



MCGRATH
printing | custom apparel

**CUSTOM APPAREL
DIVISION**

ELECTRONIC FILE REQUIREMENTS & INFO EMBROIDERY & SCREEN PRINTING

GENERAL INFORMATION

Vector artwork is preferred.

- All text must be converted to outlines.
- No RGB color profiles. CMYK or PMS Spot colors only.
- PMS (Pantone) colors / CMYK breakdowns noted in file.
- Raster files should have a minimum image resolution of 300 dpi and shouldn't be enlarged over 160%
- All images should be embedded/linked to original file. All image files that are placed/embedded in the layout should be provided in addition to layout file.

What if I don't have a good artwork?

Don't panic! Send through what you have and we can assess what your options are and then can advise accordingly. Please be aware that recreation of artwork may incur additional fees

VECTOR VS. RASTER

Vector (Illustrator based file formats: .ai / .pdf / .eps)

- Vector images are made up of individual shapes, lines and text that can be separated for screen output more easily when multiple colors are used and can be scaled up and down without loss in quality.
- Placing raster images into a vector file format (.ai / .pdf / .eps) does not make the artwork vector—it must originate as vector and be saved with vector/Illustrator editing enabled.
- True vector files are always first preference.

Raster (Photoshop based files: .psd / .pdf / .tiff / .jpeg not recommended)

- Made up of a series of dots/pixels.
- DPI (dots per inch)—The higher the dpi, the better the image quality. Images should ORIGINATE at 300 dpi so they can be used in offset printing if needed. High resolution images can be scaled down for web (72-96 dpi) or other uses. However, enlarging a raster image only increases the size of the pixels, not the amount of pixels, therefore reducing the image quality and causing "pixilation."
- Each color should be supplied on individual layers in Photoshop to avoid additional art charges and so color separation for screen output is more effective.

GARMENT OUTPUT TYPES

Embroidery / Applique

- Price based on number of stitches not number of colors.
- Artwork that is intricate, has fine details, thin lines or shading is unsuitable.
- Vector format preferred to achieve greater accuracy when digitizing a design for embroidery/applique.
- PMS colors will be converted to most appropriate thread color available. Not every PMS color can be held as a thread color, but where possible as close as possible matching is used.
- Artwork should be supplied at actual output size desired.
- Minimum order: 12 pieces of same design.

Screen Printing

- Ink is passed through fine mesh screens onto garment.
- Price is based on number of colors, in addition to garment, and quantities. The number of colors determines the number of screens and set ups.
- Each color needs a new/different screen.
- When printing on a colored shirt, in most cases, a white under base is required to achieve proper ink color appearance. In such cases, an additional screen charge will apply for white under base.
- Artwork to be supplied at actual size.
- Vector art preferred.
- Raster files should be supplied with each color on individual layers in Photoshop to avoid additional art charges and so color separation for screen output is more effective.
- If possible, raster images should be supplied with a transparent background, or a background that is on a separate layer from the artwork to be imprinted.
- All text outlined (vector files), all text converted to shape (raster files).
- Colors supplied as PMS and noted in file.
- Minimum order: 24 pieces with same screens (same design)