

This proof is a close depiction of what your end product will look like. There are three things that should be recognized- color, placement and size/proportion.

Concerning color: The screen you view your proofs on may have different settings from the screen they were designed on. The type of color palette used in printing and graphic design programs are different than those in your average photo viewer or monitor. While the colors concerning ink, can be close, there may be some precision lost in translation. Also, a digital image and actual image can appear different. The colors of textiles have translation issues as well. We use the information from the manufacturer but various factors may still cause some difference. Unless you either provide a Pantone Solid-Coated Color Code or come in and pick one out we can't guarantee ink color. Even using Pantone colors has a margin of error. With it though we have a physical swatch to compare to and can get very, very close, if not exact.

Size/proportionality: Unless you have requested versions for garment size differences your image size will be the same on each unit size. We depict the midrange in our proofs. If you have xl shirts the image will appear smaller in proportion to the garment and if you have small shirts it will appear larger in proportion to the garment. We generally depict the scale of an adult medium or large. On your proof, image size dimensions are listed and sometimes the garment size that is being depicted is listed as well. That's not often though and usually only done in specific situations. An example might be if the order includes toddler sizes all the way up to adult x-sizes. It can be assumed that it's approximately proportioned to an adult medium or large. If the shirt size(s) is/are listed it's shown in exact scale. This will be an extremely close representation for that size but that size only as we previously mentioned size changes. Sometimes image size compromises must be made when only one image size is ordered, so that an image that fills up the printable area of an extra large doesn't get lost under the arms of a small. Most clients opt for one image size because a 10" wide horizontal image looks nice proportionally on all sizes and the cost of sized images based on garment size can be expensive.

Placement: this is an approximate location and our target for placement. However, this part of the process is manual so there is a margin of error. We have three layers of quality control. If a shirt makes it to you, it has been checked three times to be sure it fits industry standards for that margin of error. Each individual image presents things to consider but generally if an image is off by no more than .75" from true center or from industry standard placement area, it is a quality placement. The same applies for distance from neckline and other placement guides. Industry standard placement areas were mentioned and to expound on that further:

Industry standard placements- For a front chest generally the placement is 3-4 inches from the neck seam. This is based on human anatomy and more importantly, proportionality. Where some images might be fine at five inches down on all sizes, most will not. At a point you run the risk of losing uniformity by varying placement or you'll have small shirts where the image is too close to the bottom because you went too far from the neck seam. This same thought goes into back placement where the standard is 4-5 inches from the neck seam. Front left chest logos are typically the same distance from the neck seam as a full fronts but off center by 1-2 inches. None of this is measured on press. It's something we do everyday and rarely are we off beyond the margin of error. As previously mentioned, there are three layers of quality control to ensure that the shirts don't make it out to you if the placement is not acceptable to industry standards. Most but not all clients elect to go with industry standard placement. If you wish for us to place outside of the standards please let us know now. If you approve the proof without stipulating other placement, we'll print at industry standard placement at the image size we listed on your proof.

Another consideration to apply when viewing this proof is that the t-shirt is a generic mock used for all clients. It's not a photo of your actual shirts. There are millions of t-shirt styles available and we would have to charge our clients more for art time if we sought a photo of every shirt style as ordered. Because it isn't cut exactly like the shirts you'll get, you can't take it as a literal example. The range of sizes was covered but also if this is depicted based on a large, this large could be longer, shorter, thinner or wider than your actual shirts. So, if we made the mock an actual large then the art actual print size and went on to place it 3.5 inches down when you get your shirts it may appear that the image is much closer to the bottom of the shirt or that it takes up way more of the shirt because that mock isn't a photo of your ordered shirts at true size. It's just a representation.

If we created this art or made any edits to the art you provided, please tell us now any and all changes you would like to see so that we can redo the art and this process to get your approval for production. We will do two edits and two more mocks as priced in your approved quote. Edits after the second will incur \$25 dollars per quarter hour at a quarter hour minimum. Even changing a font as a third edit will cost an additional \$25. This may seem extreme but once we've edited twice, art on your project has become an expense for us. We offer very reasonable rates and that's because we try to get everything right the first time. Please help us by letting us know now everything we can do to the art to get your approval.

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