Design FAQ for COLLARS

What are the collars like?

Our collars are made using a top quality polyester webbing woven in the USA just for us. Polyester is more durable than nylon used on most collars, is mold and mildew resistant, doesn't stretch, and is five times more abrasion-resistant.

We use Duraflex acetal buckles rather than more common nylon or metal buckles. Acetal buckles have higher tensile strength than nylon, resist moisture better, and perform better under freezing or arid conditions. We chose acetal over metal because metal corrodes in salt water, creating problems when dogs go swimming (as they often do here in the Pacific Northwest).

We produce the collars in our union shop in downtown Carnation, Washington, using **100% US-made materials**. Every piece of our collars from the webbing and thread to the buckles and D-rings are made by American workers.

What kinds of designs work best?

We start with white webbing and use a dye sublimation process to permanently bond your design to it. Your design "canvas" is between 3/4" x 16" and 1" x 35" depending on the size of the collar you order. A few things to consider about your design:

- You can get vibrant colors with dye sublimation, so go as bright as you like.
- Gradients usually work well.
- Small all-over designs work well, though fine details may get lost.
- Larger or highly detailed design elements can be problematic as they may not be recognizable on the narrow scope of the webbing, though sometimes a slice of a larger design is interesting.
- Designs that require precise alignment to the edges of the webbing may vary slightly during production. We do our best to keep the design straight on the webbing, but **we cannot guarantee precision alignment.**

- Please note: **We reserve the right to cancel any order that includes offensive text or design elements.**

What do I need to use the template?

The main template is an **Adobe Illustrator** file. You will need access to this program to open it. We have an alternate version that is a generic .eps file that you should be able to open in any vector-based program. Please **do not change the artboard size** as it is carefully calibrated for our production process.

What if I don't have Adobe Illustrator or another vector-based software program?

We have a basic version of the template that is a .jpg image with all the relevant measurements and bleed areas noted. You will have to translate those into whatever program you use. Make sure you can export your final file to a .jpg of the right size and resolution to send us.

What color space should I use?

You will probably be happier with the results if you **use RGB color space for your design.**

Even though our dye sublimation uses CMYK inkjet technology, we get a closer match to colors in the RGB space than the CMYK space because the dyes are different than most CMYK inks and they shift as they go though a high-heat process to bond with the material.

That said, there is no way to perfectly predict how your colors will look when sublimated and there may be some difference between what you see on your screen and what you get on your collar. **We cannot guarantee a perfect color match,** even if Pantone® spot colors are specified.

What about the inside of the collar?

The image you provide us will be used for both the outside and the inside of the collar. The inside will only show when it is off the dog and will be partially obscured by our branding.

What are the layers?

We've added layers to the design template for image and text and guides for both. You are welcome to hide or delete the text layer if you don't need it. You can also add as many layers for your design as you want to. **Your image should fill the entire artboard** or there may be white areas along the edges of your collar.

What are the guides?

Image guides and text guides are on separate layers in case you don't need both of them. The image guides represent the approximate outer edges of the design as it will be transferred onto the webbing, so the portions of the image outside of those guides can be considered as "bleed" — necessary for production, but probably won't be on your final collar.

What if I want text in my design?

You are welcome to incorporate text into your collar design. The dog's name, a contact phone number, information about the dog (deafness, service animal, etc.) are all common options. Text that runs lengthwise along the collar usually works better for readability. the template shows the minimum and maximum areas for visible text depending on how the collar is adjusted. You may want to repeat a shorter segment of text along the whole area to maximize visibility and readability.

We suggest centering your text vertically (there is a centerline guide for that purpose) and keeping it no closer that 1/8" from the edges of the webbing. Depending on the font you use, watch out for ascenders and descenders getting too close to the bleed as they may get cut off. If you want the text to be readable from a distance, we suggest using a heavy font with good letterspacing and no flourishes. For example, **A FONT LIKE THIS (BUNGEE)** works really well, whereas *a font like this (Bickham Script)* will give you visual pattern and texture, but will be difficult to read on the webbing.

Do I need to reverse my design or text for the transfer?

No! Your design should look on screen the way you want it to look on your collar. Our printing process will reverse as needed.

What do I need to send to you?

When you are happy with your design, **export the design as a 300 dpi .jpg of the artboard.** Please open your .jpg and check it over carefully before sending it to make sure it is all how you want it to look. This is the file we will use to create your collar.

You may also send your original vector file as a backup (.ai or .eps). **Make sure all your images are embedded and convert your text to outlines,** then save it as something meaningful and preferably with your name somewhere in the file name.

How long will it take to get my collar?

Once we receive your files and confirm everything is in good shape, we can usually make your collar within a few business days.