

freeset™

# *Good* **Graphics Guide**



How to get the most out of your bag...

We want you to have the best possible product. This guide is designed to help you make informed choices when you design the artwork for your bag.

It will help you understand cotton as a printing surface and how that impacts on your design - the possibilities and the limitations.



**The service we provide:**

**STANDARD**

- A digital preview of how your design will look (up to 3 versions)
- Preparation of screen artwork

**ADDITIONAL (Price on application)**

- Fixing graphics that do not meet requirements
- Designing layouts
- Editing or selecting fonts
- Preparing in excess of three previews



**What you need to provide:**

- Your choice of bag or tee style.
- Preferred fabric colors.
- Your design in the appropriate file (see pg 7).
- Suggested positioning of design (see pg 8).
- Number of prints - one side or both sides, one or two gussets?
- Desired print colors and Pantone numbers if available. We can print up to 8 colors, but we recommend less than 5.



Designs must be in separate block colors as one color is one screen. Therefore a 5 color design will require 5 screens.

**Copyright**

Make sure you have permission to use all the elements of your design. This means that you have completely designed it yourself or have legally acquired permission from the copyright owner to use it.

Freaset may use your bag for publicity purposes. Please let us know if this is not OK.

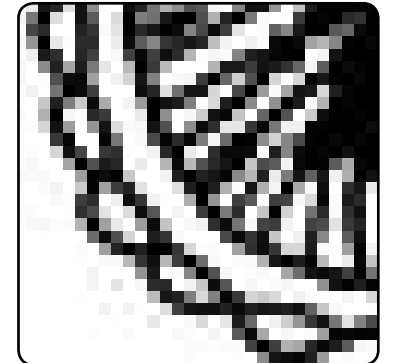
**Checklist of Design Requirements**

**High Resolution Files**

- We need quality high resolution files to give the best results.
- Files designed for websites are not suitable. It may look OK on screen but not be acceptable for printing.



High resolution files for best results



No low resolution files

**Lines and Detail**

- With cotton you can print more detail than coarser fabrics such as jute. But because of the nature of screen-printing it is still important to have simplified designs
- Lines need to be at least 0.6mm wide (8 pixels at 300 dpi).



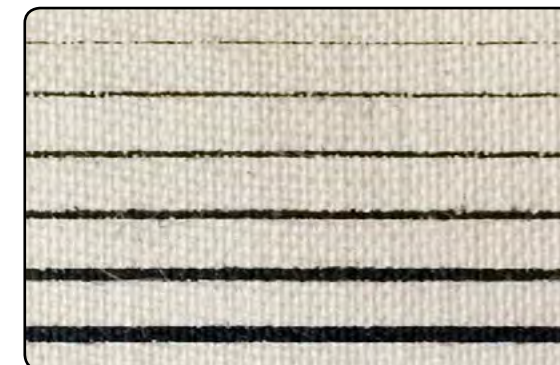
Simplified detail



No thin lines or fussy detail

**Printed examples**

- 4 px width
- 8 px width
- 12 px width
- 16 px width
- 24 px width
- 32 px width
- 40 px width



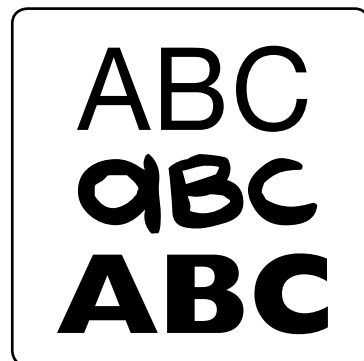
Anything less than 8 pixels wide (at 300dpi) is too fine and will not print reliably



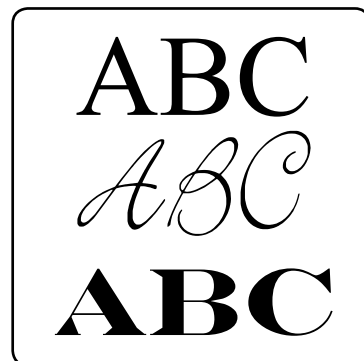
Finest lines at 0.6mm wide


**Text**

- Text should be a minimum of 10mm high for the best results.
- It is not recommended to use serif or some script fonts in small-scale text because of the thin areas in the font.

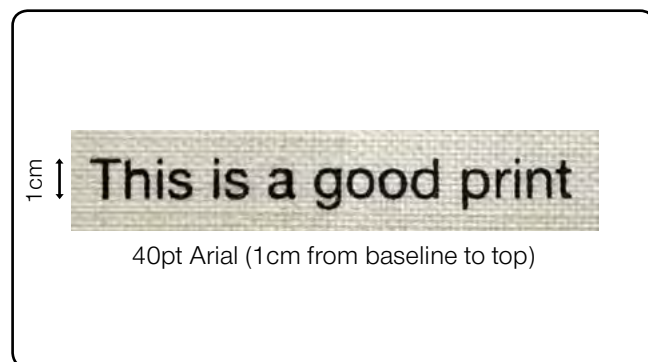



 Sans Serif fonts are preferred.

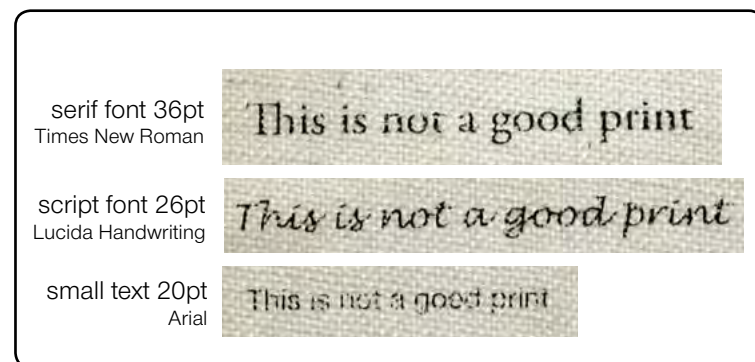



 No Serif or script fonts for small-scale type.

**Printed examples**




 Simple large fonts work best




 With these fonts and size the print is unreliable and unclear



 When printing text cutout from a block background, make sure the font is thick enough.




 Thin lines and small fonts cutout from a block background will bleed and will be unreadable.


**Simplified Designs**

- Designs for screen-printing must be in solid block colors and not fine halftones or gradients.
- We can print up to 8 colors but we recommend 5 or less.

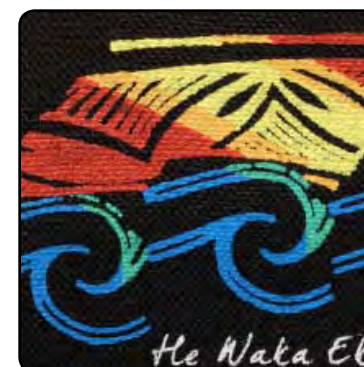


 Strong, bold, block colors.



 No fine halftones or gradients

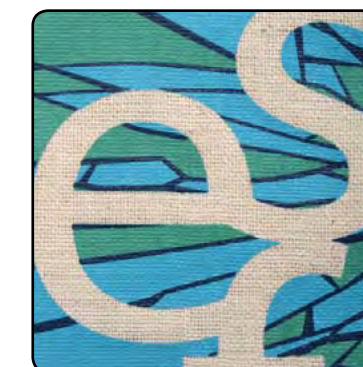
**Printed examples**



Block color only



Large stylistic halftone

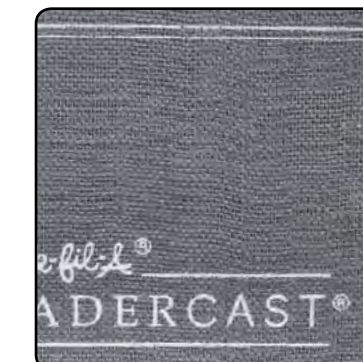


Reduced colors

**Printing Trademark Symbols**

- Because the trademark symbols used in logos are usually very small these will need to be either eliminated or enlarged so that they print acceptably. We recommend printing these symbols at least 5mm wide.

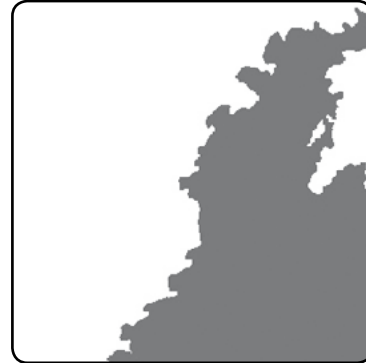
TM ®



Good example of thick outlines

**Edges**

- Soft, ill-defined edges will create an unreliable edge. Please make sure the edges are crisp and do not have halftone areas or gradients.



Clearly defined edges



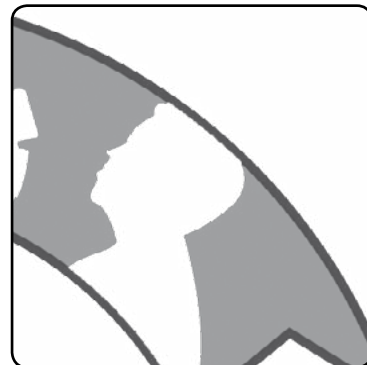
No soft, ill-defined edges

**Outlines**

- Outlines require very tight registration, which makes them difficult to print. If you choose to use outlines please ensure they are not too thin.



Thick outlines



No thin outlines

**Printed examples**



Thick outlines ensure a more reliable print



Thin outlines are difficult to print and will not always line up



Good example of thick outlines

**File Types We Accept**



**JPEG** (high resolution)



**Photoshop** (text layers need to be rasterized)



**Illustrator** (images embedded in file and text/fonts converted to outlines)



**Pdf** (Vector-based)

**Vector-based... What does this mean?**

- A vector image is defined by mathematical equations while files such as JPGs are defined by pixels. Vector images can be magnified to any scale without distortion, maintaining smooth edges. For example Adobe Illustrator creates vector files.



**Resolution**

- Pixel-based files (such as JPGs and psd files) need to be **300dpi** at the correct print size.

**Resolution...**

**What does this mean?**

- 300 dpi (dots per inch) is the resolution required for print files. Web files are only 72 dpi and are not sufficient.
- What is most important though is the total number of pixels. For example a design that is 10cm wide should be 1200 pixels wide.



Non-vector based drawing  
Rough edges at low resolution



Vector-based drawing  
Smooth edges any size



High resolution  
591 pixels wide (300dpi at 5cm)



Low resolution  
79 pixels wide (40dpi at 5cm)

### *Preparing the Design*

- You can download print layout templates and detailed bag specifications from the website:  
[www.freasetglobal.com/custom-designs.html](http://www.freasetglobal.com/custom-designs.html)
- A color guide can be downloaded from:  
[www.freasetglobal.com/custom-colors.html](http://www.freasetglobal.com/custom-colors.html)



### *Printed examples*



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