

Design Guidelines & Best Practices

General Design Considerations

In order to set yourself up for success in the POD industry, it's important to prepare your art files properly to optimize the quality of your final product. A high-quality art file will yield a high-quality final product. Taking the time to prepare your files properly will not only save you time & money in the long run, but it will help you maintain a great reputation for your online store. We've created this guide in order to help you avoid basic print file mistakes.

Product Decoration Details

Each item in our catalog has a designated print method -- we offer three:

Digital (DTG), Embroidery, & Dye Sublimation.

Our apparel products are generally decorated by either DTG printing or embroidery (though there are a few special garments decorated by dye-sublimation). Details about the decoration method for a particular product can be found in the in-app product catalog or the catalog at <https://bespokelabs.co/print-on-demand-products/>.

Each of the hats & bags in our catalog are decorated via embroidery.

Other accessories & housewares (including face masks, drinkware, blankets, ornaments, & jewelry) are printed with dye sublimation.

We can print any type of design as long as the file's specs are up to par. However, it's important to consider the strengths & limitations of the decoration method used to customize your product when you're creating your art files.

Recommended File Formats (.png & .ai)

For the highest quality results, **we recommend submitting transparent .png files or .ai files at 300 DPI**, regardless of decoration method. Photos taken from a cell phone at 72dpi will also produce high quality results.

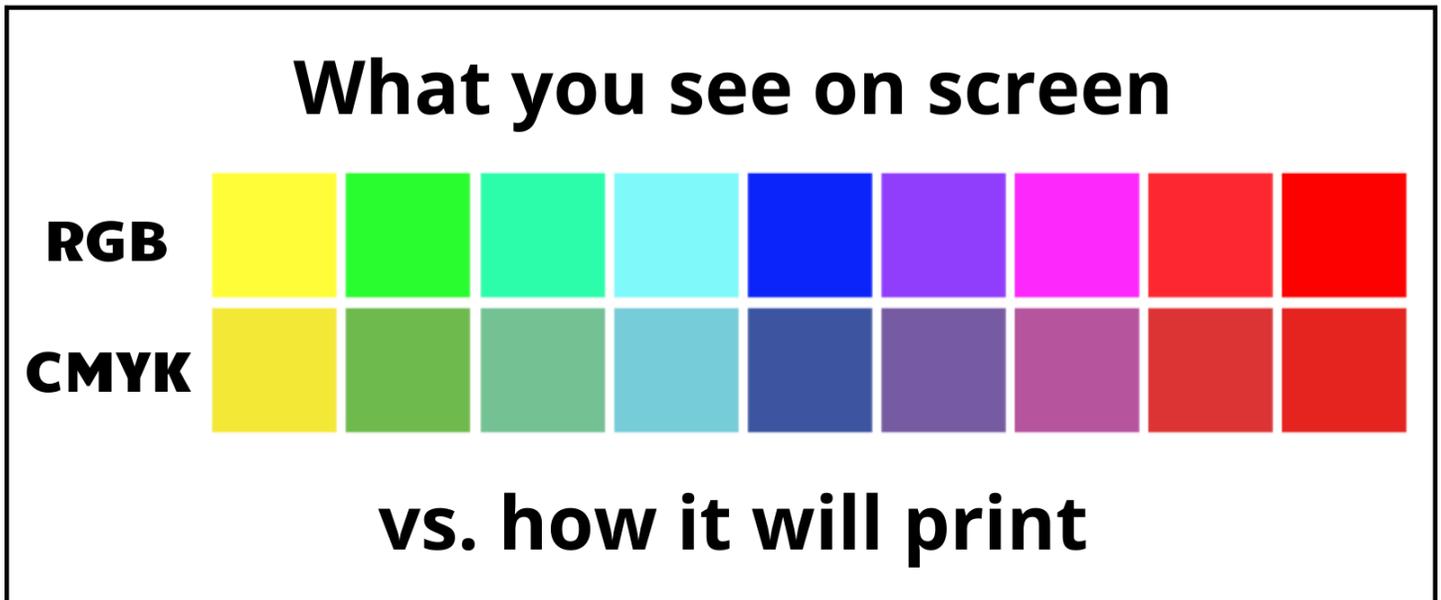
The Bespoke Labs app will also accept vector formats .ai, .svg, .eps & high quality .pdf files .

Colors: RGB vs. CMYK

Put simply, RGB colors are from a wider color spectrum than CMYK colors.

RGB: Generally, when designers are creating images for use on screens, they will use an RGB color profile. RGB colors come from a wider spectrum & take into consideration that a screen is backlit -- RGB profiles can create very bright & vibrant colors. Using RGB color profiles to design your artwork will result in beautiful on-screen color that may not translate accurately to print.

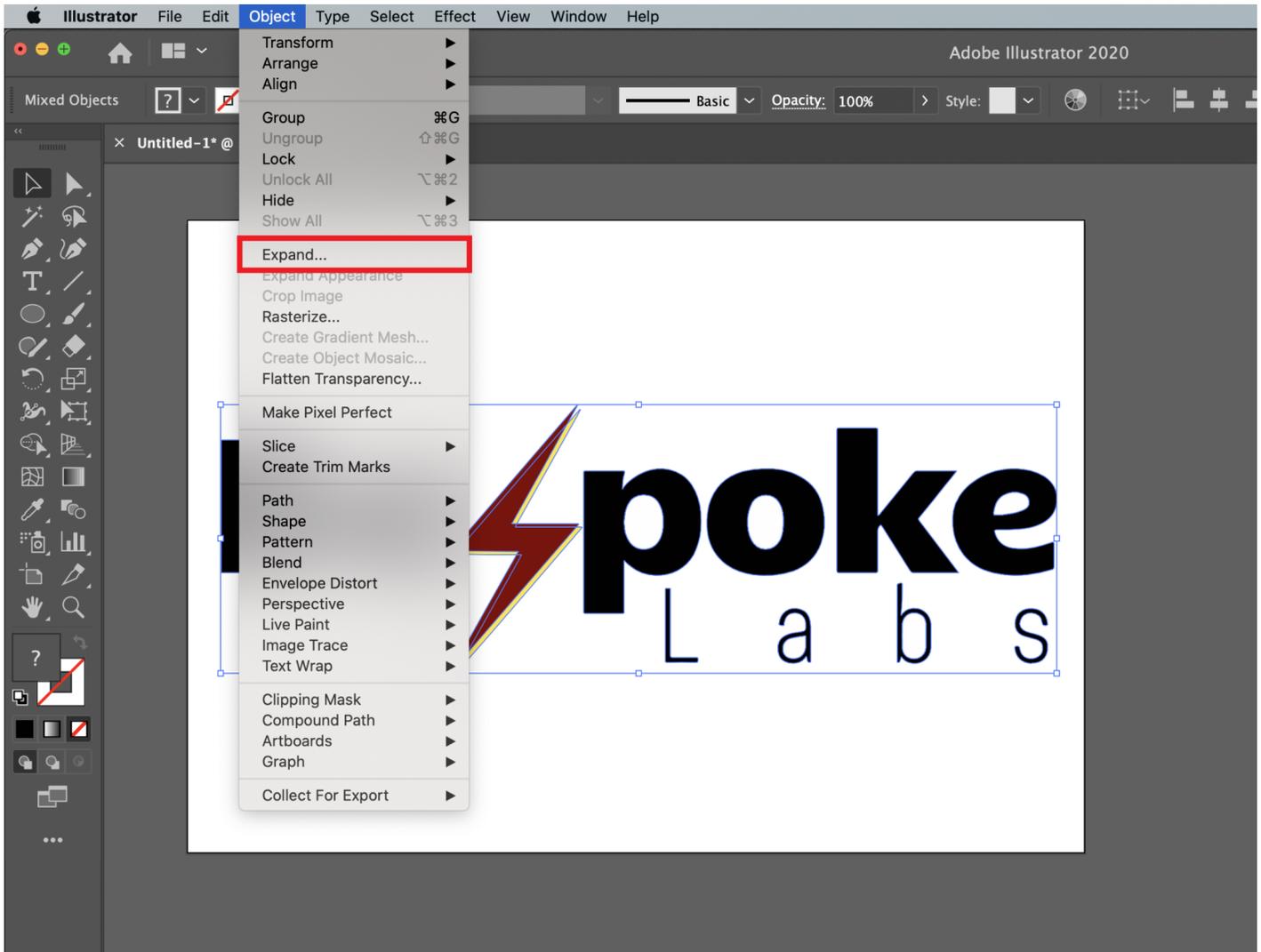
CMYK: When printing, Cyan, Magenta, Yellow, & Black inks are added together to create the print color. When a printer converts a file created with an RGB file into CMYK colors for print, they can lose quite a bit of their vibrancy unless the files were created with that process in mind. We recommend designing in CMYK color profiles or CMYK-safe RGB colors for the most accurate on-screen representation of the print colors you'll see on a garment. When saving your artwork as a .png file, it will be converted into an RGB profile (but your colors will maintain more accuracy on screen).



We recommend using a **CMYK color profile** or **CMYK-safe RGB colors** to create your designs.

Clipping Masks (when Designing in Adobe Illustrator)

In order for our production system to read the graphic information accurately, you must expand the clipping mask within .ai files.



Copyright Images

Use your own original artwork or obtain the rights to print copyright images.

We do not assume responsibility for copyrighted images. By downloading the app & opting for our terms & agreements, you are stating that you are authorized to manufacture products with any copyrighted designs you submit.

We reserve the right to reject orders based on violation of copyright. If this occurs, you will receive an email notifying you that we are unable to fulfill your order based on rejection of your design.



***Do not submit images for print that infringe on copyrights or trademarks.**

Direct-to-Garment (DTG) Guidelines

Direct-to-Garment printing was developed as an alternative to Screen Printing in order to allow for printing of customized & complex designs like photographs & multi-color artwork. To achieve a high-quality DTG print, a specialized pre-treatment is applied to your garment to prepare the fibers to accept ink. Next, a layer of white underbase is laid on the areas your design will be printed to prepare any color garment for a vibrantly printed design. Lastly, the colors in your design are printed & immediately cured to bind the ink to the fabric, ensuring a beautiful & long-lasting custom garment.

DTG Max Print Dimensions/Size

Generally, when you submit a design for print with another POD printer, you're required to submit your art file in the exact dimensions you want it to print. This causes issues when selling multiple sizes of the same garment because a 9" design looks quite a bit different on a size XS shirt than it does on a size 3XL.

With Bespoke Labs, we take care of image sizing for you to ensure your print size is proportional to the placement on your mockup, which means every customer gets a garment that looks the way they envisioned it. Below, you'll find the max print area for each of our garment types. When you create your products in the Bespoke Labs app, you can resize & reposition your design using the "Custom" positioning option & we will print it to look as similar to the mockup as possible.

Adult Shirts & Sweatshirts:	37.4cm x 40.6cm	(14.7" x 16")
Adult Hoodies:	32.3cm x 26.4cm	(12.7" x 10.4")
Youth Shirts & Sweatshirts:	24.1cm x 27.7cm	(9.5 x 10.9")**
Youth Hoodies:	22.4cm x 12.4cm	(8.8" x 4.9")

***Please note that some smaller ladies apparel will use max print dimensions of 9.5" x 10.9"*

The In-App "Exact Artwork" option in the bulk uploader will not be honored for DTG Garments.

***When using the Exact Artwork option with CSV ordering, it is vital that you prepare your files exactly as you want them to print. They will not be scaled up or down & awareness of your artwork positioning is critical.*

Minimum Art File Dimensions:

We recommend art files used for DTG printing are a **minimum of 2000px wide** & the file resolution is set to 300DPI.

Resolution / DPI:

Please submit high resolution files of **at least 300 dpi** (dots per inch) & at least 2000 pixels wide for the best quality outcome.

Here is a simple calculation to determine your DPI:

Divide the number of dots wide by the number of inches wide
 $2100 \text{ dots wide} / 7 \text{ inches wide} = 300 \text{ dots} / 1 \text{ inch} = 300 \text{ DPI}$

For example, let's say we have a digital image that is 2100×2400 pixels (dots) & 7 ×8 inches in size. That means our digital image is 2100 dots high by 2400 dots wide (7 inches wide by 8 inches high). Our digital image has 300 DPI.

Design Considerations:

With Direct-to-Garment printing, black ink will not be printed on a black garment. During the printing process, all black elements of your design will be removed to show the garment color beneath. *Submitting an all-black design on a black garment may result in a blank garment being shipped to your customer.*

Advanced Design Considerations:

When using fine line detailing in your artwork, please ensure that design elements surrounded by transparency on all sides are at least 6 pixels wide. Conversely, if you are using small areas of transparency in your artwork, be sure those areas are at least 6 pixels wide to ensure ink is not printed in those areas.

Recommended Colors for DTG:

	Red:	Hex #ED1C24	RGB (237, 28, 36)	CMYK (1, 99, 97, 0)
	Dark Red:	Hex #990000	RGB (153, 0, 0)	CMYK (0, 100, 100, 40)
	Orange:	Hex #ED5B2C	RGB (237, 91, 44)	CMYK (2, 79, 94, 0)
	Athletic Gold:	Hex #EBBA30	RGB (235, 186, 48)	CMYK (8, 26, 95, 0)
	Yellow:	Hex #FFF200	RGB (255, 242, 0)	CMYK (3, 2, 96, 0)
	Light Green:	Hex #6DB94A	RGB (109, 185, 74)	CMYK (62, 3, 96, 0)
	Green:	Hex #00A651	RGB (0, 166, 61)	CMYK (83, 6, 96, 1)
	Forest Green:	Hex #055E35	RGB (5, 94, 53)	CMYK (90, 36, 94, 33)
	Teal:	Hex #39BCB1	RGB (57, 188, 177)	CMYK (69, 0, 37, 0)
	Light Blue:	Hex #0885C6	RGB (8, 133, 198)	CMYK (82, 38, 1, 0)
	Dark Blue:	Hex #0D3267	RGB (13, 50, 103)	CMYK (100, 89, 32, 21)
	Purple:	Hex #82539B	RGB (130, 83, 155)	CMYK (57, 79, 4, 0)
	Hot Pink:	Hex #EC008C	RGB (236, 0, 140)	CMYK (1, 99, 1, 0)
	Light Grey:	Hex #D0DBDA	RGB (208, 219, 218)	CMYK (18, 7, 12, 0)
	Black:	Hex #0C0C10	RGB (12, 12, 16)	CMYK (75, 69, 64, 83)
	White:	Hex #FFFFFF	RGB (255, 255, 255)	CMYK (0, 0, 0, 0)
	Brown:	Hex #945137	RGB (148, 81, 55)	CMYK (31, 71, 81, 23)
	Tan:	Hex #E2B67B	RGB (226, 182, 123)	CMYK (11, 29, 58, 0)

Design Artwork in an Actual Print Size

Designs that are low resolution will print with low quality. That means resizing can affect the overall image as well. Ensure the edges of your artwork are clean & crisp at print size, without being blurry or jagged.

Low Resolution:

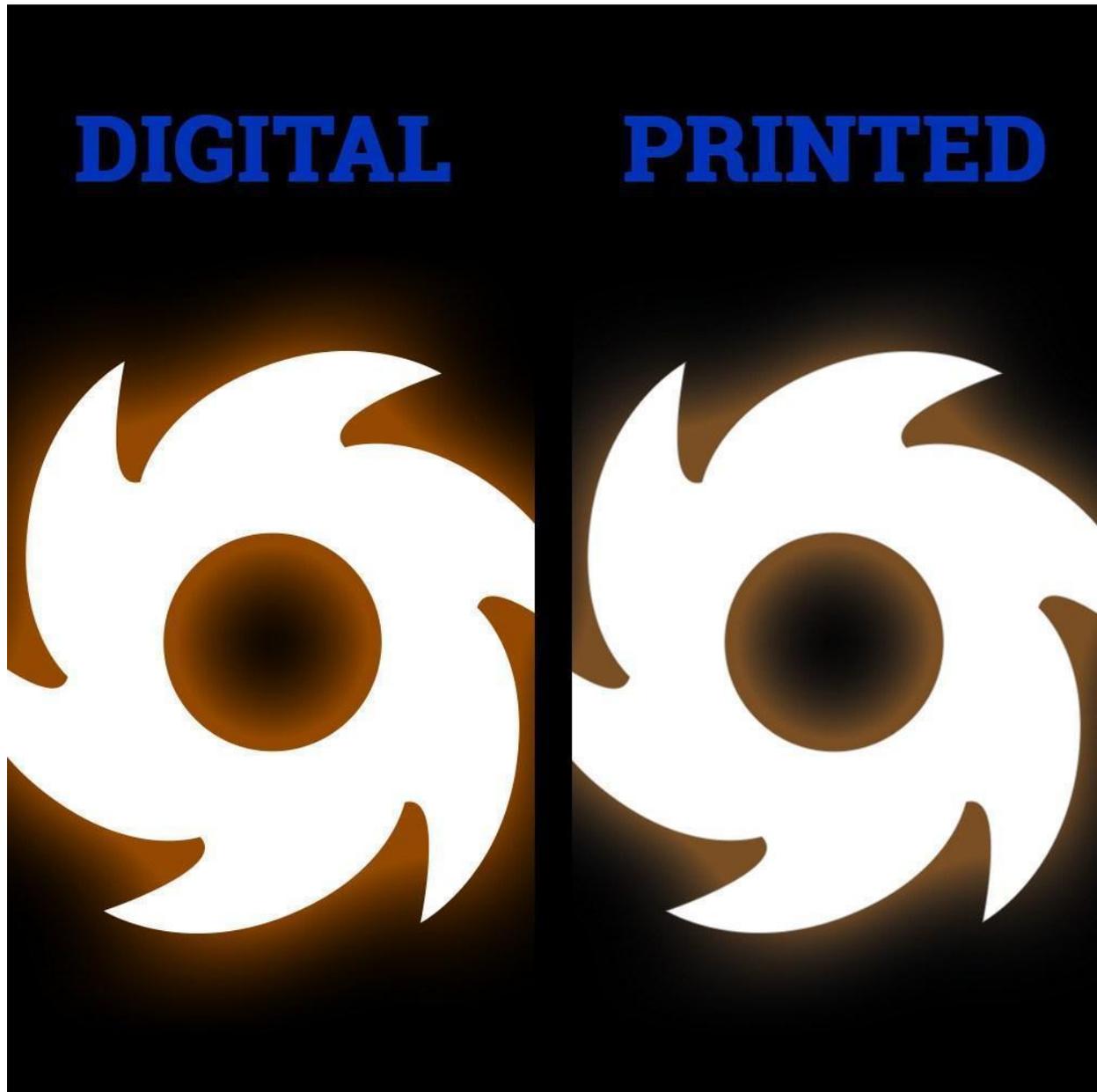


High Resolution:



Transparent Glow:

When using transparent glows or gradient effects on dark garments, the white under base beneath the design will be visible, removing a lot of the design's color.



Use 100% Black or White Color (or a Recommended Color)

Depending on the garment color, off-black & off-white inks may print inaccurately.

SLAY — **Off Black**

ALL DAY

THIS



LOVE

Dye-Sublimation Guidelines

Dye-Sublimation printing is a specialized decoration method that allows for decoration of solid materials like ceramic mugs & synthetic fibers like polyester. In order to decorate your custom sublimated products, we print your designs on specialized paper with a specialty ink & apply that paper to your products. When heat & pressure are applied, the ink enters a gaseous state & is accepted into the material that's being decorated. Sublimation printing is incredibly durable & will not fade, flake, or crack, as the dye truly becomes part of the product itself.

****No white ink is used in dye-sublimation.** If you have white elements in your designs, it's important to be sure that the blank product you're printing on is white. Bespoke Labs' only non-white blank sublimation products are currently Silver Travel Mugs & Silver Dog Tags. For these products, no white design elements should be used.

How to Design for Dye-Sublimation Products

For Dye-Sublimation products, you have the following 3 positioning options to choose from in the Bespoke Labs app. Select the appropriate positioning based on how you want your final product to look.

Default: This positioning should be used if you are uploading a transparent .png file & would like Bespoke Labs to optimize the positioning of your design for you. This positioning differs by product, but most often your design will be resized & centered on the final product. *For all drinkware (except water bottles), Default preset will duplicate your design & center it on both sides of your product so it's visible while holding the product by the handle for both left & right handed customers.*

Custom: If you'd like to size & position your design on your product yourself, select "Custom" positioning. This will allow you to resize & drag your design around on the design area until you're happy with the placement. Be sure to review your mockup after modifying your positioning to be sure your design is positioned & sized the way you want. We will print your product based on the positioning you submit & cannot issue replacements if placement is consistent with your mockup.

Full: Only select "Full" positioning if you've used a Bespoke Labs Art Template specifically for the product you're designing. These art templates are specific to each dye-sublimation product & designed to utilize the entire available printable area. For drinkware, using Bespoke Labs art templates will produce a "full wrap" effect.



How to Use a Bespoke Labs Art Template:

Bespoke Labs provides Art Templates for all dye-sublimation products. The templates are designed to act as a guide to help you optimize your design positioning, artwork dimensions, & resolution (DPI). Art Templates for each of Bespoke Labs' dye-sublimation products can be downloaded here:

<https://bespokelabs.co/templates-guidelines>

To use Bespoke Labs' Art Templates, open the .png or .psd files in your design program, or a free online design tool (like PhotoPea, Pixlr, or GIMP**). Next, insert your artwork as a new layer in the document.

Position your design elements within the designated safe area, but be sure to fill the template from edge to edge if you want to utilize the maximum print area. Lastly, hide or delete the Bespoke Labs Art Template layers & save your design as a .png file.

Within the Bespoke Labs app's Add Product flow, select your product & upload your design. **"Full" positioning** should be selected to utilize the max print area of the product.

To upload this file directly to your Bespoke Labs Design Library (rather than when designing your product), please use our Bulk Uploader, selecting "Use Exact Artwork Dimensions" from the dropdown menu. This will ensure that any excess transparent space is respected & your design is positioned exactly how you want it.

Safe Area

All important design elements should be placed within the noted "Safe Area" on the design template. Design elements placed within the Safe Area can be expected to print on your final product. If elements of your design are positioned outside this safe area, they may not be printed.

The Bleed

"The Bleed" is the outer edge of the design area on our Art Templates. In order to ensure there are no white unprinted areas on your final design, it's vital that you fill the entire template (including the bleed area), submitting a design in the same dimensions as the template itself.

If you forget to fill the entire template, your final product will not be printed from edge to edge.

**Bespoke Labs is not affiliated with any of the aforementioned online design services

Embroidery Guidelines

When creating artwork for use in embroidery decoration, it's vital that you consider the decoration method. Embroidery looks best with large, solid designs with thick lines -- it's less able to include intricate details than decoration methods like sublimation or DTG printing. This document will outline our recommendations for creating an eye-catching design that will translate beautifully to embroidery.

The Process

When you sell an embroidered item from your store, your artwork goes through a "digitization" process to prepare the file for embroidery. In some cases, this may involve modification of the original design to simplify your image or modify the colors to the closest available embroidery thread color (see below for available color options & examples of design modification). This process takes 24-48 hours. Once your file has been digitized after your first sale of that design, it will not need to be digitized again. Each subsequent product sold will use the same digitized file & you can expect the same result.

Embroidery Detail

There are physical limits to how intricate details can be within your artwork. The smallest a single stitch can be is 2mm or ~.07". If your artwork contains details smaller than 2mm, our artists will update your file to ensure your artwork can be created as embroidery. This may alter the look of your design.

We will not be able to process designs that are overly intricate for embroidery. We suggest using a simplified design. We've included pictures below to illustrate designs that are too complex for embroidery & how they would be modified to fit our design guidelines.

Stick to fonts that are larger than .18 inches (4.75mm) in height, solid font (no distressed fonts if smaller than 1"), No drop shadow or outlines around the text if it is smaller than .5 inches in height. *Distressed fonts may be simplified without notice.*

Make sure to fill all objects containing negative space under. 2"W x .2"H (transparencies) with a solid color. Leaving objects with negative space in your design will produce poor results.

Bespoke Labs reviews all art submitted for production & will notify you within 24-48 hours **only if there is an issue with your logo**. It is wise to order a sample of a product with your embroidery design prior to marketing the product to ensure it looks the way you envisioned.

Recommended File Size / Type

We recommend you submit high-quality .png or .jpg files of at least 1200 × 720 pixels (for hats) or 1200 × 1200 pixels (other products).

Embroidery Size

For custom embroidered t-shirts, jackets, hoodies, & bags, **the maximum embroidery size is 4" X 4"**.

For custom headwear, the size of the embroidery is limited to **4" X 2.4"**, because hats require special hooping which limits embroidery size.

Your design will be scaled to be as large as possible within that area while maintaining the original aspect ratio.

Embroidered Photos are NOT Recommended

Generally, photos will be rejected by our digitization team. *Even if accepted*, photos will be highly modified into simple shapes and **WILL NOT** resemble your original image. We recommend **NOT** submitting photos for use on embroidery garments.

Thread Colors & Design Color Specs

Royal Blue:	R:0 G: 85 B: 149	Gray:	R: 116 G: 125 B: 135
Authentic Gold:	R: 249 G: 179 B: 36	Brown:	R: 82 G: 56 B: 52
White:	R: 228 G:232 B:255	Navy Blue:	R: 46 G: 60 B: 74
Forest Green:	R: 45 G: 74 B: 56	Black:	R: 47 G: 48 B: 50
Orange:	R: 237 G: 85 B: 46	Kelly Green:	R: 0 G: 124 B: 73
Carolina Blue:	R:59, G:123, B:176	Maroon:	R: 108 G: 47 B: 65
Red:	R: 180 G: 34 B:50	Silver:	R: 169 G: 176 B: 177
Purple:	R: 106 G: 85 B: 149	Old Gold:	R: 202 G: 140 B: 63



Embroidery Design Simplification



Original Design

- **Too complicated for embroidery** – needs to be modified.
- This design has **a lot of details** in the background that need to be taken out.
- This design has **too many lines of text**.
- The **colors need to be changed** to match our embroidery thread colors.



Simplification (Option1)

- Background image and extra text were removed.
- All colors were modified to match our embroidery colors.



Simplification (Option2)

- Background image & extra text were removed.
- The “est. 1985” was made bigger & pulled out of the logo.
- All colors were modified to match our embroidery colors.

Option 1 Example *Larger, Flat Products ONLY*



Original Design

Too complicated for embroidery – needs to be modified.

The stripes on the party hat need to be removed.

The detail on the turtle needs to be simplified.

The thin outlines need to be thicker.

Design colors do not match available thread colors.



Modified Design Using Our Thread Colors

Made the confetti bigger.

Simplifies the colors in the shell and details on the turtle.

Made the outlines & lines thicker.

Option 2 Example



Original Design

Gradients are NOT possible with embroidery. These **small negative spaces are NOT possible** with embroidery (ex. The empty spaces between the letters and feathers.) The **larger negative spaces ARE possible** with embroidery (ex. the eye of the mask.)



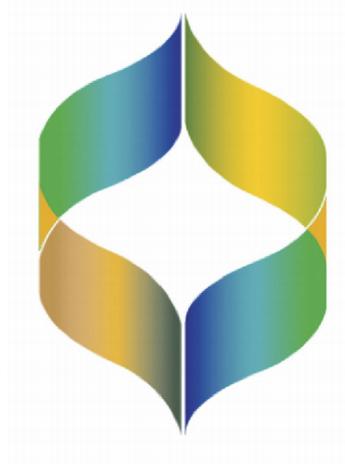
Modified Design Using Our Thread Colors

Gradients are **NOT** possible with embroidery -- here, we've divided the colors & matched them to our thread colors. The smaller negative spaces can be fixed by adding color. The larger negative spaces ARE possible (ex. the eyes of the mask) so we didn't have to change anything except the color of the surrounding thread.

Embroidery Gradient Simplification

Full Gradient

This image would be great if it were going to be digitally printed or sublimated. Unfortunately, gradients are not possible with embroidery.



Modified Gradient for Embroidery

In order to make this design work for embroidery, we've divided the individual colors & matched them to our available thread colors.

