



Design Guide

This guide will help you put words to your ideas so we can create your awesome artwork without tons of revisions that can delay the order process.

Start with the “Vibe”

Let's start with how you want your artwork to *feel*. That feeling is what guides the entire design.

Here are some common directions:

Clean & Simple

- Minimal design, not too busy
- Often one color or limited colors
- Easy to read from a distance
- Timeless, not trendy

Good for: staff shirts, businesses, clean branding

Bold & Eye-Catching

- Large designs that stand out
- Bright colors or strong contrast
- Designed to grab attention

Good for: events, promotions, standing out in a crowd

Retro / Throwback

- Inspired by past decades (70s, 80s, 90s)
- Vintage-style colors, classic fonts, slightly worn-in feel
- Slightly distressed or “imperfect” on purpose

Good for: reunions, trendy merch, nostalgic themes

Fun & Character-Based

- Lighthearted, colorful, energetic
- Can include expressive fonts or creative elements
- Illustrated characters (people, animals, mascots)
- Can feel animated, comic-like, or story-driven
- A more detailed, story-like illustration

Good for: schools, camps, family events

Note: These designs can take more time due to more development and revisions than simpler designs.

Sporty / Athletic

- Often includes numbers, mascots, or team elements
- High energy, intense, bold, powerful, and competitive
- Feels like modern fitness or athletic brands
- Can be designed to capture a specific event
- Fan gear and spirit wear made for supporters, not players

Good for: teams, leagues, fitness groups, schools

Collegiate / Classic Campus

- Inspired by college and university apparel
- Clean, structured layouts with strong lettering
- Often uses arched text, block fonts, and established-looking designs
- Can feel sporty, but more timeless than aggressive

Good for: schools, alumni groups, staff, clubs, organizations

Professional / Polished

- Clean branding, subtle placement
- Not loud—more refined and put-together
- Company logos

Good for: businesses, staff apparel, corporate events

Edgy / Streetwear

- Trend-driven, expressive, sometimes darker tones
- Unique layouts or more artistic direction

Good for: brands, fashion-forward designs

How the Design is Built

Once you know the vibe, the next step is structure.

Text-Only Designs

- Focused entirely on wording
- Relies on font style and layout

Best when: your message is the main focus

Examples: team names, slogans, event titles, phrases

Graphic + Text (Most Common)

- Combines artwork with wording
- Balanced and versatile

Best when: you want both personality *and* clarity

Graphic-Only Designs

- No words—just visuals
- More subtle, sometimes more design-forward

Best when: brand recognition or visual impact matters most

Placement

Where the design goes changes the entire feel:

- **Left or right chest location** – clean, professional, simple
- **Full size front location** – bold, statement piece
- **Medium-large back location** – concert tees, events
- **Sleeve print location** – subtle, premium

How to Describe What You Want

Example 1:

“I want a bold, graphic + text design with a large front print that feels fun and nostalgic.”

Example 2:

“Something clean and professional with a small logo on the chest, matching our brand colors.”

Send Us Inspiration

Even if you don't know exactly what you want, showing us what you **like** makes a huge difference. You don't need perfect examples, but anything that points us in the right direction makes everything **easier** and **faster** for you.

- Designs you like (could be shirts, logos, graphics, etc.)
- Screenshots from Google, Pinterest, Instagram, or anywhere
- Even something small like a font, layout, or color combo
- Share anything you don't like

The more we have, the better we have a chance to save you time and money with less revisions. We will not start creating any artwork until we have your inspiration.

You can send your inspiration to:

Email: Artwork@MarinsCustomApparel.com

Text: (909) 710-0755