



SHIRT ART REQUIREMENTS

Make all artwork to size.

Inks/Color and Shirts

- Ink and shirt color/s must be specified.
- Colors should be Spot Colors (including White and Black ink) and should be chosen from our stock inks or the Pantone Coated guide (exceptions for specialty inks - IE metallics). Contact us with any questions.
- Avoid using the Multiply blending mode to simulate translucent overprinting.

Illustrator/Vector artwork

- Make art to size.
- Save in .AI or .EPS format, CMYK color mode.
- Create Outlines on all fonts.
- Convert all strokes to Outlines.
- Include any/all imported or placed images and graphic files.
- Avoid using Clipping Masks. Use the Pathfinder tool instead.

Photoshop/Raster artwork

- Make art to size.
- Save in .PSD or .TIF format, CMYK color mode (or Grayscale if the design is 1-color).
- Files with each color on it's own Layer is strongly preferred.
- File resolution should be at least 150dpi, and not to exceed 600dpi.

Typography and Line Weight

- For positive reading type, keep fonts at a 8pt minimum (12pt for Metallic ink). For knocked-out text, keep fonts at a 12pt minimum (16pt for Metallic ink). Final results will vary depending on chosen typeface.
- For positive reading lines, keep strokes at a 1pt minimum (2pt for Metallic ink). For knocked-out lines, keep strokes at a 2pt minimum (3pt for Metallic ink).

Technical and Printing Specifics

- Please proof-read any and all copy. MAC Ink is not responsible for mistakes in spelling.
- Avoid using images from the internet when possible.
- Sample (hard proofs) require scheduling and will require an additonal fees.

TO AVOID DIGITAL SERVICES FEES...

- Convert all strokes to Outlines.
- Avoid using Clipping Masks (use the Pathfinder to keep shapes simple).
- To save on file space, convert 1-color designs to Grayscale color mode (Photoshop).