



**WOV-IN<sup>®</sup>**

**ART SPECIFICATION  
Guidelines**

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## CONTACT INFORMATION

If you have any questions regarding artwork please contact customer service at: 1-800-558-1709  
Please send artwork for orders to: [artwork@wovinbrands.com](mailto:artwork@wovinbrands.com).

## DISCLAIMER

The following guidelines are recommendations for the best quality print for each method for most art. Some designs may not work with these guidelines and may require additional sizing or alterations to successfully print. We reserve the right to change these specs at any time.

## DEFINITIONS

**VECTOR:** Artwork that is non pixel based and that is scalable.  
Common file types are .eps, .ai and .pdf. Note: Saving pixel based images to these file extensions does not make them vector.



**SERIF FONT:** Fonts that have decorative lines at the ends of the letters & tend to have different size line thickness within the same letter. The smaller the font the more likely the decorative & thin lines will start to disappear. Avoid these with smaller text sizes.

Times New Roman

Myriad Pro

**SAN SERIF FONT:** Fonts that do not have the decorative lines at the ends of the letters.

**LINE THICKNESS:** Weight of printed area including the thickness of a letter.

**SHOW-THROUGH:** The space between printed areas. If using reversed-out text it is recommended to increase text size to avoid the space of the letters filling in.

## WOVEN PRODUCTS

### Platinum Webbing

#### Digital Artwork:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

#### PC Software:

- Adobe Illustrator (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

Platinum Webbing:



#### Submitting Artwork:

Email artwork to [artwork@wovinbrands.com](mailto:artwork@wovinbrands.com) - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing.

#### Colors Option(s):

1 or 2-color woven imprint on 1-color webbing. See color chart for available colors. Color matching not available.

## WOVEN PRODUCTS

### Select Webbing

#### Digital Artwork:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

#### PC Software:

- Adobe Illustrator (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

Select Webbing:



#### Submitting Artwork:

Email artwork to [artwork@wovinbrands.com](mailto:artwork@wovinbrands.com) - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing.

#### Colors Option(s):

1-color woven imprint on 1-color webbing. See color chart for available colors. Color matching not available.

**Note: Production time will begin when proper artwork is approved and payment terms are accepted.**

# WOVEN PRODUCTS

## Elite+(Plus) and all Elite Fabric:

### Digital Artwork Preferred:

All digital artwork should be submitted uncompressed in .eps or .ai file formats ONLY. Files sent in any other format will NOT be accepted.

- All files must have fonts converted to outlines.
- Embedded or linked images, or any other file formats placed within an .eps or .ai document, are not acceptable.

PC Software:

- Adobe Illustrator (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

### Minimum Sizes:

- Sans Serif Fonts: 10pt.\*
  - Serif Fonts: 14pt.\*
  - Lines and/or Stroke Weights: 1pt (.014") or thicker
- \* Some font styles may need to be larger.

### Colors Option(s):

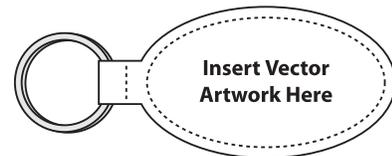
Up to 8-color woven imprint including background.  
See color chart for available colors.  
Color matching not available.

### Submitting Artwork:

To ensure product quality, consistency and integrity, all artwork submitted must follow these procedures. Artwork submitted in an unacceptable fashion will not be approved.

Step 1: Download the artwork template from our website.

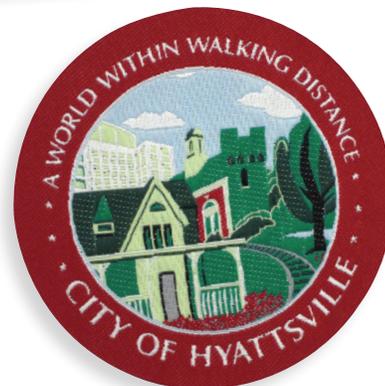
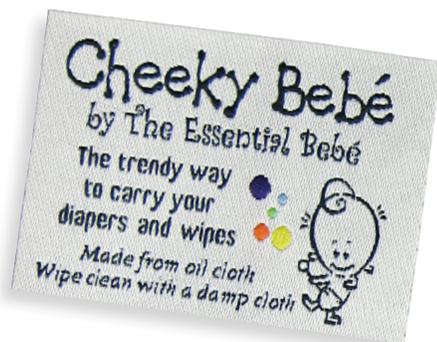
Step 2: Insert your vector artwork into the template and size accordingly (see example).



Step 3: Incorporate up to eight colors for your design – including background (see color chart).

Step 4: E-mail completed artwork template to [artwork@wovinbrands.com](mailto:artwork@wovinbrands.com) – the distributors' name and purchase order number must be referenced in the subject line. Please include a pdf for viewing.

**Step 5: List all colors on your purchase order and include a copy of your artwork.**



**Note: Production time will begin when proper artwork is approved and payment terms are accepted.**

# DIGITAL TRANSFERS

## Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

· Vector art preferred for all images with exception of photographic or full color designs.

· All files must have fonts converted to outlines

PC Software:

- Adobe Photoshop CS6 or lower (.tif, .eps, .psd, .bmp or .jpg)
- Adobe Illustrator (.ai, .eps or .pdf)
- Any other software (.tif or .eps ONLY)



## Minimum Sizes:

· Sans Serif Fonts: 6pt.\*

· Serif Fonts: 6pt.\*

\* Some font styles may need to be larger.

## Colors Option(s):

Colors will be converted to 4-Color process - colors are approximate.

### \*NOTE:

Background of digital transfer must be a contrasting color.



**NO**  
MATCHING BACKGROUND



**YES**  
CONTRASTING BACKGROUND

# PAD PRINTING

# BOINKS!®

## Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

· All .eps files of vector art images only

· All .eps files must have fonts converted to outlines

· Embedded or other images/file formats placed within an .eps document are NOT acceptable

PC Software:

- Adobe Illustrator (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

Artwork needs to meet minimum specifications to proceed into production.

## Minimum Sizes:

· Sans Serif Fonts: 10pt. w/ 1pt. line thickness\*

· Serif Fonts: 12pt. w/ 1pt. line thickness\*

· Lines Thickness and/or Stroke Weights: 1pt. or .0138"

· Show-Through Thickness: 2pt. or .027"

\* Some font styles may need to be larger.

## Colors Option(s):

1-color imprint. Black.

## Submitting Artwork:

Email artwork to [artwork@wovinbrands.com](mailto:artwork@wovinbrands.com) - the distributors' name and purchase order number must be referenced in the subject line. Please include a PDF for viewing.



**Note: Production time will begin when proper artwork is approved and payment terms are accepted.**

# SCREEN PRINTING

## Digital Artwork Preferred:

All digital artwork should be sent uncompressed in the following formats:

- All .eps files of vector art images only
- All .eps files must have fonts converted to outlines
- Embedded or other images/file formats placed within an .eps document are NOT acceptable

### PC Software:

- Adobe Illustrator (.ai, .eps or .pdf)
- Any other software (.eps ONLY)

## Minimum Sizes:

- Sans Serif Fonts: 10pt. w/ 1pt. line thickness\*
- Serif Fonts: 12pt. w/ 1pt. line thickness\*
- Lines Thickness and/or Stroke Weights: 1pt or .0138"
- Show-Through Thickness: .04" or wider.

\* Some font styles may need to be larger.

## Colors Option(s):

1-color imprint. Varies by product, call for more information.

## Tea Towels

### Minimum Sizes:

- Sans Serif Fonts: 12pt. w/ 1pt. line thickness\*
- Serif Fonts: 12pt. w/ 1pt. line thickness\*
- Lines Thickness and/or Stroke Weights: 1pt. or .0138"
- Show-Through Thickness: .04" or wider.

\* Some font styles may need to be larger.

## Colors Option(s):

1-color imprint.

## Screen Transfers

### Minimum Sizes:

- Sans Serif Fonts: 12pt. w/ 2pt. line thickness\*
- Serif Fonts: 14pt. w/ 2pt. line thickness\*
- Lines Thickness and/or Stroke Weights: 2pt. or .27"
- Show-Through Thickness: .05" or wider.

\* Some font styles may need to be larger.

## Colors Option(s):

1-color imprint.



Artwork needs to meet minimum specifications to proceed into production.

## Submitting Artwork:

Email artwork to [artwork@wovinbrands.com](mailto:artwork@wovinbrands.com)  
- the distributors' name and purchase order number must be referenced in the subject line.  
Please include a PDF for viewing.

**Note: Production time will begin when proper artwork is approved and payment terms are accepted.**