



ShirtCrafter  
831.423.0537  
www.shirtcrafter.com  
111 Ingalls Street, Santa Cruz, CA 95062

# ART SPECIFICATIONS

1. The preferred formats for submitting files are Adobe Illustrator, Photoshop, EPS, TIFF, SVG or PDF formats. Files such as Microsoft Word, JPEG, Bitmap etc. are not preferred. However, if no other file formats are available we can work with these files, but it is likely that quality will suffer, and an art fee may apply. Art should be submitted in its native file format and do not flatten. You may flatten your layers but do not flatten them to your background layer. Whenever possible please leave art on a transparent background.

2. Raster art files should be created to actual print size at a resolution of 300dpi. For example, if a 6 inch wide T-shirt print is desired then the file should be 1800 dpi (6 in. x 300dpi). We cannot guarantee correct sizing unless the art files provided are to size.

Standard sizes for a pocket print are 3.5 inches. Depending on shirt size, a pocket print may range from 3 to 5 inches. Standard size for men's shirts are 8-12 inches wide depending on print location and art. Standard sizes for women's shirts are 4-10 inches wide depending on print location and art. The max printable dimensions for adult men's shirts are 14x17in, women and youth shirts 12x15in, and toddler's 10x10in.

3. Files should be converted to CMYK color mode. When choosing colors please keep in mind that we use process color, not Pantone or spot colors. We can match color closely but cannot guarantee an exact color match. If an exact color match is required an art fee may apply.

4. When creating files with black, please convert black color to the following CMYK color value: C=50, M=50, Y=50, K=100. If this is not done a muddy black will result.

5. When creating files where a bright white print color is desired please convert all whites to the following CMYK color values: C=0, M=0, Y=1, K=0. A standard white chosen from any color swatch palette with the CMYK color value of C=0, M=0, Y=0, K=0 will drop out and not print.

6. All fonts should be converted to outlines or undesirable print results may occur, including jagged text or possible font substitutions. To do this in Illustrator, Select All (Ctrl+A) and go to TYPE then choose Create Outlines (Shift+Ctrl+O). In Photoshop, select the layer(s) of type and go to Layer and select Rasterize then choose Text. Be sure and save the outlined font to another file, because the font objects will not be editable once they have been converted.

7. When submitting photographs it is best to adjust the levels, saturation and contrast in Photoshop in order to achieve bright print quality.

Please call with questions 831-423-0537. Submit art and orders to [orders@shirtcrafter.com](mailto:orders@shirtcrafter.com).