# PRINTPARTNERS

Art Specification Guide

2017 Edition

CREATING A NEW FILE:

Note - these instructions are for Photoshop use.

When creating a new file, it's best to create it with inches as the unit of measurement to create an idea of artwork size. The resolution should be set to 300 at Pixels / Inch, with 8 bit depth. Our machines print using CMYK water based ink, so setting the color mode to CMYK while creating your art gives you the best understanding and closest representation of what will be printed.
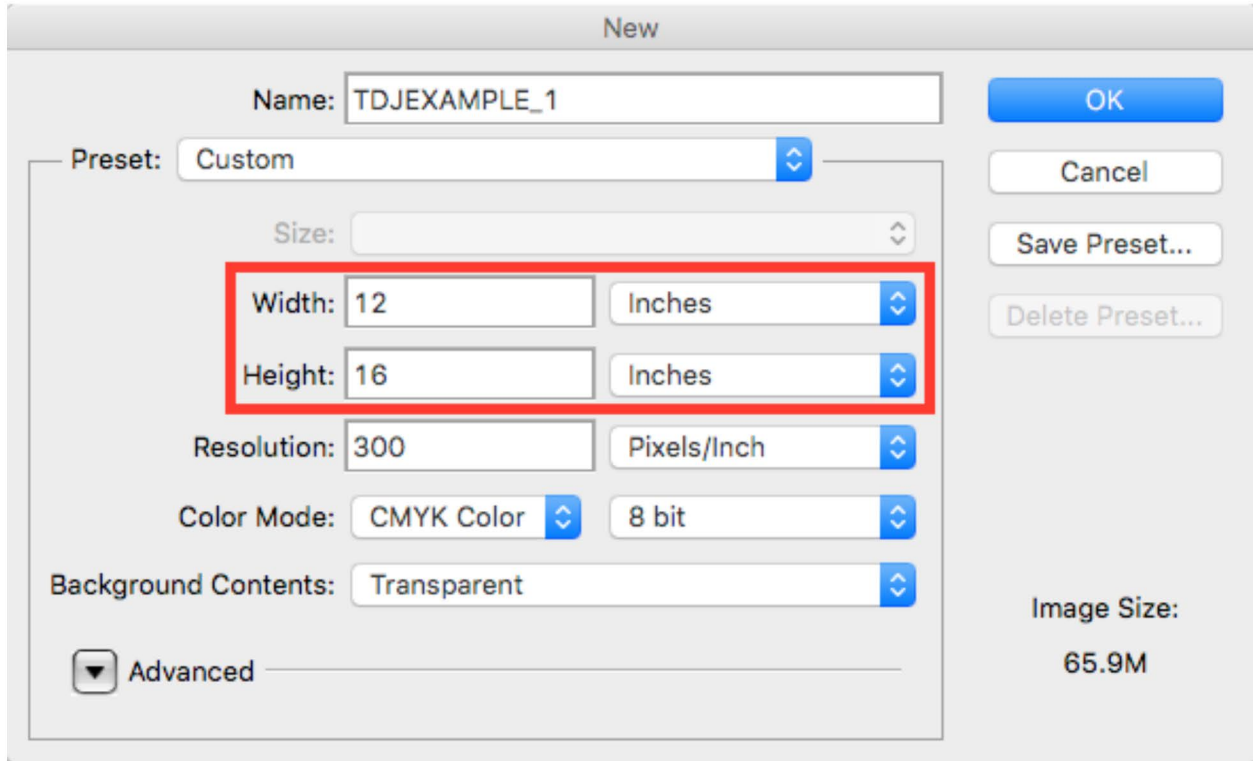
Transparency:

Transparency in an image determines wether or not something will print. Anything that is the transparent checkered pattern will result in no ink being printed and the shirt showing through.

ARTWORK: **PRINT ON BLUE:**   **PRINT ON RED:**
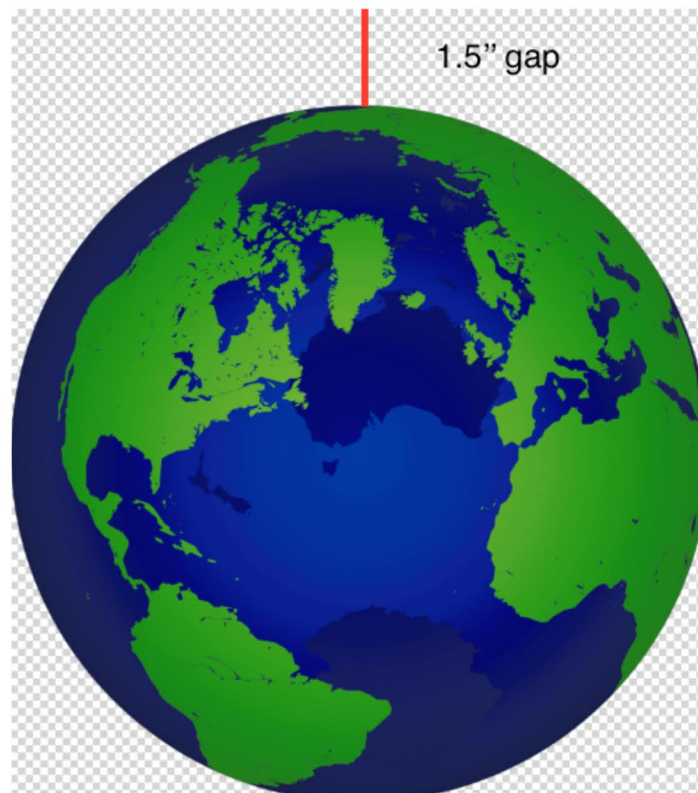
MAXIMUM IMAGE SIZE / PRINT AREA:

The largest size we currently print is 15" x 19". This is based on the pallet size, not the garment. Please note that if the print is larger than the artwork, it will run off the shirt. This is also not strictly based on the "body" of shirts. We can print on the seams that connect the sleeves to the body, over hoodie pockets and zippers. The size of the artwork is entirely up to your discretion. If you do not want prints over the zipper, please size the artwork accordingly to clear that space.

There are 3 pallet sizes:
Standard: 15" x 19" maximum
Smaller: 12" x 16" maximum
Youth: 10" x 12" maximum
Onesie: 5" x 7" maximum

Note that if we print a garment with a smaller print area (Small tank top, for example) the artwork still cannot exceed the printable space, even if it will be used on the smaller pallet with a maximum print area of 12" x 16".

POSITION OF ARTWORK:

The position of the artwork needs to be determined in Photoshop. The size gaps / transparent canvas space translate to how the garment will be printed. For instance:

POSITION OF ARTWORK (CONT.):

Half inch buffer from collar for loading

Position of art
From collar (distance)

Art cropped from
bottom and sides

ART IS WITHIN
MAXIMUM PRINT SIZE

A half inch buffer should be considered when designing the artwork.* This buffer is needed as our pallets close down on the garment, concealing the collar.

We will always center the artwork on the garment. Any excess space on the sides or bottom should be removed.

***NOTE:** On hoodies / zip ups, allocate about 1.25 inches of a default buffer, due to the way they are sewn.

POSITION OF ARTWORK (BACK PRINT):

We are able to print on the back as well - as a stand alone print or in addition to a front print. The order just needs to be submitted with both pieces of artwork via the API.

The *highest* artwork can be placed on the back of the shirt without any spacing is about 3 inches.

3 inches

POSITION OF ARTWORK (POCKET PRINT):

We are able to print the artwork off center to achieve a pocket print. We still center the artwork file itself, however the artwork needs to just be positioned as desired within the file. For example:

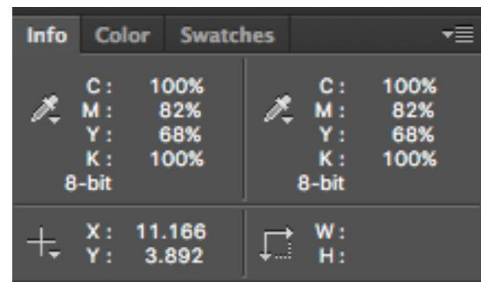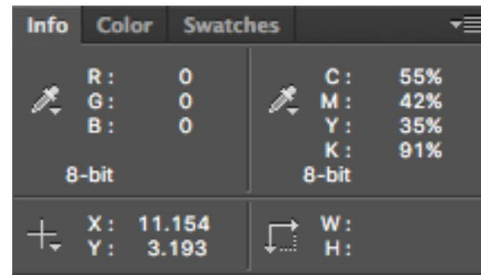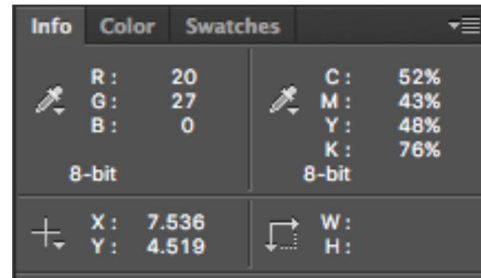### Artwork submitted, positioned as desired:


Example:

Final product:

CREATING A DARK BLACK:

When creating a file that's intended to be printed on garments without white underbase, it is important to get as dark of black as possible. Even though the first example looks "Black," it's not enough dark / black ink to have a deep black end result.

Info	Color	Swatches		
R :	20		C :	52%
G :	27		M :	43%
B :	0		Y :	48%
			K :	76%
8-bit			8-bit	
X :	7.536		W :	
Y :	4.519		H :	

Info	Color	Swatches		
R :	0		C :	55%
G :	0		M :	42%
B :	0		Y :	35%
			K :	91%
8-bit			8-bit	
X :	11.154		W :	
Y :	3.193		H :	

Info	Color	Swatches		
C :	100%		C :	100%
M :	82%		M :	82%
Y :	68%		Y :	68%
K :	100%		K :	100%
8-bit			8-bit	
X :	11.166		W :	
Y :	3.892		H :	

The loose, quick (but still very effective) way to achieve the darkest black is by selecting the areas that are already black, using levels, and dragging the leftmost triangle to the right of the histogram shown, past the black lines already displayed. If the whole image is black, applying levels to the whole layer is suggested.
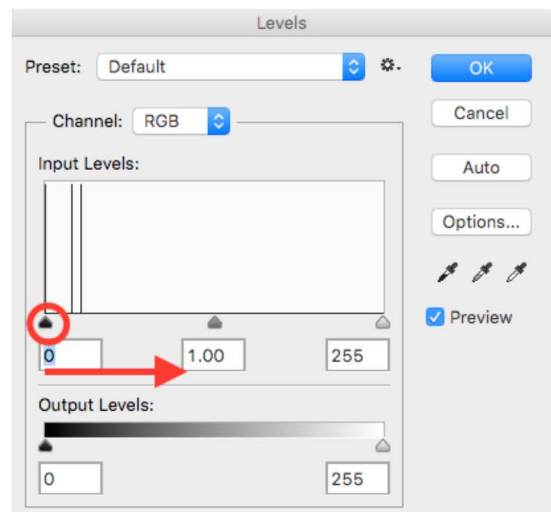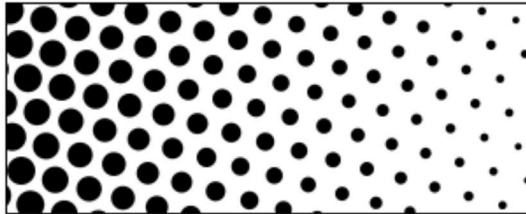
HALF TONES / GRADIENTS:

Our machines print multiple layers of ink on a shirt. For lighter color shirts, only a color layer will print if an underbase is not desired. It's not required on white garments, and creates a much more integrated look in lighter greys, off whites, etc.

Darker colored garments (black, navy, etc.) require a white underbase layer to be printed first to create a foundation for colored ink. Our machines handle gradients and half tones very well on lighter garments. Garments that require a white underbase require some preparation to be done.

NOTE: Color fading into another color does not require preparation.

HALFTONE:

GRADIENT:
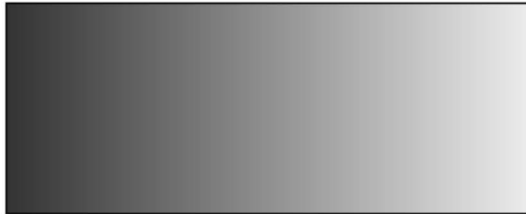
Deleting portions of the artwork so FULL transparency is shown in a halftone-style pattern is the best way to create the "fade to nothing" look. This is required when printing:
Black fading to nothing
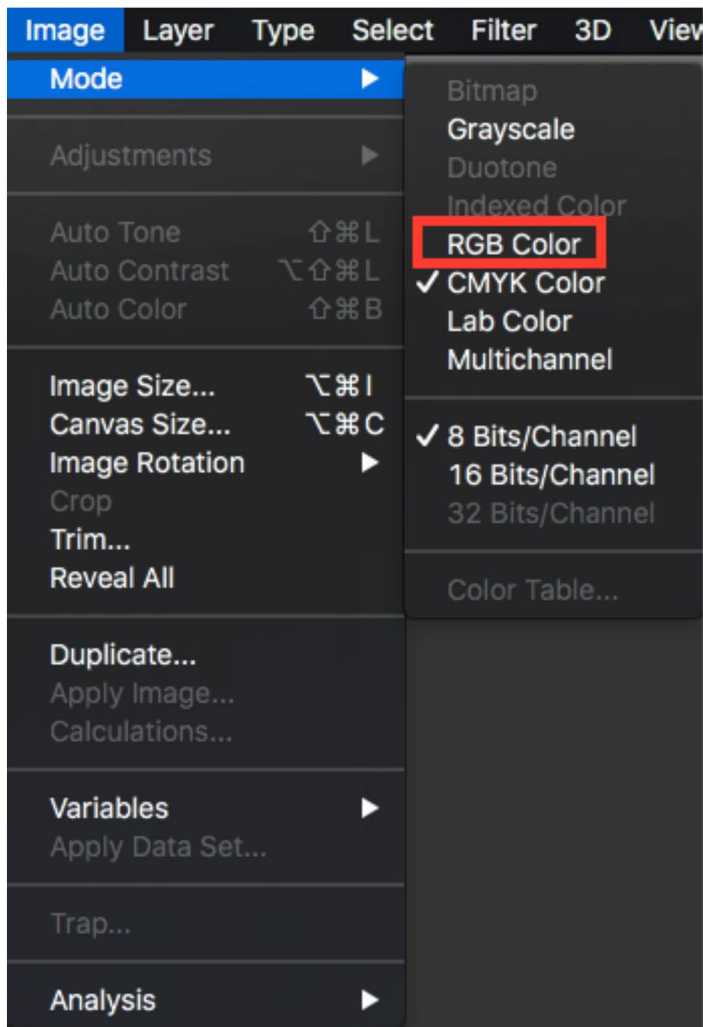Color fading to nothing

TO NOTE:

This should ONLY be done when trying to fade to a black color. Using halftones / a bitmapped pattern should NOT be used to create an entire image. The resulting print will be very dull in comparison, as a majority of the art is "missing" since the design is not solid.
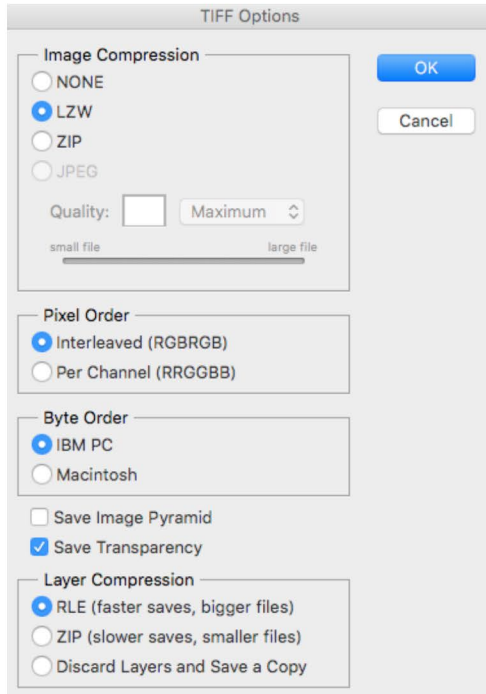
EXPORTING ART / SUPPORTED FILE FORMATS:

When exporting the artwork, you must ensure that there is only one layer, flattened down, and nothing other than the colorspace in the channels section:
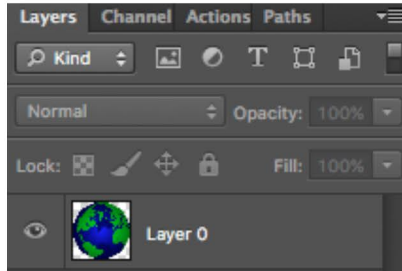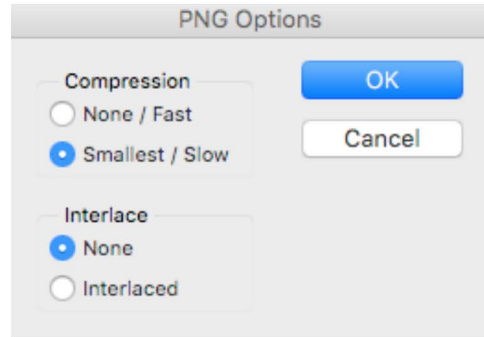

We accept .png and .tif files via our API. It's important to note that if you need to save on file size, .png is a significantly smaller file size. You cannot save in the CMYK colorspace on .png. You can adjust this by going to Image > Mode > RGB:

.TIF Settings: .PNG Settings:

TIFF Options

Image Compression
○ NONE
● LZW
○ ZIP
○ JPEG

Quality: [ ] Maximum ⇕

small file   large file

Pixel Order
● Interleaved (RGBRGB)
○ Per Channel (RRGGBB)

Byte Order
● IBM PC
○ Macintosh

☐ Save Image Pyramid
☑ Save Transparency

Layer Compression
● RLE (faster saves, bigger files)
○ ZIP (slower saves, smaller files)
○ Discard Layers and Save a Copy

[OK]
[Cancel]

PNG Options

Compression
○ None / Fast
● Smallest / Slow

Interlace
● None
○ Interlaced

[OK]
[Cancel]

The file must contain the file extension in it's name. For instance:
best_shirt.png
example.tif
***NOTE**: If you are planning on using the same file across multiple garments, and offer varying white underbase / no white underbase on colors OTHER than white, then we need the files uniquely named. This applies even if the files are identical. For example:
best_shirt_underbase.tif
best_shirt_nounderbase.tif