

JOYYA

PRINT GUIDELINES



How to get the best print on your product?

We want you to have the best possible product. This guide is designed to help you make informed choices when you design the artwork for your bags/tees/aprons/masks. It will help you understand cotton/jute as a printing surface and how that impacts your design — the possibilities and the limitations.

Screen printing

Joyya's product is dyed using a **100% organic process** that doesn't pollute waterways or harm the environment. Our Kolkata facility uses **water-based inks** for screen printing, avoiding exposure to harmful petro-chemicals and compounds. They are good for the planet and for people.



The services we provide:

STANDARD

- A digital preview of how your design will look (up to 2 versions)
- Preparation of screen artwork

ADDITIONAL

(Price on application)

- Fixing graphics that do not meet requirements
- Designing layouts
- Editing or selecting fonts
- Preparing more than two previews

Print examples:



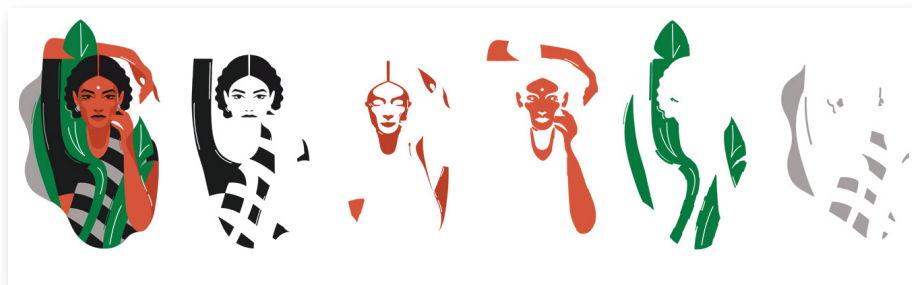


What you need to provide:

- Your choice of product
- Preferred fabric colors
- Your design in the appropriate file (see p.6)
- Suggested positioning of design
- The number of prints — one side or both sides, one or two gussets
- Desired print colors and Pantone numbers, if available. We recommend using fewer than 5 colors.

COPYRIGHT:

Make sure you have permission to use all the elements of your design. This means that you have completely designed it yourself or have legally acquired permission from the copyright owner to use it.



Designs must be in separate block colors, as one color is one screen. Therefore, a 5-color design will require 5 screens.



Checklist of design requirements:

HIGH-RESOLUTION FILES

- We need quality high-resolution files to give the best results.
- Files designed for websites are not suitable. It may look OK on screen but will not be acceptable for printing.



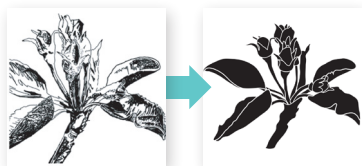
low-res

high-res

High-resolution files for best results. No low-resolution files.

LINES AND DETAIL

- Designs with a lot of fine detail will not print perfectly.
- For printing on cotton, a line needs to be at least 1 mm. For printing on jute, a line needs to be at least 2 mm wide. Anything less than 12 pixels wide (at 300 dots per inch) is too fine and will not print reliably.



too thin

simplified

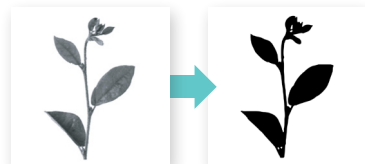
Simplified detail. No thin lines or fussy detail.



Checklist of design requirements, continued:

SIMPLIFIED DESIGNS

- Designs for screen printing must be in solid block colors and not fine halftones or gradients.
- We can print up to 8 colors, but we recommend 5 or fewer.



too detailed

simplified

Strong, bold block colors. No fine halftones or gradients.

EDGES

- Soft, ill-defined edges will create an unreliable edge. Please make sure the edges are crisp and do not have halftone areas or gradients.



ill-defined edges

crisp edges

Printed examples. No soft, ill-defined edges.



FILE TYPES WE ACCEPT

- JPEG (high-resolution)
- Photoshop (text layers need to be rasterized)
- Illustrator (images embedded in file and text/fonts converted to outlines)
- PDF (vector-based)

VECTOR-BASED ... WHAT DOES IT MEAN?

A vector image is defined by mathematical equations, while files such as JPGs are defined by pixels. Vector images can be magnified to any scale without distortion, maintaining smooth edges. Adobe Illustrator creates vector files.



non-vector

vector

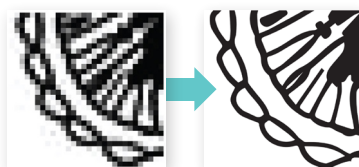
*Non-vector based drawings have rough edges.
Vector-based drawings have smooth edges in any size.*

RESOLUTION

Pixel-based files (such as JPGs and PSD files) need to be 300dpi at the correct print size.

RESOLUTION ... WHAT DOES IT MEAN?

300 dots per inch (dpi) is the resolution required for print files. Web files are only 72 dpi and therefore not sufficient. The total number of pixels is the most important thing. For example, a design that is 10 cm wide should be 1,200 pixels wide.



low-res

high-res

*Low-resolution 79 pixels wide (40 dpi at 5 cm).
High-resolution 591 pixels wide (300 dpi at 5 cm).*



**Beyond fair trade.
Ethically sourced.
Handcrafted for good.**

**WE ARE JOYYA.
WE DO YOUR PRINTS!**

We live and work together in communities known for extreme poverty and human trafficking. To us, they are just our home. Together, we battle for a new future of hope, for ourselves and all our families. Through your purchase, you are partnering with us to spark a lasting change in our neighborhoods. Thank you.

See the crazy difference your purchase helps create at joyya.com
(honestly, check it out; you've never seen anything quite like it).

Or write to us: hi@joyya.com