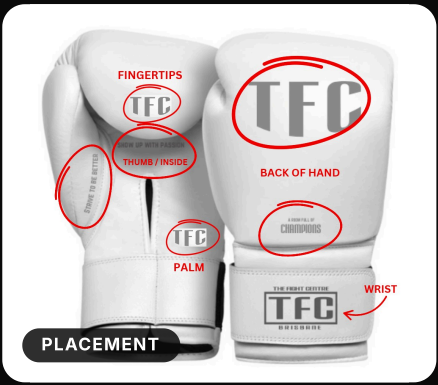
GETTING YOUR ARTWORK READY

What to send us, and how to prepare it.

Good artwork makes a big difference to how your gear looks. This guide covers what to send us, and how to prepare it. If you are not sure about anything, send what you have and we will help.







WHAT TO SEND US

- [ ] Your logo, in the best file format you have.
- [ ] Your brand colours.
- [ ] The products you want it on.
- [ ] Where you would like the logo placed.
- [ ] Any names, numbers or text to include.
- [ ] The sizes or quantities you are thinking about, if you know them.

FILE FORMATS

Vector files are best. A vector logo can be made larger or smaller without losing sharpness, which makes it ideal for printing and embroidery. Common vector formats are AI, EPS, SVG and PDF.

If you do not have a vector file, send the highest resolution image you have, as a PNG with a transparent background if possible. Avoid screenshots and images saved from social media, because they are usually small and blurry. Ask whoever designed your logo for the original files.

NO FILE? NO PROBLEM

If you only have a photo of your logo or a low quality image, send it anyway. We will tell you what we need to prepare your mockup.

COLOURS

- Tell us your brand colours. If you have colour codes, such as Pantone or hex codes, send them. If not, a clear image of the logo helps.
- Screens and printers show colour differently, so a colour on your screen can look a little different on fabric. Your mockup is the place to check.
- Light and dark garments can change how a colour looks, so consider the garment colour when choosing your design colours.

TEXT AND FONTS

- If your design includes text, send the artwork with the text converted to outlines, or tell us the font name.
- Check the spelling of every name and word before you send it.

PREPARING ARTWORK FOR EMBROIDERY

Embroidery is stitched with thread, so it has different limits to printing. As a general guide:

- Simple shapes and bold lettering stitch best.
- Very fine lines, tiny text and subtle gradients may not stitch clearly.
- A limited number of colours keeps the design clean.

Ask us about your specific design and we will tell you what will work.





PREPARING ARTWORK FOR SUBLIMATION

Sublimation can reproduce full colour artwork across a whole garment, so it gives you the most freedom.

- Send your artwork as large and as high resolution as you can.
- Tell us which parts of the garment you want covered, and where the logo should sit.
- For all over patterns, send the full pattern file if you have one.





PLACEMENT

Think about where each element sits. On gloves, for example, you can brand the palm, the back of the hand, the wrist, the thumb area and the fingertips. On shorts, you might use the front, the waistband and the legs. On tees, popular spots are the chest, the back and the sleeves. Tell us your idea and we will show it on your mockup.

THE MOCKUP

We prepare a free mockup from your artwork so you can see it on the product before anything is made. Check the placement, the colours and the spelling carefully, then approve it. If anything needs to change, tell us and we will update it.

READY TO GET STARTED?

Request wholesale access to see every product and your wholesale pricing.

Request access →

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