

Art Department Services

Daytona Sportswear has an in-house art department that specializes in producing creative custom solutions T-shirt art, logo design, and color separations.

LET US CREATE SOME ART FOR YOU! Art is billed at \$45 an hour and at a minimum of 1 hour per design. The price includes any art created for the screen printing job, separations and film for screens.

E-mail us your art and allow us to give you a free quote!

Give Us Your Instructions:

Be sure to specify all shirt colors of interest, as well as print locations on the shirt.

If there are any **PMS (Pantone Matching System) colors** in the design- please be sure to specify and supply the PMS number. Daytona Sportswear will make every effort to duplicate PMS colors, or colors represented in supplied art, however exact color matching is not guaranteed.

Supplying reference, and a good description will help us determine a design solution as quickly and efficiently as possible. Or you can give us the basics, and let our art department run with their creativity!

ART PROOFS: We supply art proofs for your approval. Art must be fully approved before any art can go to press. Please be sure to e-mail a reply of "art approved" to art@daytonasportswear.com in response to the email containing your proof once the art is officially approved. Or print out, sign and fax back your proof to 386-615-1019. A sign off on a printed proof in the shop is also acceptable. Once the art is approved, Daytona Sportswear is not responsible for errors found later in the art, so please be sure to go over those proofs very carefully!!

SUPPLYING ARTWORK:

We accept several different file types for T-shirt art with the following requirements:

Please **supply artwork at the actual print size** for the shirt or garment (see Print Area on Shirts).

We accept the following file formats:

VECTOR ART (*art created with mathematics able to be sized up or down infinitely without distortion*): **Adobe illustrator(ai)** and **Corel Draw (cdr)** files and **EPS** files- up to CS5- please convert all type/fonts and strokes to paths and outlines. *Must be provided at actual print size.*

RASTER ART (*art created using pixel data- cannot be scaled up from original size without distortion*): **TIFF files, Photoshop (psd)** files and **PDF** files- must be 300 dpi/ppi and *must be provided at actual print size.* Layered files are preferred, as they can save time on separations, and decrease art time/cost.

E-mail orders to: sales@daytonasportswear.com

E-mail art to: art@daytonasportswear.com

DaytonaSportswear.com

Please e-mail all art to:

Art@DaytonaSportswear.com

* Even if art is supplied, art charges will apply in the form of \$45 per hour for separations and film.

PRINT AREA ON SHIRTS:

Full Back: The general print dimensions for the back of a shirt is 14" w x 14" h, but we also have an oversize print size that can be 14" x 17 h."

Full Front prints are usually recommended to print at 11" wide maximum for regular shirts- though we can still print 14" wide, it is not recommended since it can wrap under the arms on smaller shirt sizes.

Left and Right Chest Prints are 3.25" wide on average, give or take a little, though we can print as wide as 5" if the design will go on non-pocketed shirts or will be an above pocket print. On-pocket prints are 3.25" wide.

Youth Sizes: For orders that include youth size shirts, to use all the same screens for the adult and youth sized shirts, the print size will be determined by the smallest youth shirt. If the maximum print size is desired for both regular and youth shirt sizes, an extra set of screens will have to be made. Youth full front prints generally print at 11" w x 15" h, and the backs print at 13" w x 15" h for the maximum print area.

Ladies Shirts: Ladies tanks and tops generally run much smaller and the max print area for these tops extends to approx 10.5" w x 14" h for both the front and back print. Ladies center chest prints are recommended to print at 6" - 8" wide.

Sleeves: Sleeve prints need to be specified for long or short, and right, left or both. Short sleeve print area is 3.25" w x 3.5" h (with exception of some ladies and youth sizes) , and the long sleeve print area is 3" w x 16" h.

Koozies: Be sure to specify whether a front and back print is desired, or if a one-sided koozie logo is preferred. Also verify whether you prefer bottle koozie or can koozie, or both. Print size for can coolies is 3" w x 3" h. Bottle coolies print 3" w x 3.25" h (one side only for bottle coolies).

ART CDS:

If you are interested in using the art we have designed for you for printing on alternative materials, check with us to see what other specialty items and promotional products we may have available for you. However if you have an alternative source and you would like to use the art we have provided for you here- you may purchase an art cd from us. The art cd will include your art or logo set-up in a multitude of printable file formats and is priced at only \$35.

DAYTONA SPORTSWEAR, INC owns all screens and films. **Daytona Sportswear also retains all rights to artwork until the cost of art is paid in full. Daytona Sportswear, Inc. is not an advertising agency or design company, so your art is your responsibility. If you need copies of your art, be sure you get an art cd with your art for back-up. Art older than two years of age will be discarded.**

ANY QUESTIONS?

Please call us! We want to make this process as easy as possible for you so you can get the product you want in the quickest time frame possible.

PH: 386-615-1416 Fax: 386-252-2535

712 N. Beach Street Daytona Beach, FL 32114