

Do you have brand guidelines?



Brand guidelines are a useful resource. This allows us to understand the limitations and rules about; how we can use your logo, set colour palettes and typography.

If you are unable to supply Brand guidelines, we will require vectored logos, colour and size information.

Vectored Logo

**VECTORED LOGO**

When a vectored logo is enlarged, it remains crisp and clear.

**NON-VECTORED LOGO**

Non-vectored logos are made up of lots of small dots and are not clear in the sublimation process. This makes them unusable.

How to Find Your Vectored Logo?

**STEP 1****CHECK YOUR FILES**

If you have ever had any form of signage or branding done, it is likely you will already have a vector file on hand. Files that are most likely to be vectored include: Ai, PDF or EPS.

**STEP 2****ASK FOR HELP**

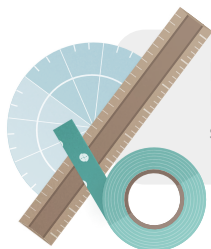
If you are unable to find a vectored logo but have ever had any form of design work done on your logo in the past, check with the graphic designer who created your logo or the supplier who has used it. They will know what a vectored logo is.

**STEP 3****KOOGA CAN HELP**

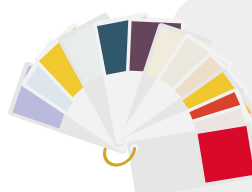
If you cannot find a vectored logo, we can help. Please send us a high quality, non-vectored logo and we can have this re-drawn. Note, there may be a charge for this. This file will need to be in one of these formats: JPG, PNG and PSD.



Logo Size & Logo Colours

**LOGO SIZE**

Unless specified, we will determine the size of your logo.

**LOGO COLOURS**

Our preference is for you to select a pre-determined colour from our colour charts, which we can provide. Alternatively, we can accept a pantone reference. However, if you are unable to choose or provide a colour reference we will best match colours. This will be done with your consultation and approval.

SUBLIMATION

In sublimation heat-activated dyes are printed onto paper first, then transferred onto fabric using a heat process. The ink penetrates the fabric to give a very durable result. There is no limit to colours and results in a crisp, clear, and vibrant effect.



EMBROIDERY

Colours are based on our thread catalogue, we will match your colours as accurately as possible. Not all logos are suitable for embroidery. For a successful design avoid gradients, fine detail and thin text. There are lots of alternatives including sublimated appliques. You will always receive an image of the embroidery strike-off via email before production commences.



SCREEN PRINT

A screen is cut to make a stencil for the design. For each screen used a set-up fee is charged. This method is the most durable, but best used for limited numbers of colours.



APPLIQUE

This method uses a combination of fabric and embroidery to achieve your colour and design.



HEAT SEAL

A heat seal design is applied using a combination of heat and pressure and limited colour options are available. If the name or number is changing across each garment a heat-seal will be used.

