



# ARTWORK GUIDE

SCREEN PRINTING

DIRECT-TO-GARMENT

EMBROIDERY

POSTER PRINTING

MUG PRINTING

PHONE CASE PRINTING

# SCREEN PRINTING

Screen printing, sometimes referred to as silk screening, is a form of garment printing in which plastisol-based inks are pressed through a screen onto a garment, leaving a layer of ink on top of the fabric. Screen printing is the most established and widely-used form of garment printing available.

During the printing process, a set of screens (one for each color being printed) rotates around a press in a carousel motion and takes turns being pressed onto each garment.

**We require vector EPS files to be submitted for screenprint orders.**

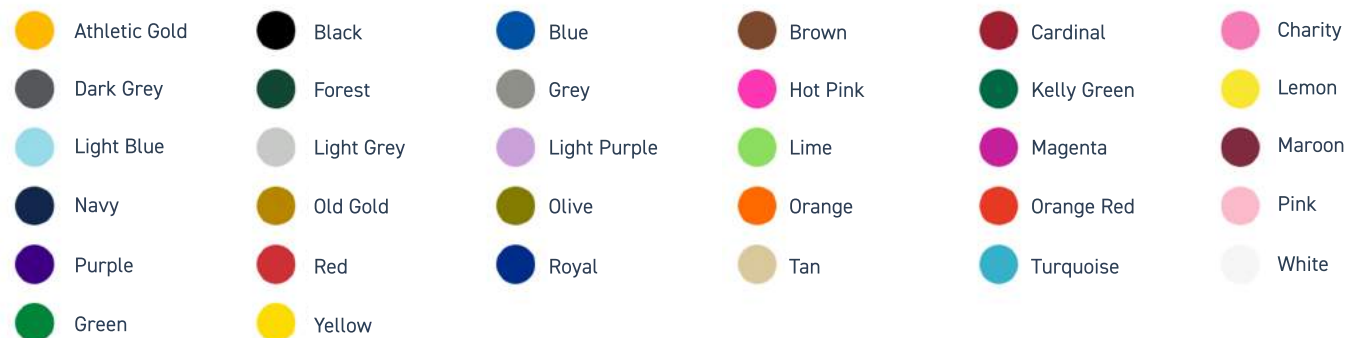
## Artwork guidelines

- All artwork submissions for screen printing must be EPS files.
- All graphics must be fully vectorized.
- All text must be outlined.
- Use spot colors only - match one of our **32 base colors** (listed below) or a Pantone color.
- Separate artwork files required to print on multiple sides of garment.

## Print specifications

The Scalable Press API requires you specify which inks will be used for screenprint designs. You can specify any coated Pantone color (from a range of 100 - 7774 C) or choose one of our standard ink colors.

### 32 base colors:



Pantone matching costs \$5 per color.



# DIRECT-TO-GARMENT (DTG)

Direct to garment (or DTG) printing involves an advanced inkjet printer laying ink directly onto a garment.

These prints are generally thinner than screenprints, allowing for more intricate designs and a softer print texture. The full range of color in a photograph or gradients of an image can be expressed.

**We require high-quality (150 dpi) raster PNG files to be submitted for DTG print orders.**

## Artwork guidelines

- All artwork submissions for DTG printing must be PNG files.
- Files should be at least 150 DPI for optimal print quality.
- All files should be in the RGB color space.
- Transparent background — ink will not be printed on transparent parts of the artwork file.
- Artwork will be scaled to print specification size regardless of file metadata.
- Separate artwork files required to print on multiple sides of garment.
- **For optimal DTG print quality, select garments with the highest cotton content.**



# EMBROIDERY

Embroidery is a classic handicraft and decoration technique using a needle to apply thread to textiles.

**We require DST (Data Stitch Tajima) files for all embroidery orders.**

## Artwork guidelines

- Artwork must be digitized in .dst format before submission.
- Choose a maximum of 15 thread colors per garment, combined for up to 2 print locations. We do not currently support left and right chest printing on the same garment.
- One design can be printed per location.
- Print locations for garments include left chest, right chest, left sleeve, and right sleeve. Front panel is the only available print location for headwear.



### CASUAL HEADWEAR

Variety of styles available in every popular color

- **MAX PRINT SIZE:** 5" x 2.5"
- **LOCATIONS:** Front panel



### GARMENTS

Short sleeve and long sleeve polo shirts from top brands

- **MAX PRINT SIZES AND LOCATIONS:**
  - LEFT/RIGHT CHEST:** 4.5" x 4.5"
  - LEFT/RIGHT SLEEVE:** 3" x 3"

## Print specifications

We offer 15 standard thread colors (sequences) at our flat rate. We also provide the full range of Robison-Anton Super Brite Polyester (40wt) thread as speciality colors.

15 standard thread colors:



Specialty colors available for \$0.25 per color.



# POSTERS

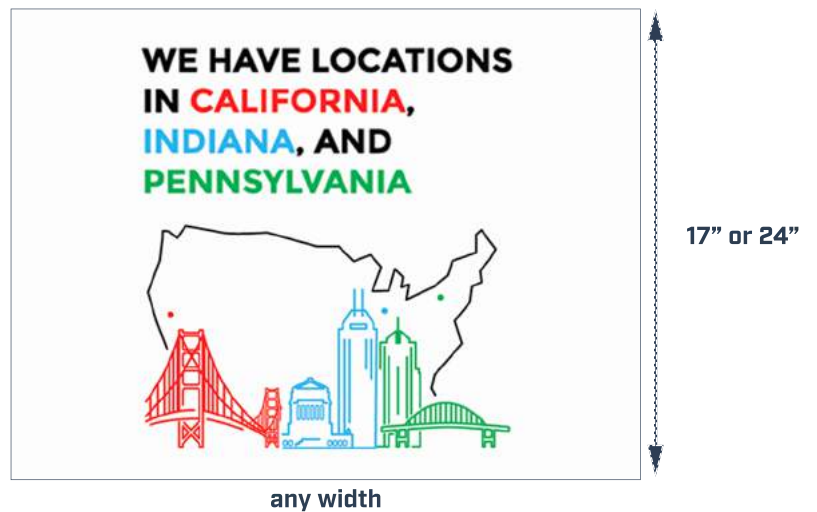
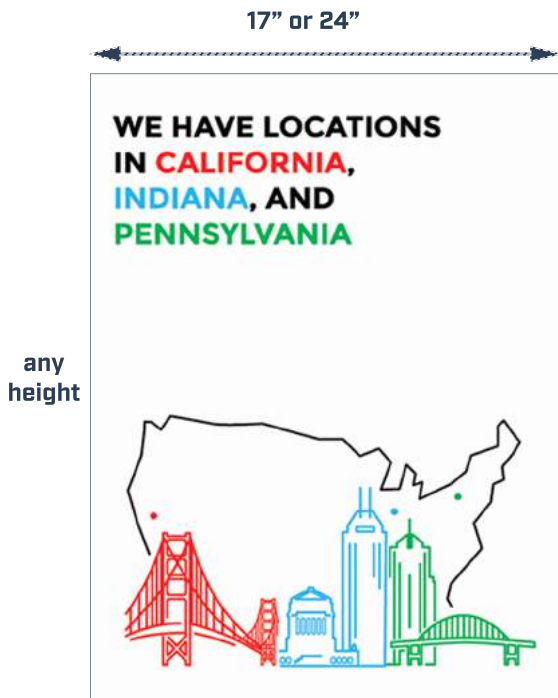
We offer true borderless printing for posters, which means no extra margins - full-color digital printing, edge to edge.

All posters are printed on premium 200 gsm gloss or matte paper with aqueous ink, suited for full-color digital art prints.

**We require high-quality (150 dpi) raster PNG files to be submitted for poster printing orders.**

## Artwork guidelines

- All artwork submissions for poster printing must be PNG files.
- Files should be at least 150 DPI for optimal print quality.
- All files should be in the RGB color space.
- Depending on desired orientation, width or height must be 17" or 24" to fit available width rolls.



# SUBLIMATION

Sublimation printing occurs when ink is transferred by heat and pressure to a specially treated surface.

These prints feature vibrant, high-fidelity color and are very durable. We use sublimation printing for our phone cases and mugs, producing accurate results.

**We require high-quality (150 dpi) raster PNG files to be submitted for sublimation print orders.**

## Artwork guidelines

### Mug printing

- All artwork submissions for sublimation printing must be PNG files.
- Files should be at least 150 DPI for optimal print quality.
- All files should be in the RGB color space.
- Black mugs require black background.
- The mug artwork size represents the full width of the mug from the left edge of the handle around to the right edge.

### Phone case printing

- All artwork submissions for sublimation printing must be PNG files.
- Files should be at least 150 DPI for optimal print quality.
- All files should be in the RGB color space.
- Our phone case prints are a full wrap of the back and side of the case. When a phone is placed inside the case, all visible areas are printed. Because of the varying sizes of the phone cases, the provided artwork represents a full bleed. The bleed size depends on the phone case size ordered.

Artwork templates for mugs and phone cases available at [scalablepress.com/services](https://scalablepress.com/services).



# GARMENT PRINT SPECIFICATIONS

In addition to adhering to our artwork guidelines, it is also important to specify design location to ensure your artwork is accurately placed.

The Scalable Press API requires the following information for each print location:

- Print position
- Print dimensions
- Ink colors - screenprint only (refer to [Screen printing](#) for ink specifications)

## Position

The horizontal position must be one of the options below.

Horizontal position	Description
C	Center of garment
RC	Center of right side of garment / right chest
LC	Center of left side of garment / left chest
R	Right aligned to garment
L	Left aligned to garment

The offset position should be provided in inches from the top of the collar or the bottom of the garment.

Example position:

```
{
  "horizontal": "C",
  "offset": {
    "top": 2.5
  }
}
```

*Most prints are centered 2.5" below collar as shown above.*



# GARMENT PRINT SPECIFICATIONS (continued)

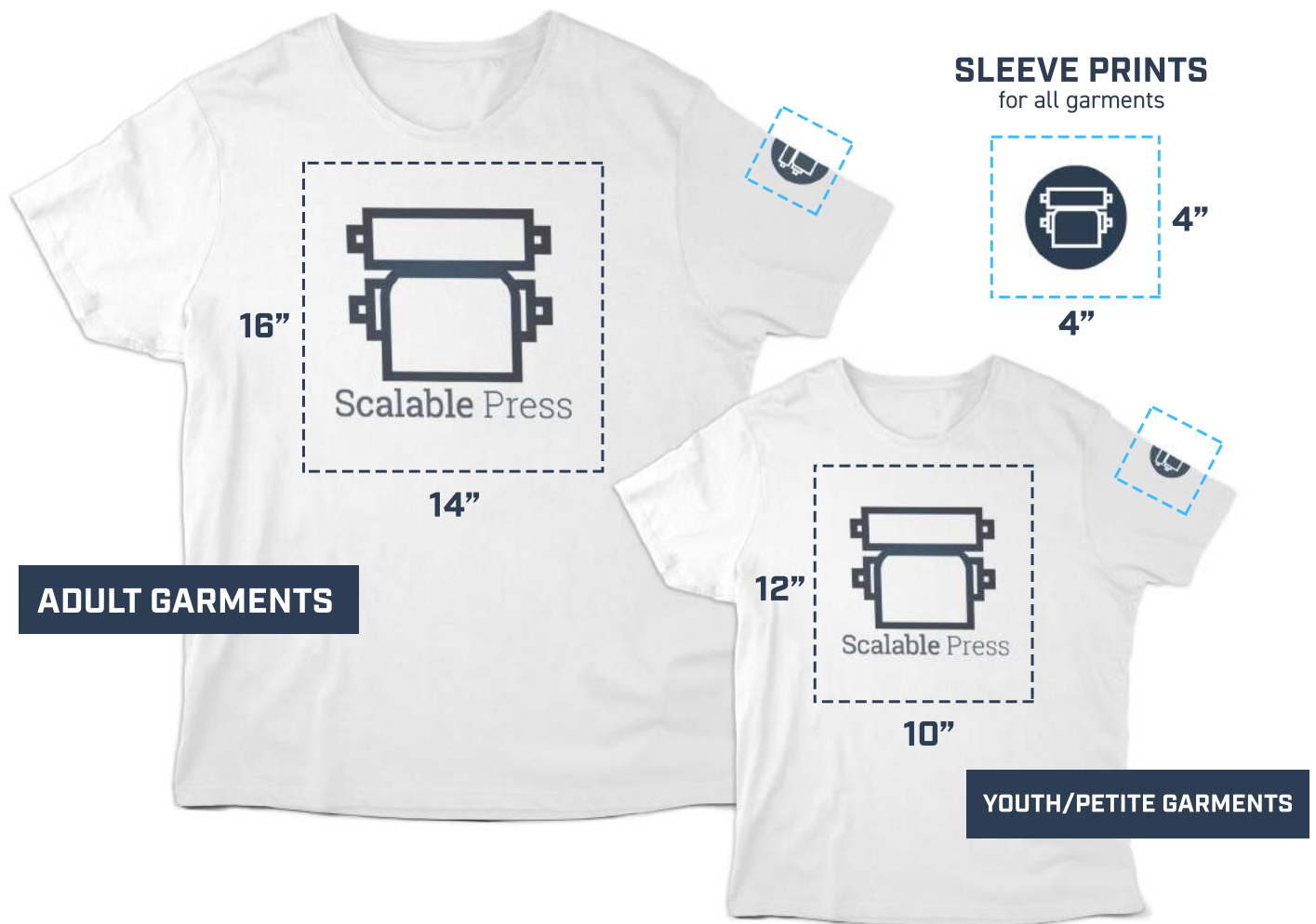
## Dimensions

The dimensions for the artwork should be provided in inches for either the desired width or height. If a width is given, then the height is automatically scaled, preserving artwork aspect ratio. If a height is given, the the width will be scaled.

### Maximum print sizes for screen printing and DTG:

- Adult garments – 14" x 16"
- Youth / small ladies garments – 10" x 12"
- Sleeve prints – 4" x 4"

If artwork does not fit the max print area, it will be scaled to fit.






















COLOR PREVIEW	COLOR	PMS (ACCURACY*)
	Lemon	106(1)
	Yellow	115 (1)
	Athletic Gold	1235 (1)
	Orange	1585 (2)
	Orange-Red	179C (1)
	Red	1797 (2)
	Cardinal Red	201 (2)
	Maroon	7638C (2)
	Charity Pink	211 (3)
	Pink	182 (1)
	Hot Pink	806 (3)
	Magenta	240 (1)
	Light Purple	2563 (2)
	Purple	7447 (3)
	Light Blue	304C (2)
	Turquoise	631 (2)
	Blue	2945 (3)
	Royal Blue	287 (3)
	Navy	2767 (2)
	Lime	7487 (1)
	Green	356C (2)
	Kelly Green	342C (3)
	Forest Green	3435 (3)
	Tan	7501 (3)
	Olive	392 (1)
	Old Gold	125C (1)
	Brown	7602 (2)
	Light Grey	420 (1)
	Grey	7539 (3)
	Dark Grey	425 (1)
	Black	Black
	White	White

**\*ALL PMS CODES ARE COATED.**

\*Accuracy is with regards to our Standard Colors compared to PMS equivalents:  
(1) Very close to match (2) Commercially acceptable (3) Closest available Pantone

COLOR PREVIEW	COLOR	ROBISON ANTON COLOR
	Manila	5766
	Scholastic	5765
	TH Gold	5906
	Dk. Texas Orange	5769
	Radiant Red	5566
	Warm Wine	5796
	Vanessa Purple	9057
	PN Navy	5824
	Blue	5520
	Cerulean	5801
	Kelly Green	5540
	Gray Flannel	9117
	Otter Gray	9115
	Snow White	5597
	Black	5596

**SPECIALTY COLORS AVAILABLE FOR \$0.25 PER COLOR PER ITEM.**