



Work: 866-HEY-GAFY

Fax: 312-893-3814

Email: info@GreatApparelForYou.com

Website: www.GreatApparelForYou.com

2219 W. Grand Ave Ste 1E, Chicago, IL 60612

Dear New Client,

Color Swatches

Enclosed you will find three printed color swatches. The one labeled DYE SUBMLIMATION is for that process. The other two are for DTG printing: one on white is printed WITHOUT an underbase & one on black is printed WITH an underbase. As you will see the colors are slightly different in some cases. We provide these swatches because they give you the ability to accurately predict printed colors produced using *Dye Sublimation* & *Direct-To-Garment* printing. Swatches can also be good tools if someone else is developing your artwork, as you will be able to objectively specify what color to use, and be confident that the printed color will come out as desired.

The digital equivalent of these color swatches can be downloaded from our resources website page at: http://greatapparelforyou.com/art_requirements_fulfillment.htm. Click on the **Image Software Toolkit** and then download and extract that file to a folder. Within the toolkit you will find the digital color swatches as well as some Client Actions that will help you prepare your art files. These digital swatches can be installed into Adobe or Corel products (see specific graphic software for how to access these digital swatches).

You are in no way limited to these 100 colors, and we have an expanded swatch that is available for purchase (visit the link above for an image of the expanded swatch and associated costs).

Non-Underbase DTG Printing & Dye Sublimation on Light Colors

When a light-colored garment is printed with *Direct-To-Garment* printing, it is typically printed WITHOUT an underbase, and since this process dyes the fabric, you will notice a slight color shift toward the garment color. For example, if printing on a light blue garment, all the colors will slightly shift due to the light blue being mixed with the printed inks. This shift is usually very small and helps the design blend with the garment; however, if you need to see what a printed swatch will look like on a specific color, you can order garments of your color preference and we can print the swatch on them (see the link above for details and associated costs). NOTE: When printing on light colors with *Dye Sublimation* you will see the same effect so you may want to get samples of this as well, if you are doing in *Dye Sublimation* products.

Branding Location

On the opposite side of the DTG swatches, you will find an example of a *Branding Location*. Many of our fulfillment clients choose to add a Branding Location to all of the garments we produce. There are two permitted locations, both on the *outside* of the garment: *Upper Back* (centered just below back collar) and *Lower Right Back* (applied just above the bottom hem on the back right side of the garment near the hip). If you are interested in learning more about Branding Locations, please contact us.