

Logo & Artwork Requirements

A quick visual guide to sending artwork that prints and embroiders cleanly.

BEST

AI EPS PDF
Vector artwork

OK

PNG / JPG
High resolution

AVOID

Screenshots
Social media images

✓ Vector Artwork

Sharp at every size.

The logo consists of the letters 'NSD' in a bold, italicized, sans-serif font, positioned above a solid gold horizontal bar. The edges are sharp and clear.

✗ Low Resolution JPG

Blurry when enlarged.

The logo consists of the letters 'NSD' in a bold, italicized, sans-serif font, positioned above a solid gold horizontal bar. The edges are blurry and pixelated.

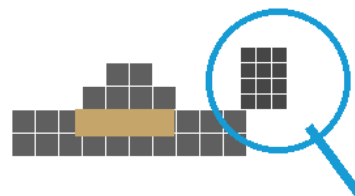
✓ High Resolution

Clean edges when zoomed.



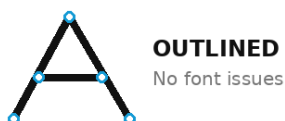
✗ Blurry / Pixelated

Rough edges will show.



✓ Fonts Outlined

Text converted to shapes.



✗ Editable Fonts

Missing fonts may change.

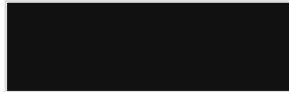


Colour Matching & Final Checklist

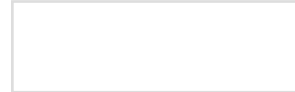
Provide Pantone (PMS) colours where available for the closest colour match.



PMS 872 C
Muted Gold



Black C
Core Black



White
Base White



PMS 186 C
Example Red



PMS 286 C
Example Blue



PMS 348 C
Example Green

Before sending your logo

- AI, EPS or PDF vector file preferred
- Fonts converted to outlines
- Pantone colours supplied if known
- High-resolution PNG/JPG only if vector is unavailable
- Include placement notes: left chest, front, back or sleeve

Need help with your logo?

If you only have a low-quality logo, send us what you have.
Our design team can usually recreate it for a small artwork fee.

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