DYENAMIC SUBLIMATION

ARTWORK GUIDE
OUR SUBLIMATION PROCESS

THE PROCESS
From idea to ink.

1. Brief
Let our staff know what you're after via one of the following:
Website | Email | (08) 9361 5781

2. Concept
Once you've covered the basics of your order,
it's time to work on visualising your idea.

Send through all your logos, colours and other design elements. It's important that these elements are separate files so we can alter them across each print file for your order. Our artwork team will then visualise your idea!

Alternatively, you can put together your own concept using our Design Your Own section on our website!

3. Layup
With the concept complete, it's time to prepare the print files.

Our production team will take the concept and lay it up on a garment pattern file, which will be used to transfer the design onto the fabric. We'll print this sample layup to test colours, sizing of elements and other print-specific details before running the entire order.

4. Production
If you're happy with our test print, send us your written approval.

We'll print all the different sizes, heat transfer them onto our high quality fabrics and sew them together, before giving them a nice iron and packing them up ready for collection. This process typically takes us 5 weeks from approval.

CONCEPTS
Sometimes things change a little!

Our digital concepts occasionally differ from the final garment during production. Here's what to keep an eye out for:

Colours
Colours will look different across all devices. Our printed lay up is the truest representation of the final print appearance.

Element sizes
We may scale certain elements to best fit across the sizes in your order. If you require a fixed size logo or graphic please mention it in your brief.

Panel joining
When artwork spans multiple panels, it is likely that the artwork will shift slightly during production creating a slight mismatch in the final garment.

MAKING CHANGES
Something is not right...

Making changes to your artwork is all part of the process. We'd really appreciate it if you could help us help you:

Production stage
It's important to know that once you've approved your flat panel print, changes cannot occur to the artwork past this point.

Options
Each concept is accompanied by an option number.
Make sure you note which option your changes will occur on.

Naming files
If you have a few files you need to provide, we encourage naming them to help us track down the right elements.
For example, a logo that goes on the left-hand sleeve might be named 'LH Sleeve Logo 1.png'.

Your left or my left?
We refer to placements as though we're wearing the garment:
Left Hand Sleeve Logo (logo will sit on your left arm)

Prefer face-to-face?
Once an initial concept has been set up, you're more than welcome to book a time to sit down with us and amend your design in person.

PREFERRED FILE TYPES
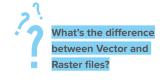*Ready to send your files? Here's what we like to see.*

Raster File Types
JPEG | PNG | TIFF

Vector File Types
PDF | EPS | SVG

Adobe Packaged Files
AI | PSD

What's the difference between Vector and Raster files?

FINDING DESIGN ELEMENTS
Got the idea, but missing the ingredients?

Each order comes with a complimentary stock image credit that you can use to refine your design.

Here are some great resources to find the perfect graphic:
Adobe Stock | Shutterstock

We also recommend these free graphic design resources:
Images | Fonts | Colour Palettes

Files are too big to send via email? We recommend the following:
WeTransfer | Google Drive | OneDrive | Dropbox

AUSTRALIAN MADE