

# DESIGNER GUIDE

*pampling*

# THE CONTEST

## What is Pampling's continuous contest?

There is always an active design contest at Pampling. Pampling's ongoing contest is always open to new ideas.

Designs are up for voting for 7 days and then go to our "All Art" gallery. From there, we will choose the designs that will be produced.

## Which requirements should your design meet in order to participate?

The designs must be made by the designer, they cannot be copies of other designs or images that already exist. Received designs will go through many filters before being approved for voting.

This process will primarily filter those designs that can be printed on a t-shirt.

Additional filters include technical aspects, the quality and rights of the image and intellectual property rights.

## How to upload your design to the contest.

- 1 Design your t-shirt preferably with Illustrator or Photoshop.
  - 2 Submit your design with at least 300 dpi. Always save a copy of both, the actual size in the highest resolution and a copy with 300 dpi.
  - 3 Upload an image of your design (800x800 pixels). It is important that the file is in a jpg format and has 72 dpi.
- **You may use up to 8 colors on a light t-shirt and 7 on a dark one.**
  - If you have different versions with different colors, upload only one and send the rest via email. We then will select the ones we like the most.
  - The position of the design on the shirt cannot go over the seams. It must be situated on the front with a maximum printed surface area of 27 x 38 cm.

# THE CONTEST / VOTING

## **Why don't I see my design published?**

We publish almost all designs that meet our standards, so make sure your design doesn't have gradients and is adjusted to the aforementioned measurements. If your design doesn't get published, it may be because we didn't receive it or because it did not pass the filters. In this case, we recommend that you modify the file according to the requirements and try again.

## **Who wins the contest?**

We constantly choose winners. Currently, a minimum of nine winners are chosen every week. The winner is not always the person who receives the most votes, but logically they serve as a reference.

## **Can I promote my design during the contest?**

You can promote your design however you want but having the most-voted design doesn't mean that it will win.

## **What happens if my design gets chosen?**

In that case, we will contact you to send us a final version of your design.

## **Voting on Social Networks and within the Pampling community.**

Designs are voted for from our designer community area on our website [www.pampling.com](http://www.pampling.com)

## **We take into account all the votes but they will not be conclusive for the final decision.**

And don't worry if your design isn't chosen the first time: you can come back to the contest at a later date or we may write you directly to produce the design at any time :)

# THE CONTEST / The color of the t-shirt

## The color of the t-shirt

At Pamplung, we have many different color options that you can use to design your shirt. Use any of these colors as a base for your design and make them come alive.

You can use the color code next to the # to create a color tone similar to the color of the actual shirt.

Keep this in mind when designing your design, you can earn a new color! ;)

 Blanco #FFFFFF	 Gris Ratón #2F353F	 Celeste #83boda
 Negro #000000	 Gris Asphalt #888g88A	 Azul Acqua #01afd2
 Marrón #47250E	 Gris Slate #b1b6c0	 Azul Marino #0F1347
 Rojo #EF0023	 Rojo Tango #301c12	 Azul Profundo #080C2B
 Coral #fd425f	 Cranberry #790022	 Azul Azurre #2b6cca
 Verde Botella #26511C	 Naranja #F27619	 Azul Denim #324263
 Verde Pradera #007a44	 Amarillo #ecb502	 Azul Royal #013bge
 Verde Kaqui #8Dg678	 Morado #41254d	 Gris Mezcla Buscar "Heather Grey" on Google para tener una textura similar

# THE DESIGN / Creating the file

In order for us to be able to use the design, it must be created in or exported to Photoshop or Illustrator. Hand-drawn and scanned designs are not valid, nor can they be made with Procreate or with non-professional programs.

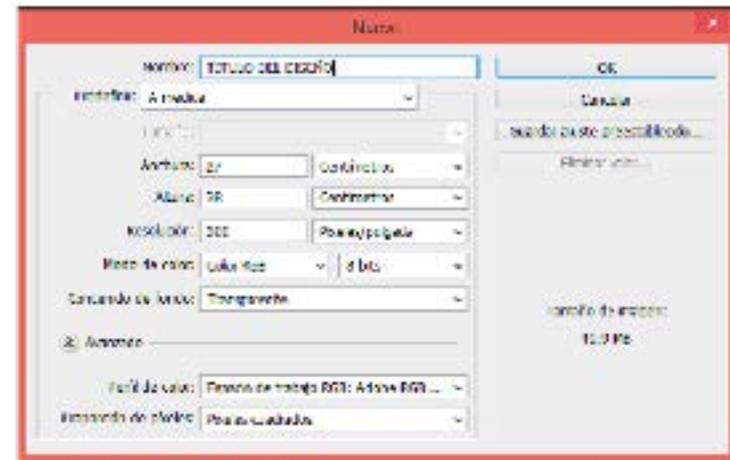
When setting up your document, please note that in order to prepare your new canvas, you must meet the following guidelines:

- **Maximum printing size: 27cm width y 38cm height.**

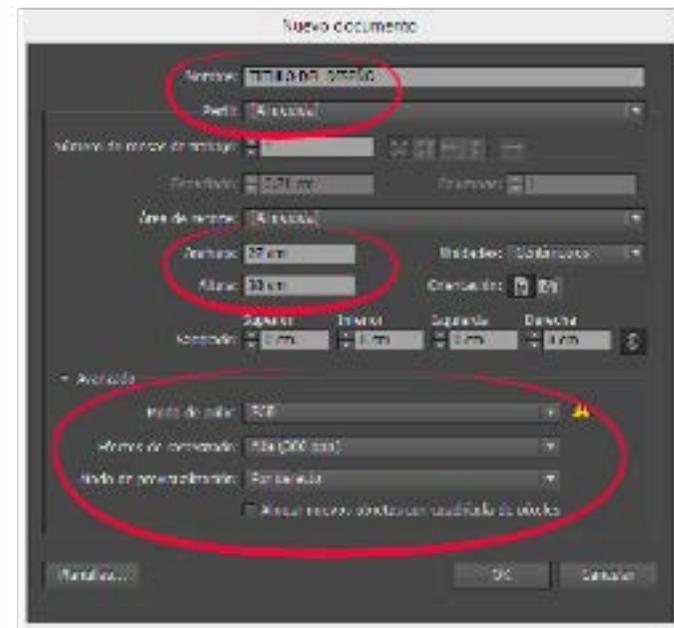
You may adjust your design to fit the margins of the canvas. However, this does not mean that your design has to be exactly that size. Choose the size of your design according to what would look best on the t-shirt.

- The resolution of the document should be of 300 ppi (Just in the case of working with Photoshop).

In the following examples you can see how it should look before creating and saving your design.



Photoshop



Illustrator

# THE DESIGN / Layers and Colors

When preparing the design for printing, there are certain rules that must be met:

- **The colors of the design must be separated by layers:**

Each color should have a different layer. The colors must not overlap each other, except for the background color.

- **It cannot have gradients. Colors must be solid.**

Each layer should have a single solid color. If you need to make gradient colors or a mixture of colors, you will have to do so using halftone screens.

The frames must have a halftone screen frequency of 35 points and a resolution of 300 dpi.

You can find tutorials on how to prepare the file for screen printing on our YouTube channel. [www.youtube.com/PamplngVideos](http://www.youtube.com/PamplngVideos)

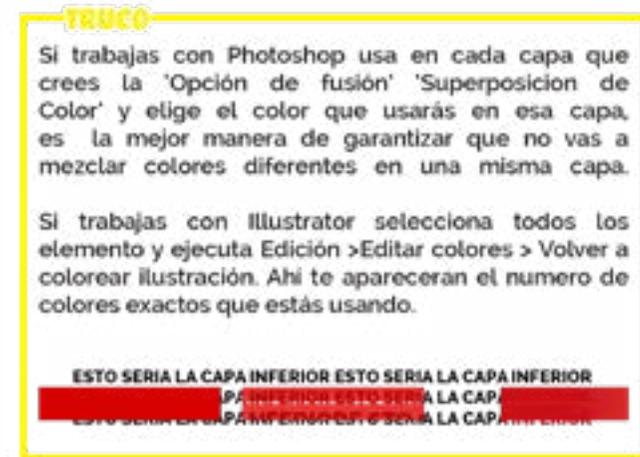
- **The file for printing should be in .psd or .ai format and must contain:**

- A group with the solid colors separated by colors and layers. For screen printing on a t-shirt or sweatshirt.
- A group with the original (by layers if possible), for digital printing on a phone case or poster.

The maximum amount of colors you can use are:

- **8 colors of ink for light t-shirts (white or mixed gray)**
- **7 colors of ink for the rest of colors or black t-shirts**

**IMPORTANT:** this is the maximum amount of ink colors that can be used, but save and use only the ones you need!



You can download templates to work on here:  
[www.pamplng.com/archivos/templates.zip](http://www.pamplng.com/archivos/templates.zip)

## PRIZES / Xpresstee



Every week a minimum of 9 designs will be chosen for the **XpresTee sale**.

XpresTees are designs that are on sale for **24 or 48 hours**.

**The prize for an XpresTee is 500€.** The payment will be made via Paypal.  
In exchange, you give us the complete and non-exclusive rights for your design for 12 months.

**These t-shirts will be sold online and in stores. Always protecting the intellectual property of the design rights.**





If you have any questions when preparing gradient layers in halftones or other questions, please do not hesitate to contact us via email:

**[creatividad@pampling.com](mailto:creatividad@pampling.com)**

**THANK YOU!**

