PMS2728



PMS286



PMS
REFLEX
BLUE



PMS532



PMS320



PMS3268



PMS322



PMS5665



PMS382



PMS362



PMS347



PMS343



PMS5535



PMS429



PMS430



PMS432

METALLIC INKS



ROYAL



GOLD



SILVER



BRONZE