



# DESIGN GUIDELINES and BEST PRACTICES

Equal parts DTG (Direct-to-Garment) and DTF (Direct-to-Film) print processes, [DIGISOFT® technology](#) combines the best qualities of each without their respective limitations. It harnesses the streamlined manufacturing power of DTG printing with the high quality and durable print quality of DTF printing. The result is a ground-breaking product that's visually-stunning, impossibly durable, surprisingly versatile, and objectively superior to the competition — delivered at a speed today's world demands.

DIGISOFT® prints are known for a sharp, consistent, true-to-color look with a soft, wearable feel, and impressive longevity on any fabric.

## General Design Considerations:

While most high quality files will print well with digital print, ensuring your file is formatted properly will help you achieve the highest quality print possible. That means ensuring that the colors used in your design are safe to print, the physical dimensions (length and width) of the logo are large enough, and the resolution (clarity) is high enough to print clearly at our standard print sizes.

The system will NOT inspect your logo after uploading it. If your design has poor resolution or a solid colored background, it will display and print that way on products your customers purchase.

## Artwork Specifications

- **Dimensions:** 11 inches x 13 inches
- **Resolution:** 300 dots per inch
- **File Type:** PNG image with a transparent background
- **Colors:** sRGB color profile

The dimensions of your file are determined by the tallest and widest points in your design that include pixels (or dots of color). We will remove all negative space in your design when it's uploaded

Regardless of the dimensions of your file, your artwork will be scaled to fit the standard print dimensions for the specific garment type and size that's ordered. For best print results, make sure your design is 300 DPI at 11 inches wide and/or 13 inches tall so it can be printed on all products effectively. We will automatically scale your artwork down to fit products with smaller print sizes.

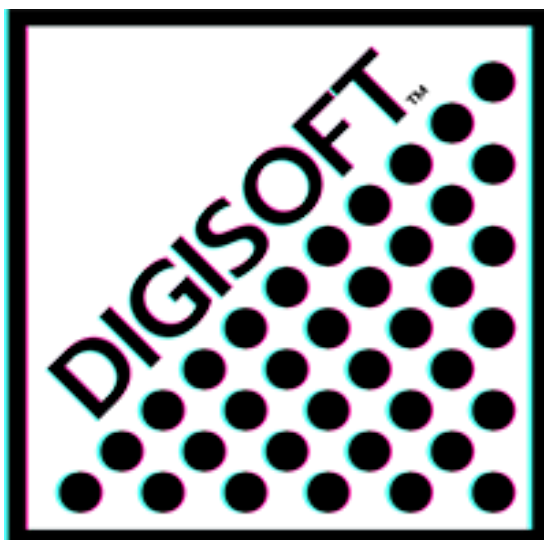
## Default Print Sizes by Product:

- **Adult Shirt Default:** 11 x 13 inches (on size Large)
- **Youth Shirt Default:** 9 x 11 inches (on size X-Large)
- **Adult Hoodie Default:** 11 x 11 inches (on size Large)
- **Youth Hoodie Default:** 10 x 10 inches (on size X-Large)
- **Left Chest (also shorts, pants, bags):** 4 x 3.5 inches (on size Large apparel)
- **Tote Bags Default:** 11.41 x 13 inches

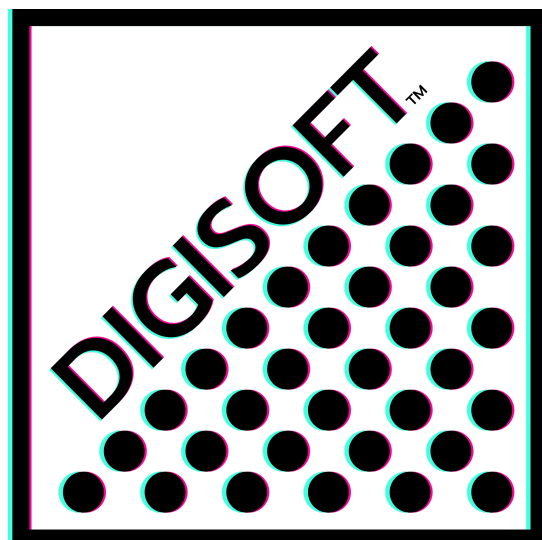
We take care of image sizing for you, scaling your artwork to ensure your print size is proportional to the placement on your mockup regardless of garment size. The dimensions above represent the standard print size on size Men's/Unisex Large or Ladies'/Youth X-Large garments as indicated.

Designs that are low resolution (or become low resolution when scaled to print size) will print with low quality. **This is particularly important with DIGISOFT® printing, as DIGISOFT® is capable of capturing the detail in high or low resolution designs.** Ensure the edges of your artwork are clean and crisp at print size, without being blurry or jagged.

Low Resolution:



High Resolution:



## Colors: RGB vs. CMYK:

We recommend using in-gamut **sRGB colors** or **CMYK colors** to create your design files.

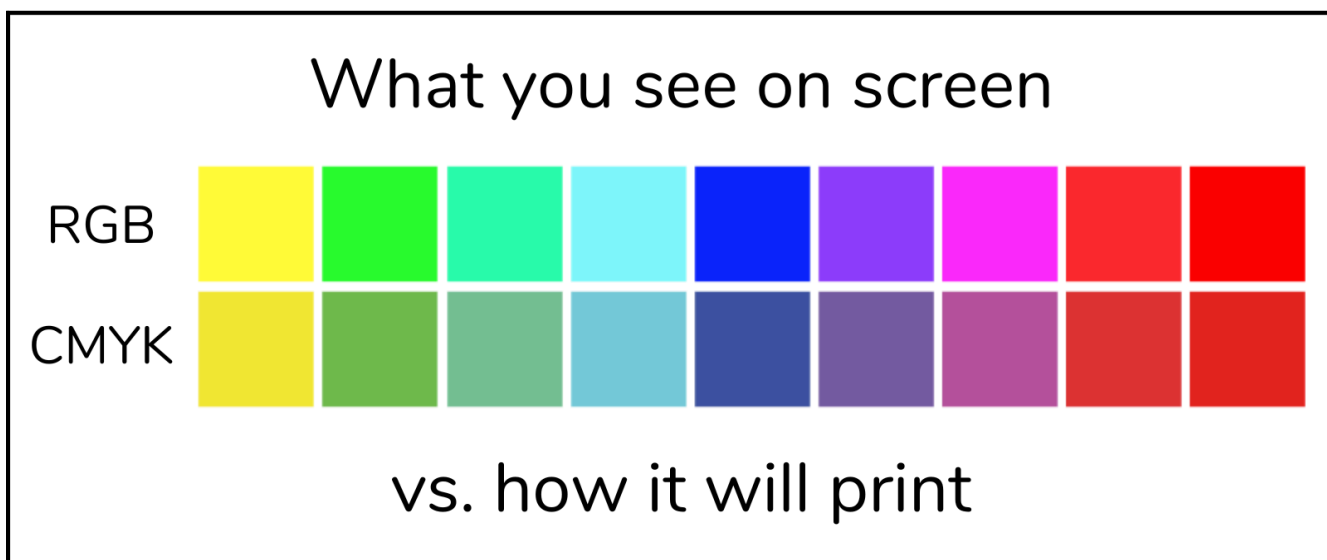
DIGISOFT® can accurately capture all CMYK and print-safe sRGB colors.

### What's the Difference?

Put simply, RGB colors are from a wider color spectrum than CMYK colors. RGB colors use light to create their vibrancy, so they're not always achievable in print.

**RGB:** Generally, when designers are creating images for use on screens, they will use an RGB color profile. RGB colors come from a wider spectrum and take into consideration that a screen is backlit -- RGB profiles can create very bright and vibrant colors. Using RGB color profiles to design your artwork will result in beautiful on-screen color that may not translate accurately to print.

**CMYK:** For all types of physical print, Cyan, Magenta, Yellow, and Black pigment is added together to create the print color. When a printer converts a file created with an RGB file into CMYK colors for print, they can lose quite a bit of their vibrancy unless the files were created with that process in mind. **We recommend designing in print-safe sRGB colors** for the most accurate on-screen representation of the print colors you'll see on a garment. When saving your artwork as a .png file, it will need to be converted into an RGB profile (but your colors will maintain more accuracy on screen).



## Special Design Considerations:

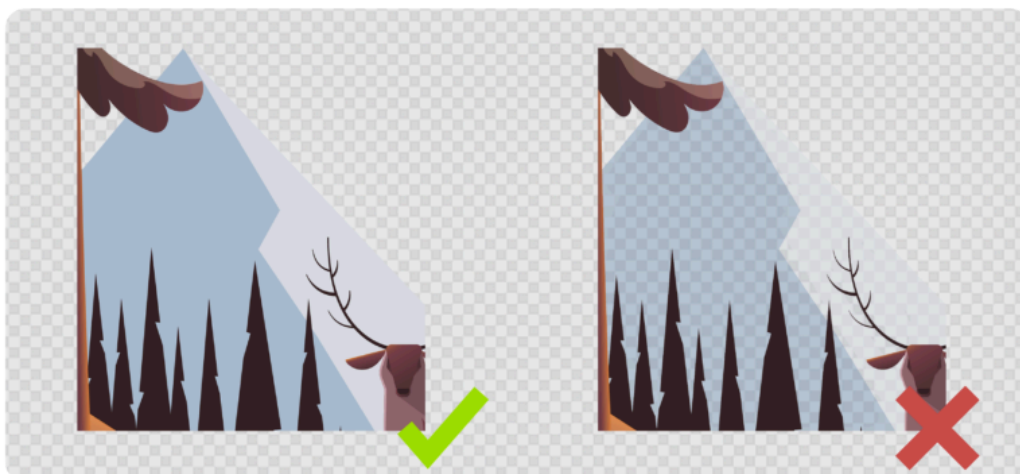
**Use areas of full transparency in your design for a softer handfeel.**

If you're looking for a barely-there handfeel on your garments, you can use areas of transparency throughout your design to achieve a more lightweight print. A big block of ink will always feel heavy regardless of the decoration method, but DIGISOFT® allows designs with areas of transparency to blend nicely with the garment, giving a much softer handfeel than other print types on the market.



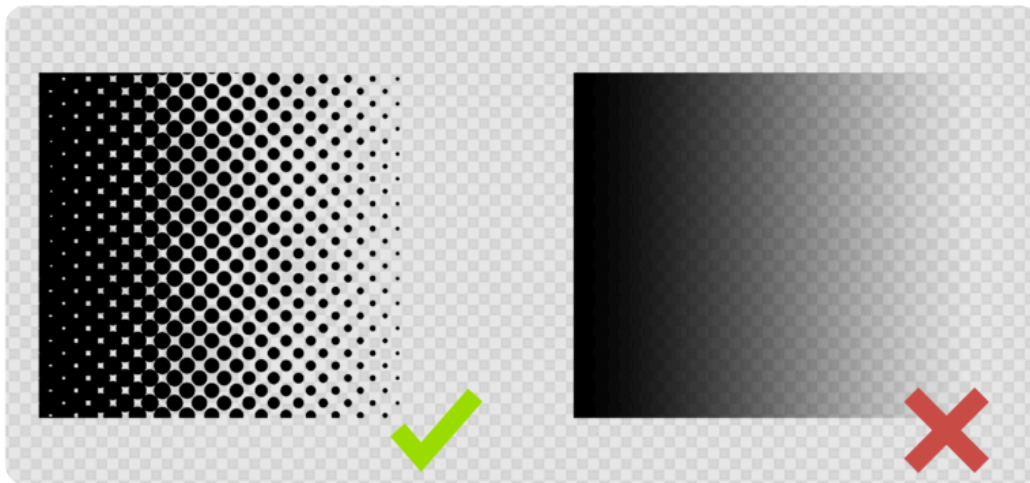
**Use 100% opacity in all design elements.**

In order to ensure the most vibrant print colors, be sure to use 100% opacity in all your design elements. Similar to DTG, DIGISOFT® uses a base layer below pigmented ink to help your print bind to the garment. When there isn't enough pigmented ink laid on top of that base layer, you may experience muddier print colors. Stick with 100% opacity for full vibrancy.



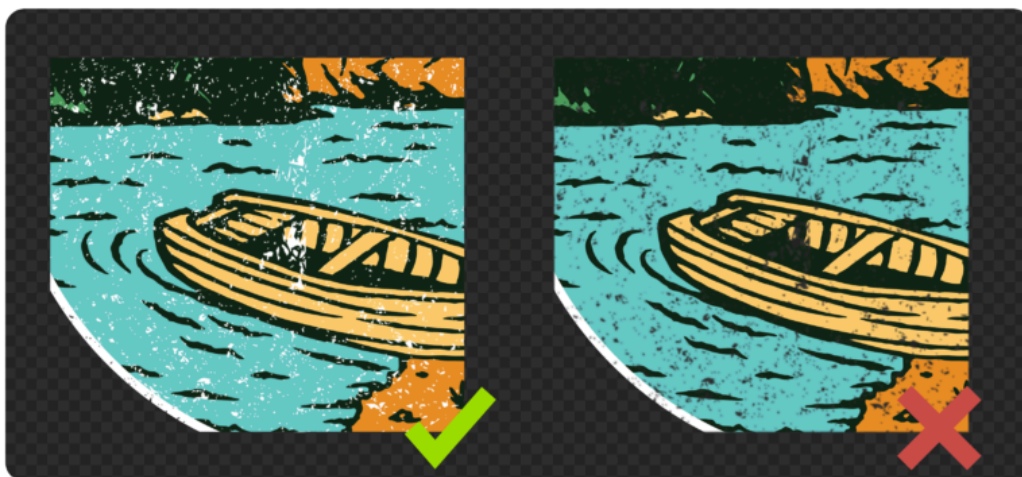
## Avoid transparent gradients – Opt for halftones instead.

Just as you want to use 100% opacity in your design elements, you'll also want to avoid effects like Glow, Smoke, and other types of transparent gradients that rely on reducing the opacity of your pixels. Instead, opt for halftones, which use dots of 100% opacity that reduce in size and density as they move further away from the main design elements. Gradients from one color to another will print beautifully with DIGISOFT®, but avoid gradients that fade from one color to transparency.



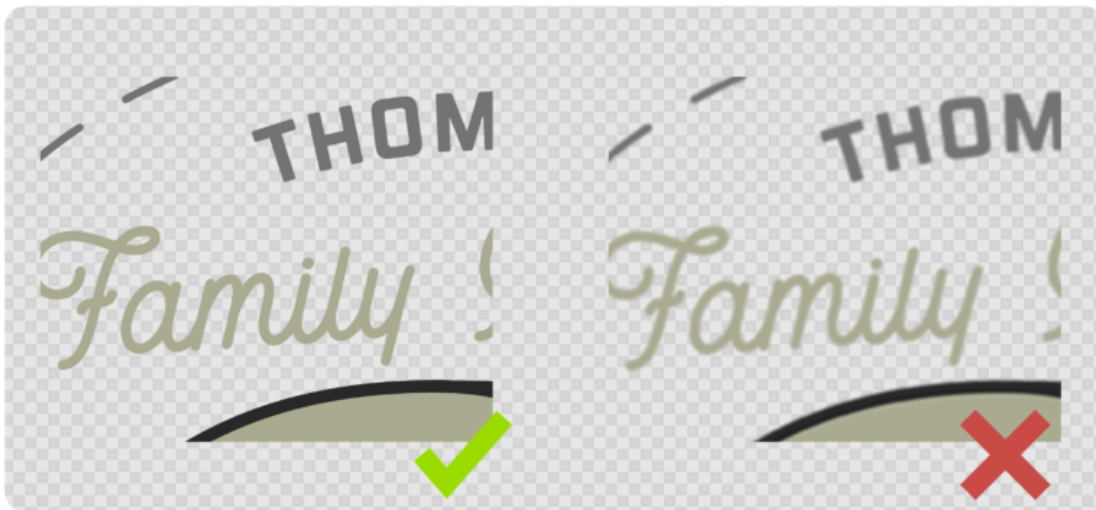
## Use background color to achieve distressing rather than relying on low opacity pixels.

If you want to achieve a distressed look, try adding a white background layer behind your distressed design elements. This will allow you to achieve a “scuffed” appearance without compromising print quality. If you want to use more traditional distressing techniques, try removing semi-transparent pixels afterward for a cleaner result.



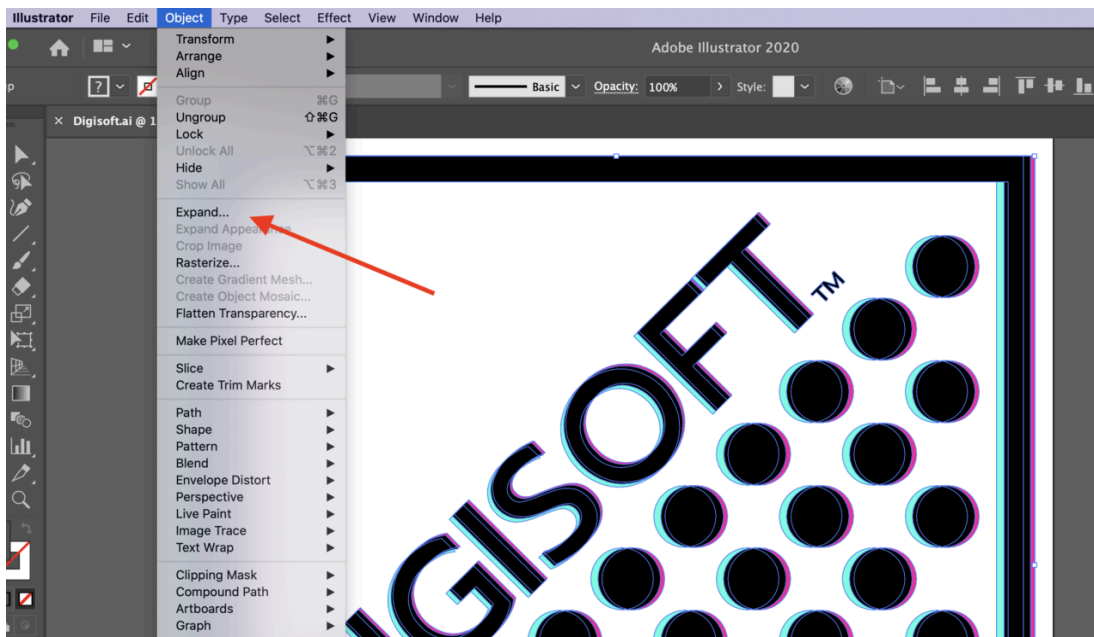
Ensure the edges of your design elements are clean and contain no stray pixels.

Following the guidelines above will ensure that the edges of your design are clean, but it's worth mentioning again – **anything that is included in your design will be printed with DIGISOFT®**. That means if you accidentally leave a few stray pixels in your design file, they will print. Similarly, if you resize your file from a smaller size, it may leave semi-transparent pixels around the edge of your design elements. The cleaner the file, the cleaner the print!



**Expand Clipping Masks (when Designing in Adobe Illustrator).**

In order for our production system to read the graphic information accurately, you must expand the clipping mask within .ai files.



## Monochromatic Design Elements:

DIGISOFT® printing allows for monochromatic printing on garments the same color as your design. For example, if you want to print black text on a black hoodie, you can do so with DIGISOFT®.



Keep in mind that every color in your design will print with DIGISOFT®. That means if you submit a design with a black background, *the black background will be printed*. Similarly, a design submitted with a white background will be printed with a white background (regardless of garment color).

Please submit files exactly as you want them to be printed.

## Transparent Gradients: (Drop Shadow, Glow, Smoke, etc.)

When using transparent gradient effects, the binder used to make your DIGISOFT® prints pop will be visible in areas of high transparency. For best results, avoid the use of transparent gradient effects (like Drop Shadows, Glow Effect, Smoke Effect, etc.) in files printed with DIGISOFT®.

