Design FAQ for LANYARDS

What are the lanyards like?

We use a top quality silky-soft white polyester ribbon woven in the USA just for us and permanently apply your design to it via a dye sublimation process, which makes your design fade resistant and bleed-proof. You then have several options available for your hardware: detachable buckle, safety breakaway, and a flat ring or swivel clip.

The three parts available for your design are the front of the lanyard (what you see the most when worn), the back of the lanyard (not seen as much when worn, but easily seen when off), and the connector (the bit of ribbon that connects the optional buckle to the ring or hook).

We start with white ribbon We produce the lanyards in our union shop in downtown Carnation, Washington, using **100% US-made materials**. Every piece of our lanyards from the ribbon and thread to the buckles, flat rings, and clips are made by American workers.

What kinds of designs work best?

We start with white ribbon and use a dye sublimation process to permanently bond your design to it. Your design "canvas" is 7/8" x 36" (ribbon size before assembly). 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 sizes** as they are 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 as 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 lanyard. **We cannot guarantee a perfect color match,** even if Pantone® spot colors are specified.

What are the different artboards in the template?

The artboards in the design template are for the front, back, and connector parts to your lanyard. **Your image(s) should fill the entire artboard.** The only one that is required is the front. Use the back artboard if you want the back of your lanyard to be different than the front and use the connector artboard if opt for a buckle and you want a connector that is different than the rest of your lanyard. The back (inside) of the connector will be the same as the front (though it is not really visible when assembled).

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. It is probably a good idea to keep them together in the layer order.

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 ribbon, 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 lanyard.

What if I want text in my design?

You are welcome to incorporate text into your lanyard design. Text that runs lengthwise along the lanyard usually works better for readability. We suggest centering it (there is a centerline guide for that purpose) and keeping it no closer than 1/8" (0.125" or ~ 3 mm) from the edges of the ribbon. Do not go into the bleed area if you want it to be readable! Depending on the font you use, watch out for ascenders and descenders getting too close to the guides 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 few 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 may be difficult to read on the ribbon.

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 lanyard. 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(s)** you used. Please open your .jpg and check it over carefully before sending it to make sure it is all how you want it to look. These are the files we will use to create your lanyard.

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 lanyard?

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