



Guidelines for Creating a Custom Destination Design

We are happy to create a custom destination design for you!

Destination designs can be used for geographical areas, special local events, fundraising, and special anniversaries.

It's an easy process. Here are the guidelines:

Use our Custom Destination Form!

1. Gather with friends/family/employees to create a list of 55 words or phrases that best describe the subject of the design. As an example, you can include trivia facts, history, local knowledge, characteristics or wildlife native to the area, special events, people, etc.
2. Once you have the list of words, please identify what will be the arched HEADING and the 5 most important words; they will be the largest words on the design. Then the second set of 10 most important words; they will be the second largest words on the design. The remaining words will be mixed into the design by us. We will make every effort to use all of your words.
3. Lastly, please identify 12-15 icons, in order of importance, that could appear in the design. Just provide the name of the icons and we will provide the stock art.

NOTE: If you would like an icon that is specific to the design (for example your logo, a special lighthouse, a specific ferry boat, etc) you will need to provide us with VECTOR ART for the image. If vector art is not available, there will be an additional charge.

That's it!

Once you send the material to us, we will put "version one" of the design together and the WLTY art department will send it to you for review.

Your job is to look for typos and confirm that there are no changes needed.
(Maximum 2 revisions)

Once you have approved the design, we are good to go! (With the approval, you the customer assumes responsibility for any errors.)

NOTE: A credit card and a purchase order must be provided before we begin the custom design.

That way, we will be sure to have your shirts ready to be printed when the design is approved.

*We require a \$100 credit card deposit at the start of the job. The amount will be credited when an order is invoiced. If an order is cancelled, the deposit will not be refunded.

