Artwork File Preparation Checklist

Prepare logos and custom apparel artwork for a clearer review, cleaner proof, and fewer avoidable revisions.

1. Send the best original file available

[ ] Vector artwork: AI, EPS, SVG, or a vector PDF when available.

[ ] High-resolution transparent PNG for raster artwork.

[ ] Original design file instead of a screenshot or social-media download.

[ ] Every linked image is included or embedded in the artwork file.

2. Check the background

[ ] The background is transparent when only the logo or artwork should print.

[ ] No white box, coloured rectangle, crop mark, or unwanted edge surrounds the design.

[ ] Fine interior spaces and counters in letters are open and intentional.

3. Check quality at the intended print size

Approximate print width	
Approximate print height	
Artwork dimensions	
Raster resolution	

Zoom in and look for fuzzy edges, compression blocks, tiny text, or details that disappear. The studio confirms whether the supplied file is suitable for the final print size.

4. Fonts, spelling, and text

[ ] Every name, date, phone number, website, and slogan is spelled correctly.

[ ] Fonts are converted to outlines or supplied with the artwork when licensing allows.

[ ] Small text is large enough to remain readable at the intended print size.

5. Colour and garment contrast

[ ] Artwork colours are identified clearly.

[ ] The design has enough contrast against every selected garment colour.

[ ] Any colour-critical requirement is explained before proof approval.

6. Submit the complete package

Primary artwork file	
Reference image / mockup	
Garment colours	
Print locations	
Names / numbers file	

Final notes for the studio
