Custom Apparel Guide

Why order custom apparel from us?

- **Competitive Pricing**
- **High Quality**
  - We deliver quality custom apparel you can be confident in without breaking the bank
- **Low Minimum Order Quantities**
  - 18 pieces for screen printing
  - 12 pieces for embroidered hats
  - 4 pieces for embroidered apparel
  - 50 pieces for hats with patches
- **Simple Pricing**
  - No screen printing setup fees or underbase fees
  - Embroidery prices are inclusive of logo stitch count up to 12,000 stitches
  - Low one-time setup fee for new embroidered logos
- **Create Professional Uniforms or Offer Profitable Merchandise**
  - With our great pricing, you can markup the merch to create a lucrative revenue stream. For example, order some t-shirts for $6 and resell them for $20. That's a $14 profit, plus it acts as walking advertising for your brand!

This guide applies to decorating apparel from the following brands:

- Bella + Canvas
- Port Authority
- Port and Company
- Sport-Tek
- Cornerstone
- District
- Mercer+Mettle
- Allmade
- Nike
- OGIO
- TravisMathew
- Brooks Brothers
- New Era
- The North Face

What We Need from You

After selecting "Customize" on the webpage, please upload/list the following in the comments box:

- Artwork file in the requested format (see artwork section).
- Provide list of sizes needed within the same color shirt. For example, to reach the 18-piece minimum on a screen-printed shirt, you can order 10 red medium shirts, 5 red large shirts, and 3 red XL shirts. If you request a size that is more expensive (typically 2X and above) than the item you ordered, your order total will be adjusted after ordering. Logo, logo size, decoration type, and placement must be the same to avail of mixed sizes for pricing tiers.
- Provide the specific stock colors we should use (see stock color charts below) and font if embroidering just text (see font chart). For embroidered patches on hats, please provide colors including patch edge color and background color.
- If requesting text, be specific about what should go on each line (Line 1: _____, Line 2: _____, Line 3_____).
- If you have decorated your logo before or have something you are trying to match, please share an example photo.
- Please provide any logo size requirements upfront. Changes to the artwork/sizing after proof has been created will incur an additional setup fee.

If you need assistance ordering, please reach out to the following emails:

- **WebstaurantStore:** customquote@webstaurantstore.com
- **The Restaurant Store:** TRScustomorders@therestaurantstore.com
- **Clark National Accounts:** Please contact your account manager

If reaching out by email, in addition to the above list, please also provide:

- Item number(s)
- Desired placement of logo and/or text (see location options below)
- Desired quantity
- Email address
- Billing name
- Billing address
- Billing phone number
- Shipping name (if different from billing)
- Shipping address (if different from billing)
- Shipping phone number (if different from billing)

Decoration Options

- Refer to the spec table on the webpage to see available decoration methods for that item.
- If we think your logo would look better with a different decoration method, we may make that suggestion for your approval. For example, sometimes highly detailed logos can look better printed than embroidered.

Screen Printing

Embroidery

Embroidered Patches
(Hats)

Leatherette Patches
(Hats)

Ordering Information

- Proof lead time: 2–3 business days.
- Production lead time: (time after digital proof has been approved, does not include shipping time)
  – Apparel: 10–14 business days.
  – Caps with Patches: 4 weeks.
- No proof provided for text-only requests.
- For embroidered logos, a setup digitizing fee of $29.99 applies (first order only), which is non-refundable once a proof has been generated. The setup fee is waived on reorders using the same design.
- No setup fee for embroidered text orders or screen printing orders.
- Refer to the 3D model for approximate placement only, not exact location or size. Logo size will be listed in digital proof that you will receive.
- Embroidery pricing is up to 12,000 stitches. For over 12,000 stitches, $.50/piece is applied per extra 1,000 stitches (rounded up).
- Text will be about ½" with a max of 15 characters per line (includes spaces). Select from the fonts provided.
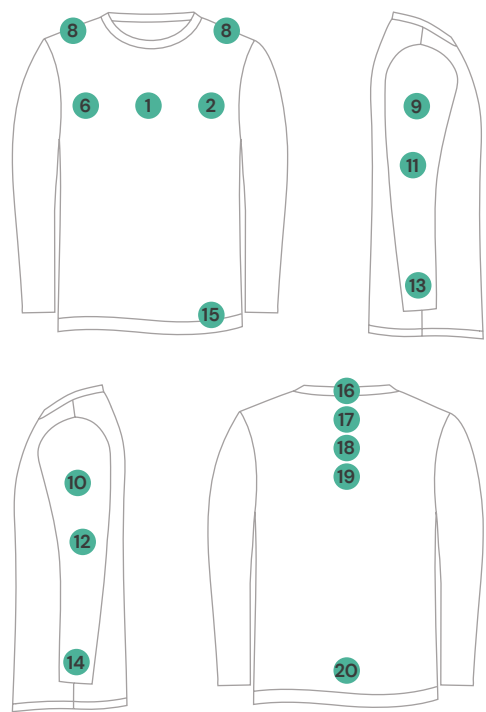
Artwork Requirements

- Screen Printing: High quality vector artwork (.ai, .eps) with transparent backgrounds (RGB or CMYK values).
- Embroidery: High quality vector artwork (.ai, .eps) with transparent background or high res .png or .psd files (300 DPI or greater).
- Vector is highly preferred. If no vector artwork is submitted, there may be a charge to prepare the file and proof lead times may be extended.
- If you have decorated your logo before and are trying to match it, please share an example photo and a DST file if you have it.
- For exact color matching outside of our stock colors, provide PMS colors (adds $50/matched color and longer lead times).

Locations

Default location options are listed below. If you would like to decorate in one of the other locations, please list the location number in the comment box after clicking "Customize & Add to Cart." The sizes below are approximate. Our designers will size your logo as they best see fit for that garment and size. If you have a specific size requirement, please mention this in the comments.

Tops

Default Location:	Reference #	Approximate Size of Logo
Top Center Chest	1	9" – 13" Wide
Left Chest	2	3" – 4" Wide
Right Chest	6	3" – 4" Wide
Right Sleeve	9	2" – 4" Wide
Left Sleeve	10	2" – 4" Wide
Upper Back (Sponsor/Name)	17	8" – 12" Wide
Center Back	18	8" – 13" Wide

Hats

Default Location:	Reference #	Approximate Size of Logo
Front Center	1	2 ¼" Height

1. Front Center
2. Front Right
3. Front Left
4. Back Left
5. Back (Above Opening)
6. Back Right
7. Back Center
8. Left Side
9. Right Side
10. Other

1. Top Center Chest
2. Left Chest
3. Right Side Baseball Number
4. Private Label
5. Left Side Baseball Number
6. Right Chest
7. Volleyball Number
8. Shoulder (TV#)
9. Right Sleeve (SS)
10. Left Sleeve (SS)
11. Right Sleeve
12. Left Sleeve
13. Right Cuff*
14. Left Cuff*
15. Shirt ID
16. Back Neck
17. Sponsor/Name
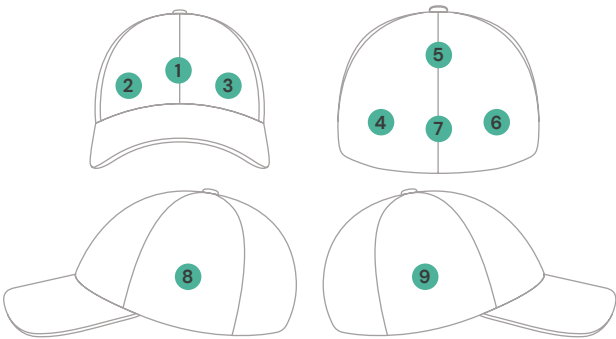18. Center Back
19. Back (With Hood)
20. Rear Hem
21. Other

*Not available for embroidery.

Color Options

- Please select from stock colors below and provide the list during checkout.
- Stock colors may differ from the exact colors in your logo. For exact color matching, provide PMS colors (adds $50/matched color and longer lead times).
- "Flo" neon inks cost $0.40–$1.50 extra per logo applied, depending on the quantity of items ordered. The total will be adjusted after ordering.

Embroidery Color Swatches

Color	Swatch
White	
Gray	
Charcoal	
Anthracite	
Black	
Red	
Cardinal	
Maroon	
Brown	

Color	Swatch
Vegas	
Texas	
Orange	
Tennessee	
Athletic Gold	
Yellow	
Dark Green	
Kelly	
Teal	

Color	Swatch
Light Blue	
Royal	
Navy	
Purple	
Pink	
Volt	
Flo Orange	
Flo Green	
Flo Blue	

Screen Printing Color Swatches

Color	Swatch
White	
Gray	
Charcoal	
Anthracite	
Black	
Red	
Cardinal	
Maroon	
Brown	

Color	Swatch
Vegas	
Texas	
Orange	
Tennessee	
Athletic Gold	
Yellow	
Dark Green	
Kelly	
Teal	

Color	Swatch
Light Blue	
Royal	
Navy	
Purple	
Pink	
Volt	
Flo Orange	
Flo Green	
Flo Blue	

Text Options

- BLOCK
- Script
- Olde English
- Helvetica
- Athletic Flair
- Chancery
- Open Block
- Goudysans
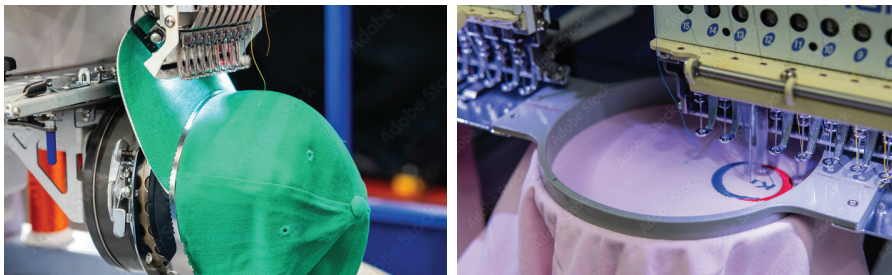- Custom Script
- Century
- Handel
- Arial

Frequently Asked Questions

Why is there a setup fee for embroidered logos, and do I pay it just once?

- To get your logo "stitch ready," a digitizer has to convert your artwork into a file that can be used by the embroidery equipment.
- Our $29.99 is a one-time setup fee per logo. For comparison, many decorators charge between $70- $125 to digitize a logo.
- Other decorators may offer it as "free," but the cost is worked into your total cost and you may end up paying more.
- Upon placing a reorder with the same logo, our custom team will remove the setup fee from your order.

If I order embroidered hats and embroidered shirts with the same logo, do I pay just one setup fee?

Hats require a separate digitized file because they are not flat. Since hats are sewn, they need to rotate while moving forward and back to be sewn properly. Other garments lay flat and are moved to the left, right, forward, and back to be sewn. These two types of movements require two different digitized files.

Why does the screen printing price change depending on the number of colors and quantity?

- For every color in your logo, a separate physical mesh screen has to be burned to create a stencil. Think of each screen as a layer of your design.
- The more colors, the more time and ink is required to produce your shirt.
- Similarly, a logo in 2 locations requires more labor to produce than printing in 1 location.
- Because screen printing is a time-intensive process, you can save significantly when ordering shirts in larger quantities.
- It is very important to correctly select the number of locations and identify how many colors are in your logo for an accurate upfront cost.

Screen 1: White   Screen 2: Red   Screen 3: Charcoal   Final Artwork

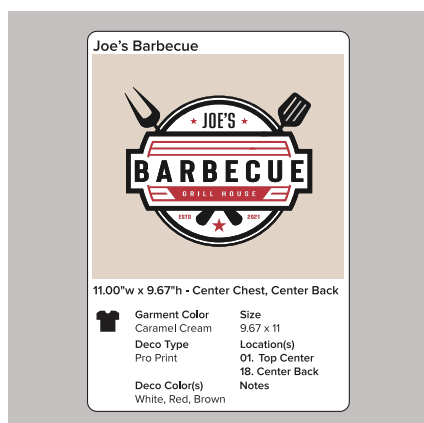## My logo has more than 5 colors. Can I use it for screen printing?

- Yes. Once you select "Customize & Add to Cart" you will see a dropdown for 1–5 colors in your logo.
- We are able to screen print up to 8 colors. If you have a logo with more than 8 colors, we can use a different printing method.
- Reach out for a quote if you have more than 5 colors in your logo.

Can I mix and match the sizes to achieve the minimum order quantity?

Yes, within the same apparel style and color. Logo, logo size, decoration type, and placement must be the same to avail of mixed sizes for pricing tiers. When ordering, list the breakdown of sizes in the comment box. For example, in order to reach the 18–piece minimum for screen printing, you can order 10 red medium shirts, 5 red large shirts, and 3 red XL shirts.

What does the proofing process entail?

- We will provide you with a free digital proof confirming the details of your order.
- If you require seeing a digital mockup on the actual garment, we are happy to do so, but it will cost an additional $6 and can extend the lead time of the proofing process.
- The free digital mockup is our standard to keep prices as low as possible.

Free Digital Mockup

Digital Mockup on Apparel Itself: + $6

Are returns allowed?

- Once the proof is approved, customized items cannot be canceled or returned.
- If there are any issues with your order, please let us know within 10 days of receiving the order.