

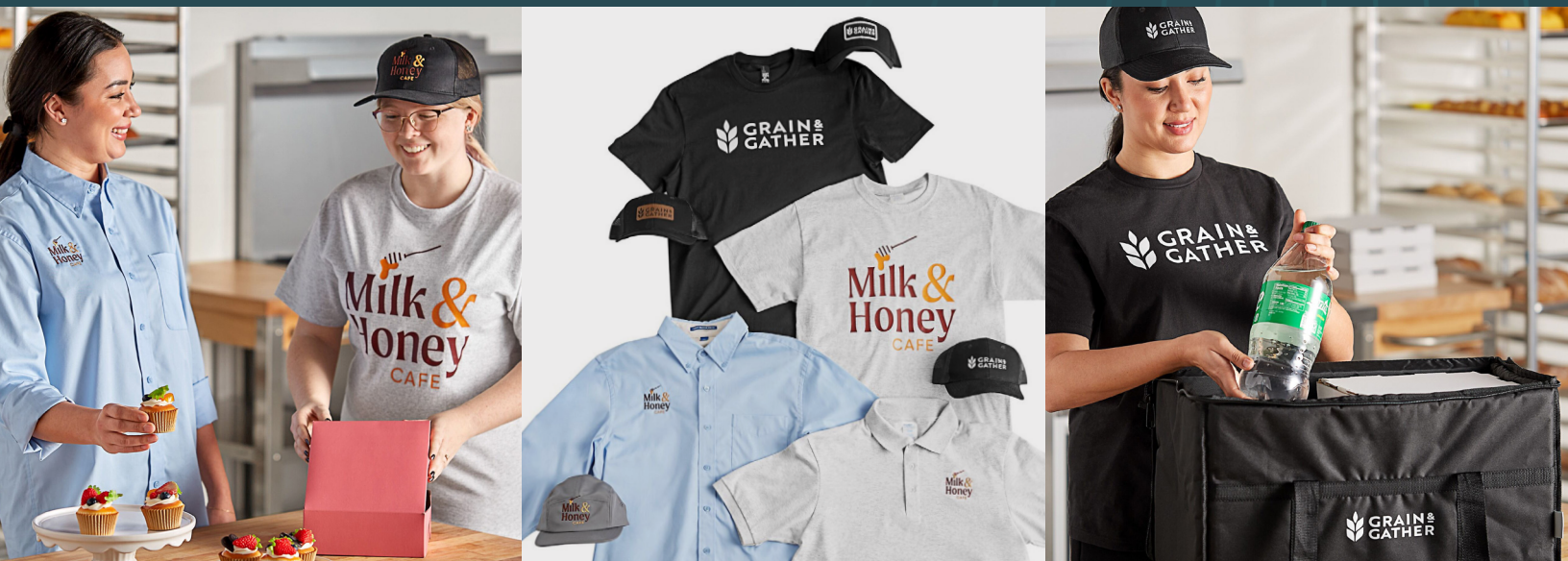
# Custom Apparel Guide

Bring Your Brand to Life  
with Customizable Apparel

Competitive and Simple Pricing

Low Minimum Order Quantities

Quality Decoration



# Screen Printing

## How to Order

After selecting “Customize” on the item’s webpage, upload or list the following in the comments box:

- Artwork file in the requested format.
- A list of sizes needed within the same color of apparel.
  - *Example: 5 medium red shirts, 13 large red shirts. (You can mix & match within the same apparel style and color to reach 18 piece minimum or pricing tier.)*
- Logo size requirements.
- Decoration placement (see “Locations”).
- Font choice.
- Which ink colors to use. Please include the exact name (example: Tennessee Orange).
- If requesting text, be specific about what should go on each line. (Line 1: [text], Line 2: [text], Line 3: [text].)
- If you have decorated your logo before or are trying to match something, please share an example photo and a DST file if you have it.

### ORDER MINIMUM

- 18-piece minimum
- Can mix & match within the same apparel style and color to reach minimum or pricing tier

## Artwork & Decoration

For screen printing, high-quality vector artwork (.ai, .eps) with transparent backgrounds (RGB or CMYK values) is required.

- For exact color matching outside of our stock colors, provide PMS colors (see “Fees”).
- “Flo” neon ink incurs additional costs (see “Fees”).

## Screen Printing Ink Options

| 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   |        |



### MISCELLANEOUS FEES THAT COULD APPLY

- Low-quality artwork or incorrect file format will incur additional fees.
- Exact color matching using PMS colors outside of our stock colors above adds \$50/matched color and longer lead times.
- Fluorescent inks cost extra and will be billed as an additional color with cart updated after purchase. Ex: a Logo with “Flo Orange” would be charged as a 2-color logo.
- If you require a digital mockup on the actual garment, there is an additional \$6.60 cost, and it may extend lead times.

# Embroidery

## How to Order

After selecting “Customize” on the webpage, upload or list the following in the comments box:

- Artwork file in the requested format.
- A list of sizes needed within the same color of apparel.
  - *Example: 5 medium red shirts, 10 large red shirts.*
- The stock colors being used; please include the exact name from the chart below (example: “Tennessee Orange”).
- Logo size requirements.
- Decoration placement (see “Locations”).
- Font choice.
- If requesting text, be specific about what should go on each line. (Line 1: [text], Line 2: [text], Line 3: [text].)
- If you have decorated your logo before or are trying to match something, please share an example photo and a DST file if you have it.

## Artwork & Decoration

For embroidery, high-quality vector artwork (.ai, .eps) with transparent background or high-resolution .png or .psd files (300 DPI or greater) are required.

- For exact color matching outside of our stock colors, provide PMS colors (see “Fees”).

## 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   |        |



### MISCELLANEOUS FEES THAT COULD APPLY

- If you don't have a DST file already, for embroidered logos, a setup digitizing fee of \$25 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. Changes to the artwork/sizing after a proof has been created will incur an additional setup fee.
- Vector artwork is highly preferred. Low-quality artwork or incorrect file format will incur additional fees.
- Exact color matching using PMS colors outside of our stock colors adds \$50/matched color and longer lead times.
- Embroidery pricing is up to 12,000 stitches. For orders exceeding 12,000 stitches up to 20,000 stitches, up to an additional \$3 per unit will apply.
- If you require a digital mockup on the actual garment, there is an additional \$6.60 cost, and it may extend lead times.

# Patches (Hats Only)

## How to Order

Patches (embroidered or leatherette) can only be applied to hats.

Reach out to [customquote@webstaurantstore.com](mailto:customquote@webstaurantstore.com) for a patch quote and include the following information in your email:

- Specific size requests.
- Specific thread color requests, up to 6 colors, for embroidered patches (see chart below).

## Artwork & Decoration

High-quality vector artwork (.ai, .eps) with transparent background or high-resolution .png or .psd files (300 DPI or greater) are required.

- For exact color matching outside of our stock colors, provide PMS colors (see "Fees").

### ORDER MINIMUM

- 50-piece minimum for hats with patches
- Can apply patches across multiple colors of hats to reach 50 piece minimum as long as the patch and placement remain the same

## 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   |        |



Embroidered Patches



Leatherette Patches

### MISCELLANEOUS FEES THAT COULD APPLY

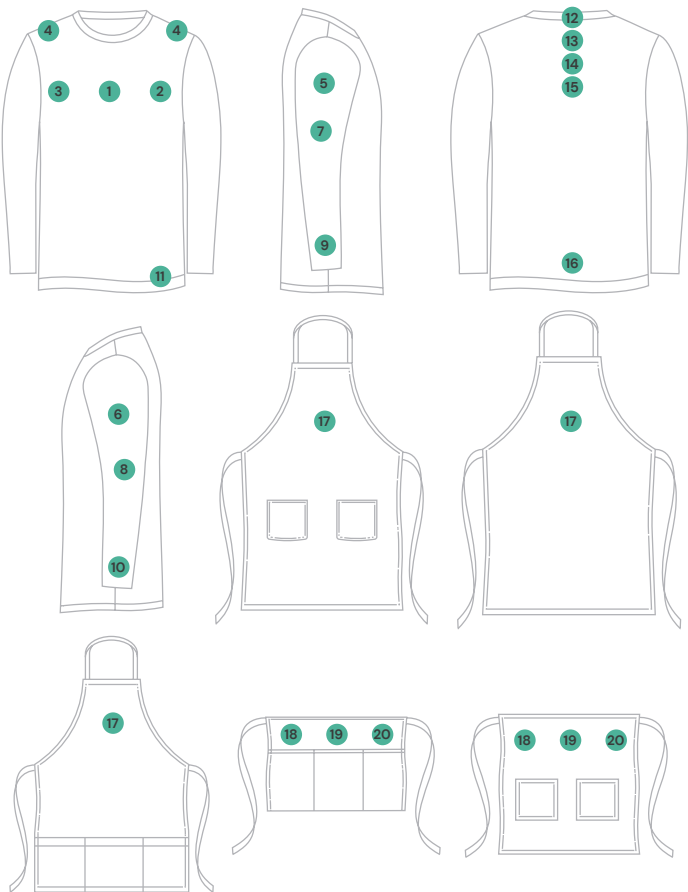
- For embroidered logos, a setup digitizing fee of \$65 applies (first order only), which is non-refundable once a proof has been generated. The setup fee is waived on reorders using the same design.
- Changes to the artwork/sizing after a proof has been created will incur an additional setup fee.
- Vector artwork is highly preferred. Low-quality artwork or incorrect file format will incur additional fees.
- Exact color matching using PMS colors outside of our stock colors adds \$50/matched color and longer lead times.

# Locations

See below for default location options. If you would like to decorate in a location that differs from the default, please list the location number in the comment box when submitting your order. The sizes below are approximate. Our designers will best-size your logo for the garment and size.

## Tops & Aprons

| 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            |



- |                      |                         |
|----------------------|-------------------------|
| 1. Top Center Chest  | 12. Back Neck           |
| 2. Left Chest        | 13. Sponsor/Name        |
| 3. Right Chest       | 14. Center Back         |
| 4. Shoulder (TV#)    | 15. Back (With Hood)    |
| 5. Right Sleeve (SS) | 16. Rear Hem            |
| 6. Left Sleeve (SS)  | 17. Top-Center Chest    |
| 7. Right Sleeve      | 18. Above right pocket  |
| 8. Left Sleeve       | 19. Above center pocket |
| 9. Right Cuff*       | 20. Above left pocket   |
| 10. Left Cuff*       | 21. Other               |
| 11. Shirt ID         |                         |

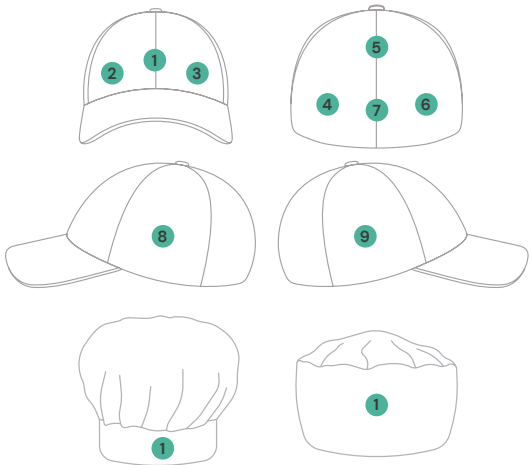
\*Not available for embroidery.

## NOTE

Locations are listed by the wearer's perspective

## Hats

| Default Location: | Reference # | Approximate Size of Logo |
|-------------------|-------------|--------------------------|
| Front Center      | 1           | 2 1/4" Height            |



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

## Text

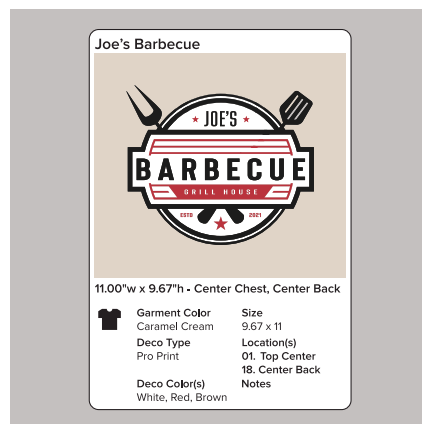
Text will be about 1/2" with a max of 15 characters per line (includes spaces). Select from the fonts provided:

- |                         |                        |
|-------------------------|------------------------|
| • <b>BLOCK</b>          | • <b>Open Block</b>    |
| • <i>Script</i>         | • <b>Goudysans</b>     |
| • <b>Olde English</b>   | • <i>Custom Script</i> |
| • <b>Helvetica</b>      | • <b>Century</b>       |
| • <i>Athletic Flair</i> | • <b>Handel</b>        |
| • <i>Chancery</i>       | • <b>Arial</b>         |

# Proofs & Lead Times

We will provide you with a free digital proof confirming the details of your order.

- Proof lead time (time for us to create the proof for your approval):
  - 2–3 business days.
- Production lead time (time to create your order after the digital proof has been approved, not including shipping time):
  - Apparel: 10–14 business days.
  - Caps with patches: 4 weeks.
- Proof format:
  - The 3D model in the customization tool is to be used for approximate placement only, not exact location or size. Logo size will be listed in digital proof.
  - If you require a digital mockup on the actual garment, there is an additional \$6.60 cost, and it may extend lead times.
  - No proof is provided for text-only requests.



Free Digital Mockup



Digital Mockup on Apparel Itself: + \$6.60

## Resources

Have any questions? See if we answered it for you! Look at FAQs.

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

- WebstaurantStore: [customquote@webstaurantstore.com](mailto:customquote@webstaurantstore.com)
- The Restaurant Store: [TRScustomorders@therestaurantstore.com](mailto:TRScustomorders@therestaurantstore.com)
- Clark National Accounts: Please contact your account manager

If reaching out by email, please provide the following details in addition to the information listed in the "How to Order" section of this document:

- Item number(s)
- Desired placement of logo and/or text (see "Location" options on Page 5)
- 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)

# FAQs

## Does this guide cover all brands of customizable apparel?

No. This guide covers products where it is posted as a resource on the product page. Review your item's product page to ensure it's covered under these guidelines.

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

To get your logo "stitch ready," a digitizer must convert your artwork into a file that can be used by the embroidery equipment, so there is a one-time setup fee per logo. If you place another order 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?

No, you would pay two setup fees. Hats require a separate digitized file because they are not flat, like shirts are, which requires a different file.



## Why does the screen printing price change depending on the number of colors in the logo and the quantity of logo placement?

The more colors in a logo, the more time and ink is required to produce the apparel. Similarly, a logo in two locations requires more labor to produce than printing in one location on any given piece of apparel.



Screen 1: White

Screen 2: Red

Screen 3: Charcoal

Final Artwork

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

Once you select "Customize & Add to Cart" you will see a dropdown for 1-5 colors in your logo. We can screen print up to eight colors, but you must reach out for a quote if you have more than five colors in your logo. If you have a logo with more than eight colors, we can use a different printing method.

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

Yes, but it must be within the same apparel style and color. For example, to reach the 18-piece minimum for screen printing, you can order 10 red medium shirts, five red large shirts, and three red XL shirts. To mix and match sizes, select "Yes" from the "Need Multiple Sizes" dropdown. Then list the sizes needed in the order notes box.

## 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.