

Designing Your Artwork

We offer screen printing, direct to garment printing, and heat transfers. With different options, it can be difficult to produce the best quality artwork for the correct type of printing.

Canvas is a coarse material

To ensure the print quality is as clear as possible, several things must be considered when designing your art.

- Line Weight:** Must be no less than the 1.5 pt rule. When printing on 15 oz, or reverse print, use a minimum of a 2 pt rule. When reverse print on 15 oz, consider at least 3 pt.
- Halftones:** Must be at a 40 line screen or less, with percentages no less than 20% or greater than 60%. For the best quality, halftones can be treated as an additional ink.
- Typestyles:** Should be no smaller than 15 pt on a 10 oz fabric with a minimum of 1.5 pt rule, no smaller than 20 pt on a 15 oz fabric with a minimum of 2 pt rule. DO not use reverse type smaller than 22 pt with a minimum line rule of 3 pt. *Avoid serif style fonts! Serif deal tends to get lost in the canvas.*
- Sizing:** Regular screen printing sizes can go up to 15" x 16". or a jumbo print of 16" x 20". A small heat transfer is 5" x 8", a medium is 10.5" x 8", and a large is 10.5" x 16.5".

Color Matching

- Screen Print:** We use the PMS color system to matching colors when screen printing, either Pantone Coated or Uncoated colors. For the best look, choose coated colors. They are more vibrant! We also can do neon colors, and select metallics.
- Heat Transfer:** Please send a hardcopy for color matching or we can match to pantone colors.

Sending your artwork

All artwork must be print ready, or subject to an art charge.

- File Type:** Vector artwork, exported as an .ai, .eps, or .pdf file. This types of art work is usually created in Adobe Illustrator. **All fonts must be outlined!** Occasionally, we can accept .bmp or .tif files for a one color screen print on natural or white fabric. Contact us for more details.
- Screen Print**
- Heat Tranfer** For heat transfers, or DTG printing, a .jpg or .psd file is recommended. The optimal resolution is at least 300 dpi at print size. Resolutions of 150 dpi at print size may be useable depending on the artwork

Please use this as a guide
Contact Enviro-Tote with any questions.
800-868-3224

