

# GRAPHIC DESIGN GUIDELINES



## Graphic Design Layout Options

**Chromabond Imprinting** – Hand painted using stencils geared for long lasting items that sustain heavy foot traffic or prolonged sun exposure such as track protectors or distance markers.

**Digital Imprinting** Imprint applied through digital printing geared towards hung screens and padding with highly detailed items such as team photos and logos.

If customer requests certain color on their designs, we can match it to closest PANTONE color.

## Common Terms

**Ellipse** – circle

**Arch** – going over and under in a curve/ mostly used when applying text

**Bookends** – Placing designs on ends of runs of our products with leaving little space at each end

**Kerning** – Applying space to each individual letter in a word

**Extrude** – Making text or design expand 3D from the back

**Opacity/Transparency** – reducing amount of color in a design or particular part

**Foundation** – mixing two selected colors to show a transition in between. Most commonly used to show shade, lighting, or to simply apply a style towards the design

**Pixels Per Inch (PPI)** – how much detailed an image contains based on the number and size of pixels in a non-vector art format

## What is Vector Art and What is Non-Vector Art ? (Raster)

**Vector Art** – Graphics that are made up of different shapes, curves, and objects that group up to form a visual image either based on aesthetics or mathematical formulas.

**Non-Vector Art (Raster)** – Images of 2D designs that are similar to vector art, but are not in shapes, curves, or objects and is pixelated by a certain extent.

## Preferred Files to Send: PDF, ADOBE ILLUSTRATOR FILE, EPS, or SVG

If you have an image that is a pixelated .jpeg, .jpg, .png, or any other type of format, and you have a form of vector art converter like Adobe Illustrator or on a website that provides that service, you can make your image a vector art and send it in any of the following formats above.

Purchases of re-drawn vector art from sent over non-vector art (raster) is a charge of \$200.

If you have an image that is non-vector art and do not have the required tools to process it into vector art, our graphic designer can create it into a vector art with a fee of \$75 an hour.

The graphic designer can either retrace, reshape, or clean up vectorized art to ensure crisp quality of the original image.

## COMMON FONTS:

**ATHLETIC**

**FRESHMEN**

**NCAA MICHIGAN**

**VARSITY REGULAR**

**CHAMPION**

**COLLEGE SLAB**

**COLLEGE BLOCK 2.0**

**TIMES NEW ROMAN**

**TEXAS TROUPE FP**

**SF COLLEGIATE SOLID**

**BOSOX**

*BRUSH SCRIPT*

**SWIS 721 BLK BT**

ALDINE 401 BT

**ARIAL BLACK**

**BOLTS SF**

UA TERRAFONT

**BRODY**

COOLVETICA RG

**FRIZ QUADATA BOLD**

**MACHINE ITC DEE**

MISTRAL

**ORBITRON**

**SPORTS WORLD**