

# Brands That Do Good Graphic Standards

## Snapshot View

1. File Format: PNG is preferred and recommended. JPEG and EPS can also be accepted
2. Resolution: Between 200 and 300 DPI
3. File Size: Maximum recommended is 7MB
4. File Dimensions: 10x10

## File Formats

We accept 3 types of file formats. They are:

- **EPS:** (Encapsulated Postscript File) These are usually vector based files created in a program such as Adobe Illustrator. When sending us an EPS file, please be sure to also send us any graphic elements you may have imported into the design. Also be sure to convert any text you might have in the file to paths. This will prevent you from having to send the font you used when sending the file to us. File may be in either CMYK or RGB color mode.
- **JPEG:** (Joint Photographic Experts Group) JPEG's support over 16 million colors, but slightly "distort" the image to compress the file size. For photos, the human eye cannot tell the subtle changes in color, but along straight edges and in pictures with large solid colors, distortion is sometimes apparent. Please send JPEG files in RGB color mode.
- **PNG:** (Portable Network Graphic) The PNG format is a completely loss-less compression. Gradients come out much smoother and do not have the distortions that may appear in a JPF. PNG is the recommended file format for images that you send to Brands That Do Good. Please send PNG files in RGB color mode.

## Resolution and Sizing

Resolution is what determines if your pictures look "chunky" when you print them. All computer pictures are made up of small dots. Resolution is how many dots in an inch, often referred to as DPI or "Dots Per Inch". Your computer monitor generally displays at 72 DPI while a printer usually prints at 300 to over 1000 DPI. What looks good on your screen will not necessarily look good printed. Luckily, apparel is not exactly photo-paper, and the naturally un-smooth nature of cloth hides some resolution issues. But not all! When you create a picture you will want to follow the guidelines presented in the Image Resolution Guidelines specific to each product. For the most part, **pictures should be between 100 and 300 DPI** to print well on the products you sell.

When creating images, start your image at 200-300 DPI. You can always decrease your image and maintain a clean, crisp image. However, you cannot increase the resolution and image size of your image without compromising the image quality. Making your image larger will cause the image to look "dirty"

## What are Resolution and DPI?

Resolution and DPI are often used interchangeably, but they are quite different. Knowing the difference between them will enable you to get the most out of your products.

Any digital image is composed of pixels. The pixels are the small colored square dots that can sometimes be seen when images are enlarged too much, or if you look at your screen close enough. Resolution is the number of pixels in the horizontal direction by the number of pixels in the vertical direction. For example, a picture with 1200 pixels at the horizontal direction and 2100 pixels at the vertical direction would have a resolution of 1200 x 2100 pixels (pronounced 1200 by 2100 pixels).

As you've probably noticed, nowhere in the above definition it is said what size the pixels are. This is where the DPI comes in. DPI is simply Dots Per Inch. A picture with 100 x 100 resolution would be 1 x 1 inch when printed at 100 DPI, and 100 x 100 inch when printed at 1 DPI!

There's a tradeoff. The bigger the resolution, the bigger the image is. It will take more disk space, occupy more memory when loaded, and will take longer to be transferred through the Web. On the other hand, the bigger the resolution, the better the image looks when printed. We feel it is better to wait a bit more for your photo to upload than to have a bad print at the end.

## File Sizes

Our maximum recommended file size is 7MB. You may wish to Stuff or Zip (Compress) your files before sending them to us. This will make it easier for you to send, and for us to receive, your files through e-mail.

## Extra Tips

- Print the picture yourself on your own printer at the same size you want it to appear on your products. If it looks "chunky" or "dirty" on your printer, it will look "chunky" or "dirty" on your products too.
- If you save using JPG format, try using the lowest compression setting possible. Where this setting is located varies with different image software, but they should all have a 1-100 compression factor that you can set. Lower compression means less distortion. If you have the choice of having no compression at all that would be ideal.
- On light-colored fabrics be aware that any white in your image will show as the color of the fabric. Also very light colors may be affected by the color of the shirt. On dark colored fabrics, white ink will be printed on the shirt. Review more information on designing for dark apparel.
- When creating graphics, try to reduce as much white space around the image as you can. Creating extra white space around the image will prevent the image to print its maximum size.

## Designing for Darker Apparel

When designing for dark t-shirts, keep in mind that white areas of your designs will no longer be treated as transparent when printing on dark. For example, if your image is on a white background, the white background will be printed along with your design. The whites of the eyes will be white, not the color of the garment.

You'll want to create and upload transparent images to obtain professional looking t-shirt designs.

## Image Guidelines

### Standard Apparel:

Ash Grey T-Shirt, Baseball Jersey, Dark T-Shirt, Fitted T-Shirt, Green T-Shirt, Hooded Sweatshirt, Jr. Jersey T-Shirt, Jr. Ringer T-Shirt, Kids T-Shirt, Long Sleeve T-Shirt, Men's Long Sleeve Dark T-shirt, Men's Long sleeve T-Shirt, Men's Sleeveless Tee, Organic Cotton Tee, Ringer T-Shirt, Sweatshirt, White T-Shirt, Women's Dark T-shirt, Women's Long Sleeve dark T-shirt, Women's Long sleeve T-Shirt, Women's Pink T-Shirt, Women's T-Shirt, Women's Tank Top, Men's Tank Top, Yellow T-Shirt, Men's Dark Pajamas, Women's Dark Pajamas, Women's Light Pajamas, Kid's Pajamas, Performance Dry T-Shirt, Women's Nightshirt

Front/Back .....	10"x10"
Pocket .....	6"x6"
Shoulders .....	10"x4"