



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.

Northwest Designs does not print 4 color process photo real designs. We print spot color designs only. We do not direct print ink on shirts. Instead we print our designs as reverse image onto 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.

1. Size

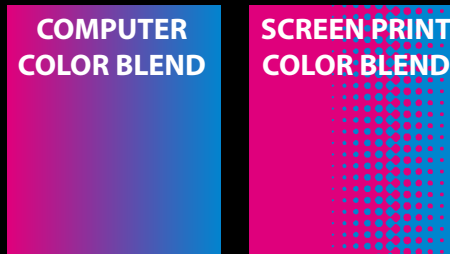
Maximum size is 12 in. wide x 10 in. tall. No design can exceed 10 in. in height. Average size for youth shirts is approximately 10 in. x 10 in.

2. Smallest individual elements within the design.

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

3. 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.



4. Acceptable Formats.

We prefer vector art. Specifically Illustrator version CS5 in native .ai, .eps or .PDF. Jpeg or PhotoShop art is also acceptable. These must be reasonable in resolution. Generally web art that has been copied or captured from a browser is not usable. Reasonable size would be around 6 in. x 6 in. at 100 - 300 PPI.

5. 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 Mac fonts will be accepted.

6. Submit to.

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

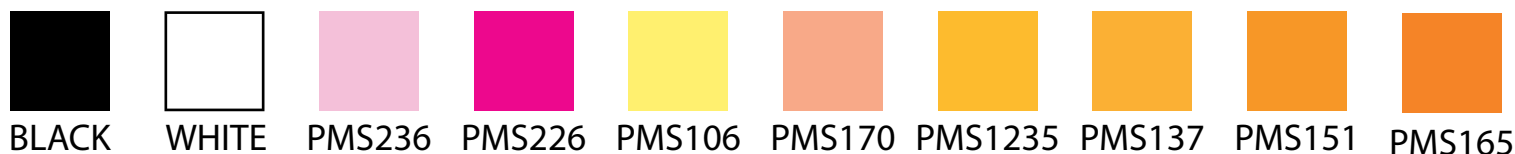


Established 1983

7. Colors (4 COLORS MAXIMUM)

Northwest Designs has a custom ink palette that is derived from the Pantone Matching Systems Solid Coated color book. Please choose from the ink colors listed below when designing your art. 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 does not guarantee 100% trueness of PMS colors. Percentages or tints of colors are not allowed.

STANDARD INKS



METALLIC INKS



FLUORESCENT INKS

