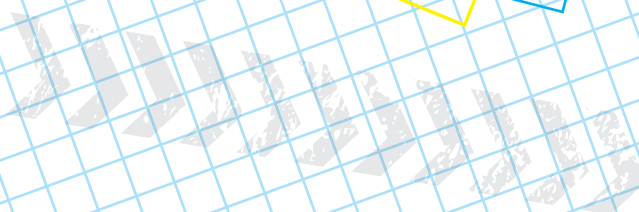


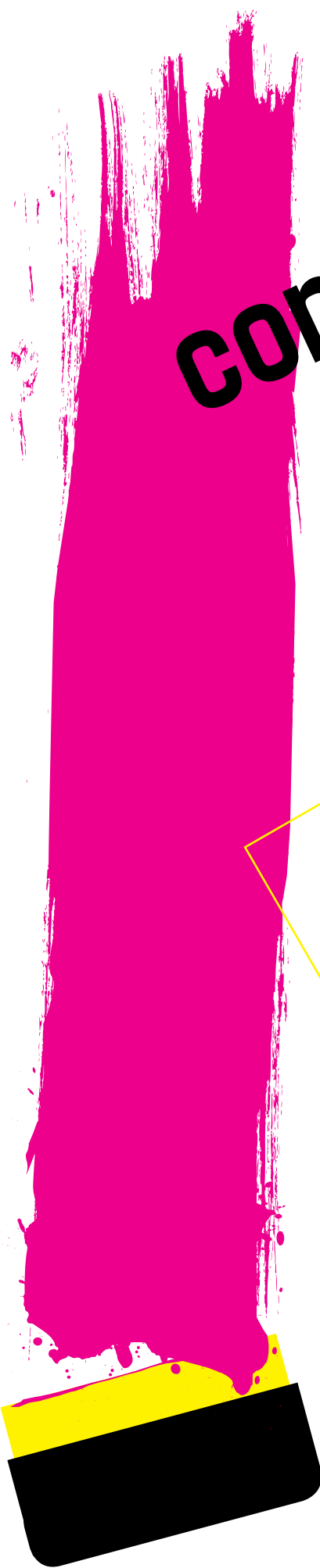


An easy to use
guide for non-designers.



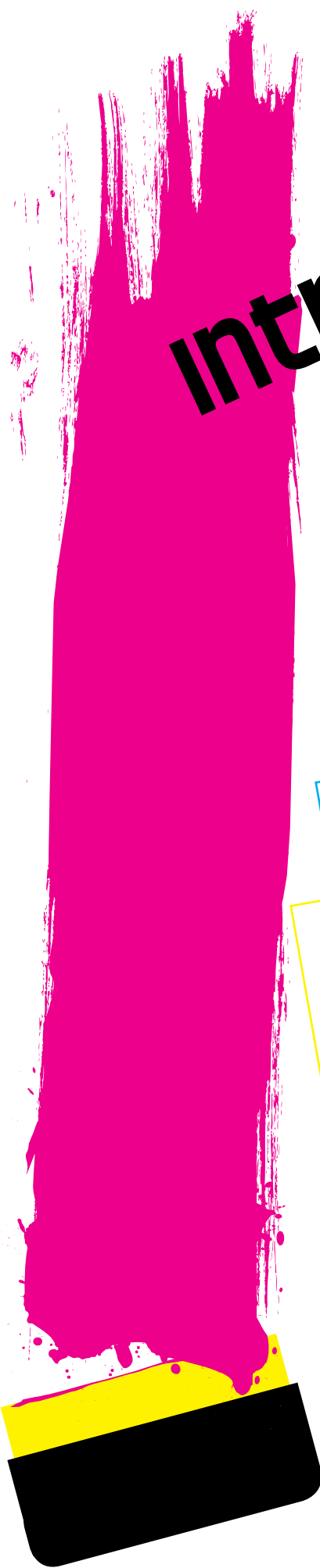
HOW TO DESIGN AN EVENT TEE





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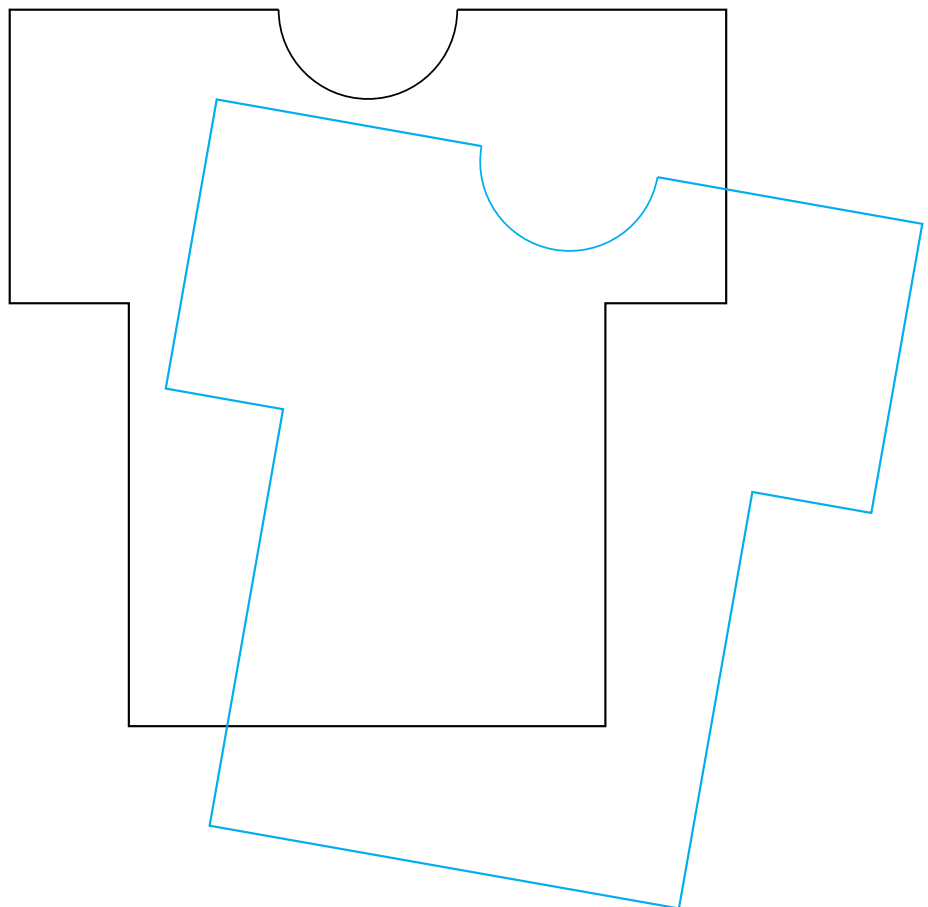
Introduction

Designing an event tee can be super easy even if you're not a designer. In fact, the design can be conceptualized without knowing how to use Adobe Photoshop, Illustrator or other design software. Once you have all the elements selected, assembly is easy. Before you know it - wah-la! Awesome screen printed event tees by the hottest new designer around - you!

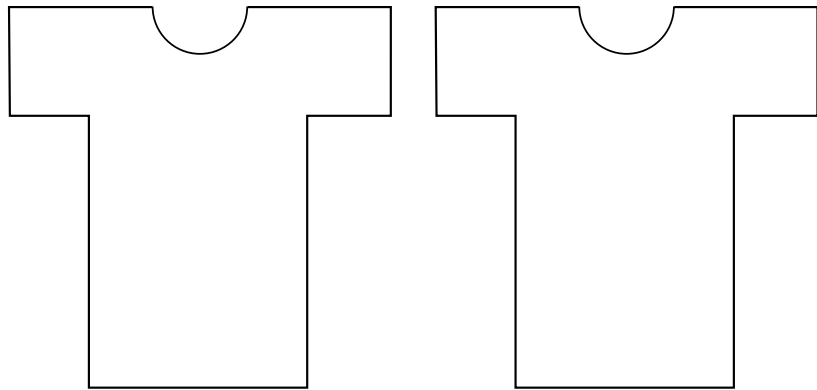


the tee

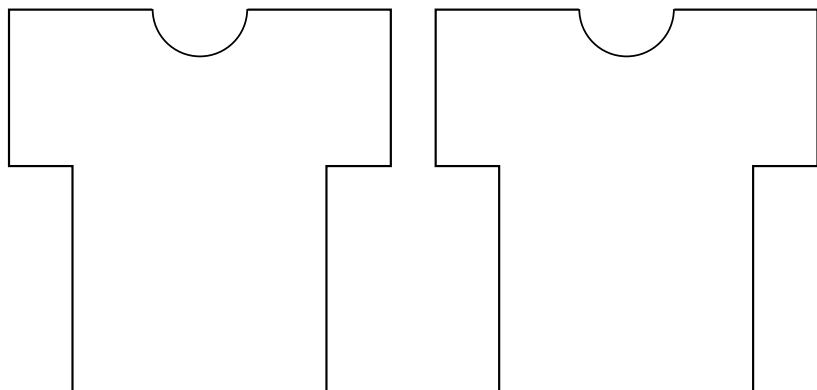
Choosing the t-shirt for your design is a very important step in the decision process. Folks can be pretty darn picky about which tees they will and won't wear. Color is important, but more than that, it's the way the shirt fits and feels. Everyone has a favorite. Make sure to consider who will be wearing the shirt while keeping your budget in mind.

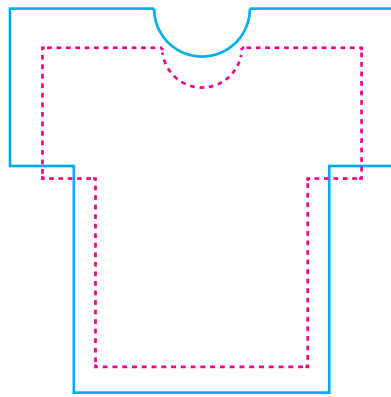


Younger people tend to favor fashion cut t-shirts because they're a little slimmer and tend to be super soft to wear. These tees also tend to be a little more expensive than most other t-shirts. Check out the [Tultex](#) shirts for a price competitive option with a lot of color choices.



For a mixed crowd, or say 35+ in years, you may want to go with the more standard regular cut t-shirt. [Gildan](#) is usually the most economical, and has become the industry “go to” over the years. For a softer option, look for ringspun cotton, but expect a possible bump in overall cost.





You can order ladies styles of standard tees, as well as unisex to get a better fit for each gender. This has a lot people pulling their hair out when it comes to figuring out the size breakdown. To keep it simple, you can order all unisex sizes and recommend one size down for the ladies. For example, unisex medium equals ladies large.

These days most t-shirt manufacturers offer an eco-friendly option. This is something to keep in mind when selecting a t-shirt for an event.




Once you pick your shirt, check the color palettes available online to pick the t-shirt color. Monitors sometimes show color a little differently than the actual color of the fabric, but you can get an idea. If you're a little unsure about which shirt, color, or quantity to go with, talk to an experienced screen print insider. It's likely they've worked on several projects for event tee orders, and they can help you narrow down the perfect tee for your event, while providing suggestions related to the quantity and size. He or she might even have a t-shirt color swatches you can reference for the actual t-shirt color.





the text

Since the title, theme, and date are what separates an event tee from a regular 'ol tee, the font selection and text styling are of utmost importance. Any of the fonts on your computer can be used, but for extra creative flair, why not use lettering with a unique style? [DaFont](#) is a great site for a lot of free, cool, and unique fonts.



What is the theme of the event? You can really have a lot of fun communicating the vibe of the event through the text used in the design.

Lincoln Elementary Bake Sale

Janda Safe and Sound by Kimberly Geswein

OUTLAW MOTORCYCLE MEETUP

28 Days Later by Filmhimmel

Johnson 50th Anniversary

Chopin Script by Diogene

GOLF TOURNAMENT IN TEXAS

Carnevalee Freakshow by Christopher Hansen

LAKE EERIE SUMMER CAMP

Drift Type by TracerTong

SUPER SURPRISE PARTY!

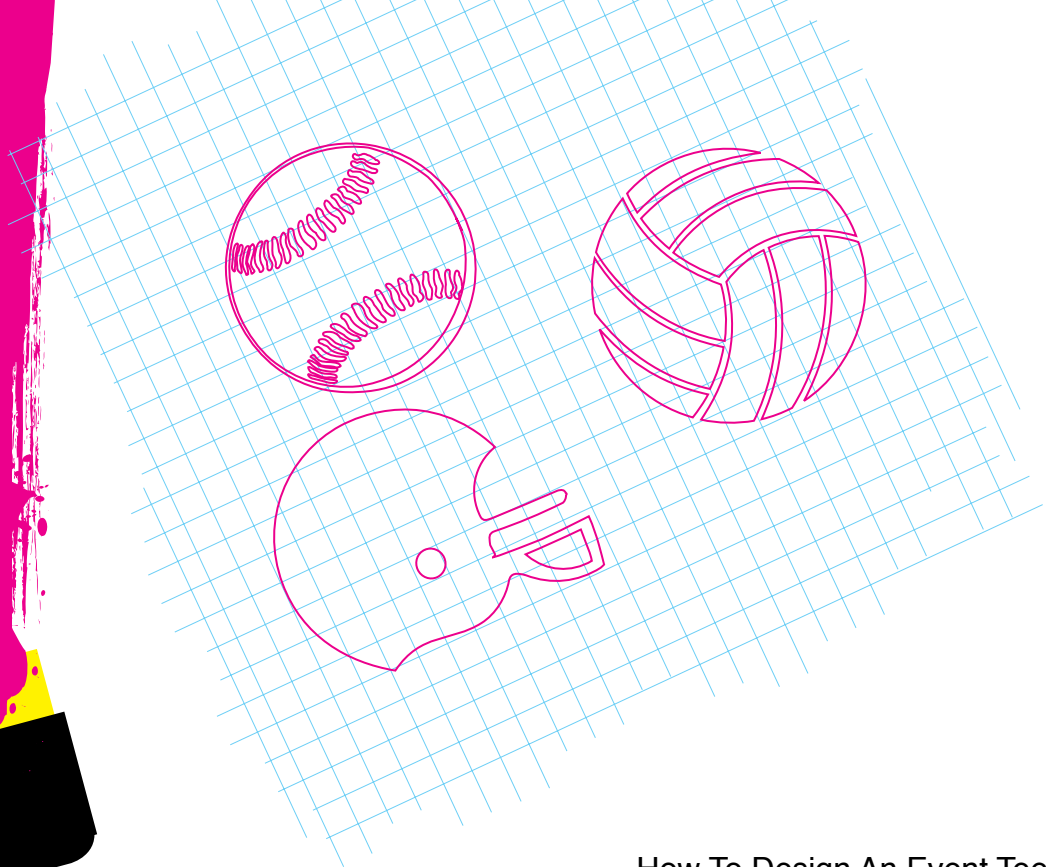
Party by Tom by Tom Brown

PRO TIP: Use a smaller font size, non-bold, or a simpler style for the date. Too much of a specialized font can be distracting.

the graphics

Graphics on an event t-shirt are visual cues that go along with the theme. Stylistically, the graphics need to have the same flavor as the font you selected. For example, if you are using text that looks like a digital clock, your pictures should have the same techno aesthetic.

The good news is that you don't need to be a designer to come up with the perfect graphics for your event tee. There are tons of sites online that have great graphics for super cheap. [istockphoto](#) is one of the best, and despite the name, it is by no means limited to photography.



Rule of thumb, three is a great number to use when dealing with graphics. It's a nice round number and lends itself to balance without being too symmetrical. Here are some graphics paired with text from our previous examples.

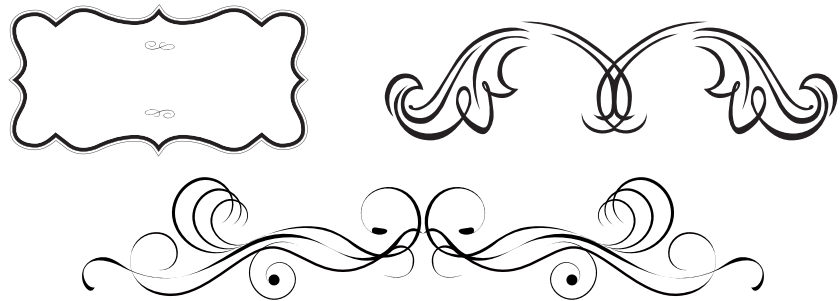
Lincoln Elementary Bake Sale



OUTLAW MOTORCYCLE MEETUP



Johnson 50th Anniversary



LAKE EERIE SUMMER CAMP

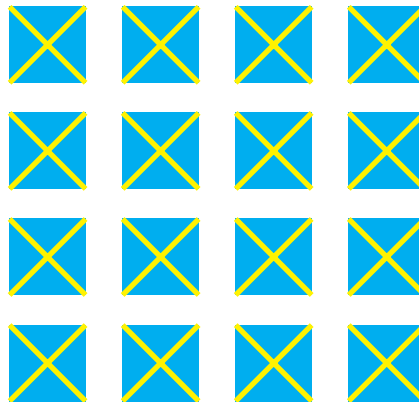


the layout

Now you should be ready for the fun part - the layout!
Here are four layout templates that are very versatile,
that can be used to work with any event t-shirt.

I.

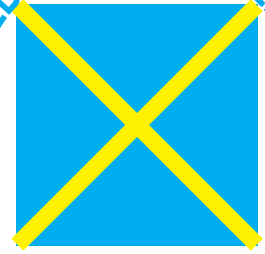
THE STEP AND REPEAT



date goes here

II.

CURVED TEXT - EMBELLISHED



date goes here

III.



Simple and Elegant

date goes here

IV.

FOCUS
ON THE
TEXT



I. THE STEP AND REPEAT

1. Scale each graphic so they are about the same size. Number each graphic in order: #1, #2, and #3. Next, lay them out in a grid by number using this pattern:

1	2	3	1
2	3	1	2
3	1	2	3
1	2	3	4

2. Type or place the name of the event on the top. You'll want the text to be the same width as the grid of graphics or icons you laid out.

3. Type or place the date in a smaller and/or less bold font centered along the bottom.

4. Assign colors appropriate for the graphics and t-shirt color you chose.



II. CURVED TEXT- EMBELLISHED

1. Select one of the three graphics to be your primary graphic. This will be the focal point of the design. This graphic should be sized fairly large and centered. You will design the rest of the t-shirt around this graphic. In our example here, we've used the skull.
2. Type or place the text in an arch close to the main graphic.
3. Add a second element for embellishment. Place this graphic on a diagonal or in another offset fashion. Repeat it, play around with it, and have some fun.
4. Type or place the date in the lower right hand corner of the primary graphic.
5. Add the final graphic you selected small and close to the date.

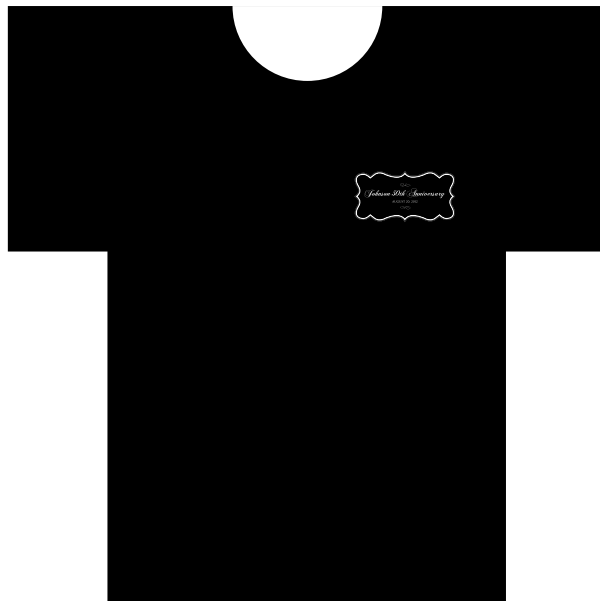
PRO TIP: Grunge and destroyed style designs can always benefit from some added distress or paint splatter elements.



III. SIMPLE AND ELEGANT

1. Start with title text on a straight line or a slight curve.
2. Place or type the date text smaller and below the title. You may want to use a simple serif font to go along with the title text if you chose something very decorative or scripty.
3. We picked 3 design elements for this example as we did for the others, however, when using the Simple and Elegant layout style, you may only want to incorporate one in the design. Borders can be used around the text. Curly embellishments can be used above, below, and/or between the title and date. Don't go crazy, though! Less is more when using this design style.

PRO TIP: Left chest placement is a good idea for this design style. You may also consider embroidery instead of screen print to make the final decorated tees even more elegant and high end.



IV. FOCUS ON THE TEXT

1. Stack the title letters on top of each other, scaling them so they are the same width. Short words, such as, “on” and “the” can be on the same line. The objective is to make each line approximately the same height and width. Doesn’t have to be exact - that’s part of the charm. The text acts as the primary graphic in this design.
2. Type or place the date, about 1/3 of the entire width, centered along the top.
3. Size each of your graphics approximately the same in relation to each other and place them in a row. The entire group of graphics will also be about 1/3 the entire width of the title text and placed along the bottom.





the end

You'll notice each of these designs can be done with very few colors. This is key to keeping the price down. Make the designs as colorful as you like, providing that the budget allows.

The assembly portion does require some design software to lay out. If you don't have access to Photoshop or Illustrator, don't worry. Once you've selected the fonts and graphics, any screen print shop can assemble to components for you.

So there you have it - easy as pie. Happy designing!