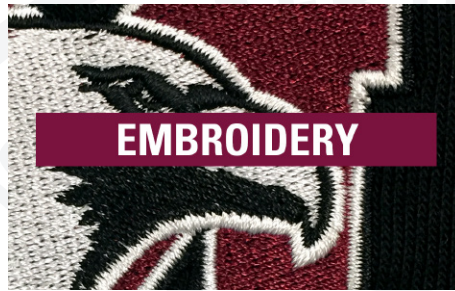# ARTWORK GUIDELINES

Designing your own artwork is a great way to boost interest and stand out! Here are some tips and guidelines from Crested@MAC.

We prefer vector files (AI or EPS), or other **large** files in 300 dpi. The better your image resolution, the better your item will turn out! A small and/or pixelated image will not print well. Single-colour drawings are also acceptable with a high-quality scan.

If you would rather use a McMaster logo (with or without your program or department name), you can find EPS files at **brand.mcmaster.ca** in the Resource Library.



**SCREENPRINTING**



**EMBROIDERY**



**PAD PRINTING**

**Screenprinted** items go up in price for every colour of ink you add to your design and cannot exceed six colours.

**Embroidered** items do not go up in price with more thread colours, but the process is more expensive than screenprinting.

**Pad printing** is used for hard goods and is similar to screen-printing: the cost rises with each colour of ink you add.

Gradients are not possible for most print methods. Each shade counts as a separate colour.





Screenprinting areas cannot exceed 10x13". Full chest prints are usually 8-9" wide.

Left chest prints are no larger than 4x4".

If you need help or have any questions, please reach out to us at **crested@mcmaster.ca**!

**Crested@MAC is a division of the McMaster Campus Store.**