

MPURNAA

Color Systems for Cap Orders

Our Seamless Fulfillment Service is designed to meet your needs. We know color matching is important to you and your customers. Below you'll find information which helps your team and ours work together on software & printer calibration to produce consistent, vibrant colors.



When will color systems be set up?

- We'll calibrate colors together as part of your setup order, shortly after you've been introduced to your Purnaa Account Manager. That way color matching will be ready for all your future orders.



What is the process?

- We will print the desired color palette on cap fabric in duplicate, keeping one and shipping one to you. With your feedback we'll continue the conversation until a satisfactory result is achieved. The final printed color palette will become a standard color reference for both of our teams.



How long will it take?

- Once we've received your color system information, we can usually create the printed color palette in 3-5 business days. We usually ship this along with your caps from the setup order. We'll strive for the best match on the first go, but if revisions are needed, we'll work with your team to achieve a great result quickly. (If we need to ship more than once, we'll ask you to cover the shipping cost)

You've got options! Let us know what works best for you and we'll set up your account for the best color results accordingly.

#1) If you have your own color system, we'll work to match it

What we need from you for color setup:

1. Your color palette image in .PDF format, similar to the image below (see 2nd page).
 - Your color palette should include no more than 100 colors.
 - Preferably your .PDF file will be saved with your color profile embedded.
2. An Adobe color settings .CSF file that matches your color system.
3. A list of Pantone color codes that correspond to your color palette.
 - During color set up, this allows us to cross reference physical colors to check calibration, rather than digital screens which can vary wildly.
 - Pantone codes should be from PMS Pantone Book C (coated) & match your palette when printed on fabric.

Once we've calibrated our systems to your colors, we'll utilize the same settings each time we fulfill a cap order for you, so you'll see color consistency throughout time.

Sending Art Files for Cap Orders with Option #1:

- Art files for cap orders should be .PDF files with your color profile embedded
- PDF file size should be less than 8MB
- When color matching is important, art files should utilize colors within the calibrated color palette only.

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#2) If you don't have your own color system, you can utilize our current standard color palette.

Includes 64 Great Colors

COLOR CHART											
Black PANTONE BLACK 6 C	Navy PANTONE 282 C	Light Navy PANTONE 541 C	Dark Royal PANTONE 287 C	Light Royal PANTONE 2718 C	Sky Blue PANTONE 285 C	Arctic Blue PANTONE 296 C	Columbia PANTONE 279 C	Carolina PANTONE 292 C	Teal PANTONE 311 C	Whisper Blue PANTONE 544 C	Powdered Blue PANTONE 2766 C
Viking Purple PANTONE 2685 C	Light Purple PANTONE 264 C	Lavender PANTONE 279 C	Hot Pink PANTONE 1815 C	Blush Pink PANTONE 7423 C	Soft Pink PANTONE 871 C	Peach PANTONE 149 C	Yellow PANTONE 109 C	Sunflower PANTONE 102 C	Bright Yellow PANTONE 388 C	Light Yellow PANTONE 800 C	Ivory PANTONE 7499 C
Red PANTONE 196 C	Apple Red PANTONE 484 C	Maroon PANTONE 264 C	Burgundy PANTONE 7421 C	Maroon PANTONE 7648 C	Orange PANTONE 157 C	Tennessee Orange PANTONE 151 C	Teal Orange PANTONE 1392 C	Burnt Orange PANTONE 1395 C	Athletic Gold PANTONE 1235 C	Old Gold PANTONE 111 C	Vegas Gold PANTONE 7502 C
Dark Green PANTONE 343 C	Kelly PANTONE 341 C	Forest Green PANTONE 342 C	Light Green PANTONE 380 C	Lime PANTONE 7468 C	Aquamarine PANTONE 7465 C	Turquoise PANTONE 319 C	Shark Teal PANTONE 3155 C	Dark Teal PANTONE 7714 C	Teal PANTONE 7716 C		
Chocolate Brown PANTONE 475 C	Coffee PANTONE 477 C	Cappuccino PANTONE 736 C	Alibon Green PANTONE 7498 C	Olive PANTONE 121 C	Blue Gray PANTONE 7543 C						
COOL GRAY 1	COOL GRAY 2	COOL GRAY 3	COOL GRAY 4	COOL GRAY 5	COOL GRAY 6	COOL GRAY 7	COOL GRAY 8	COOL GRAY 9	COOL GRAY 10	COOL GRAY 11	Silver PANTONE 877 C

1. We'll send you a printed color palette for your reference.
2. We'll also send you the Adobe .CSF color settings file so you can utilize this as you design artwork.

We'll utilize our standard settings each time we fulfill a cap order for you.

- Please note: colors may change over time as we add or exclude colors from our palette. We will let you know when any changes are made.

Sending art files for cap orders with Option #2:

- Art files for cap orders should be .PDF files - you do not need to embed a color profile
- .PDF file size should be less than 8MB
- When color matching is important, art files should utilize colors within the calibrated color palette only

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Artwork Parameters for Purnaa Cap Orders

Our Seamless Fulfillment Service is designed to meet your needs. Below you'll find information on artwork parameters which will help you guide in creating excellent print designs for caps.

Submitting Artwork Files

Your team will provide production-ready artwork for each order. To equip you, we'll share a few things with you first.

1. Our Photoshop [Pattern Layout Template](#) file, for each cap style & size, which includes:
 - Pattern shapes in which to layout your artwork – artwork should fill all the way to the pattern edge.
 - Seam allowance lines to guide you in placing important elements of artwork within visible parts of the cap once sewn.
 - Top stitch lines to guide you in knowing where visible stitch lines may cross elements of your artwork.
 - Pattern placement, i.e. Print Layout we need for printing the artwork.
2. And a demo video to help guide you as you use the templates.

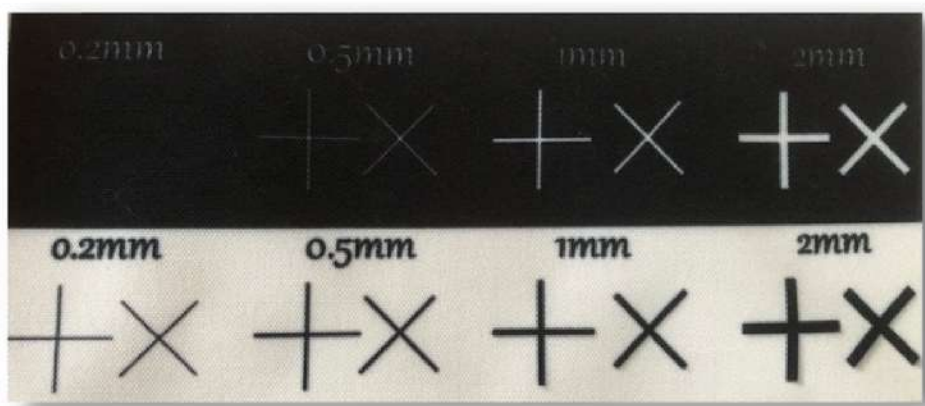
Please note:

- Art files for cap orders should be. PDF files with your color profile embedded. PDF file size should be less than 8MB.
- When color matching is important, art files should utilize colors within the calibrated color palette only.

Important parameters to keep in mind

Line thickness for sublimation

- When lines are sublimated results may not be satisfactory if the lines are not thick enough. To help produce great results for sublimation below is an image showing line visibility on both dark and light color backgrounds. Please ensure your artwork takes this into account so that you and your customers love the results!



Terminology

Terms used for Front, Side, and Back Panels of the Cap

- We find that left and right can sometimes be confusing in regard to garments, so we use the terms “left-wear” for panels 2, 3, and 4 shown in the image and “right-wear” for panels 1, 6, and 5 to make it clear that it's the left and right while someone is wearing it. Please join us in using these standard terms to reduce potential confusion.



1 and 2 - Front panels
3 and 6 - Side panels
4 and 5 - Back panels

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Artwork Parameters for Purnaa Cap Orders

Artwork Suggestions

1. Artwork Across Sewing Seams

- We suggest avoiding designs that are intended to match across cap sewing seams, i.e. from top visor to under visor, front panel to side panel, etc. Natural sewing variation means that at the seams, artwork may be offset and your customer may be unsatisfied with the results. You can submit artwork like this, however, we cannot guarantee it will turn out nicely. When you submit files, we will print and sew as-is.



Example:

- Repeat patterns that are not meant to line up at the seams look great!



Example:

2. Front Center Logos

We understand that front center logos are often desirable.

- Our 5 Panel caps - Mid-Pro Trucker (Style 100) or Mid-Pro Twill (Style 101) - are the best options for caps with center front artwork.
- Please keep in mind that due to normal sewing tolerances, artwork that is meant to cross the center seam on 6 panel caps could be offset at the seam up to 5mm. For this reason, we would not suggest 6 panel caps when your artwork is meant to have a front center placement. If the 6 Panel style is important to your customer, there are several ways to design the artwork so that it looks great, while important elements do not cross that center seam. Here are a few examples for inspiration:



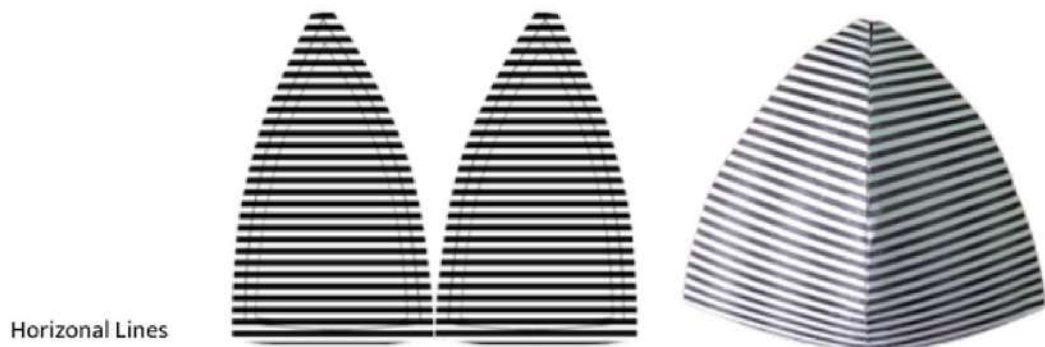
- Our leather or sublimation patches are also a suitable option for front center logos on any of our cap styles.

Artwork Parameters for Purnaa Cap Orders

If after reading the above you would still like to print images and text on the center front of a 6 Panel cap, the rest of this document includes some suggestions for best results.

1. Mirroring Images

- Mirroring an image is an option for some print designs and often results in a nice match across the center seam. To give you an idea of how this looks, below are images of how lines typically cross the center seam when mirrored.



Artwork Parameters for Purnaa Cap Orders

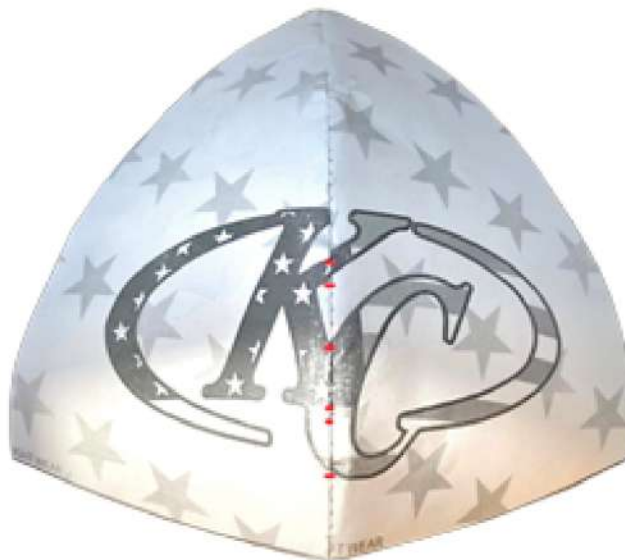
2. Natural Sewing Tolerances

- The first step to great print alignment is the art file. If the art file is not correct, the sewing team will not be able to match your print across the seam at all.
- When starting with a well-aligned art file, there are natural sewing tolerances that can still affect the final outcome. You can expect to see the variation in alignment within your cap order.
- We have set a tolerance for this variation at the center seam of +/- 5mm. Any cap which has a center alignment offset up to 5mm will be considered Quality Pass by our QC Team. If the offset is greater than this, the cap will not be considered acceptable.
- For example: this image represents normal variation in center seam alignment within a cap order.



3. Checking Alignment with Paper

- Here is an image of the cap front patterns printed out on paper to check the artwork alignment. When designing artwork like this, we strongly suggest you also check the alignment by printing out the front patterns on paper using your office printer and stapling it together along the seam allowance line. This will provide you a general idea of the alignment of the print and help you to adjust the digital file accordingly before submitting the order.

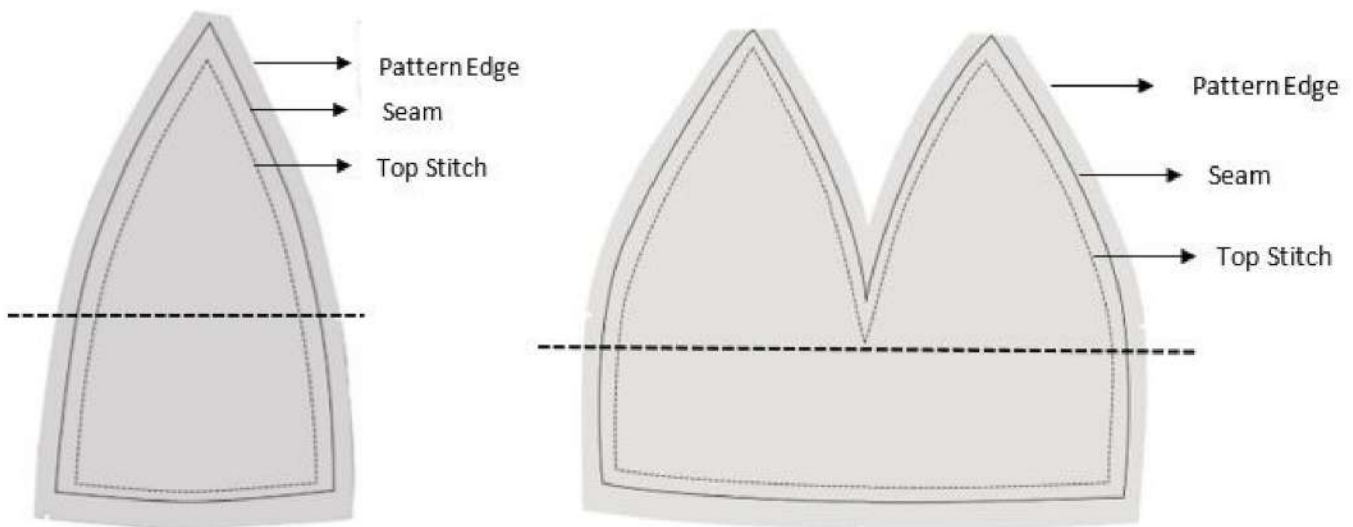


Artwork Parameters for Purnaa Cap Orders

4. Warping Artwork

You can use the warping tool in Photoshop or another similar method with which you are familiar to adjust the artwork shape so that it matches better across the seam.

- Keep in mind, more abstract shapes like clouds, water, mountains, etc will usually be fine as long as it is ok to slightly change the general shape of the image during warping. Hard lines and geometric patterns will likely lose their shape when warped and not look great.
- See images below – Warping can work well for images below the dotted line. Images and text placed above the dotted line may not turn out well even when warped.
- For 6 Panel Styles
- For 5 Panel Styles



- While warping images, the goal is to align the artwork at the seam allowance lines so it matches correctly at the center once the cap is sewn (as shown in the below images).
- Here is an example of a front center logo on the 6 Panel cap patterns. It shows how setting a guideline can help ensure the artwork is matched at the seam allowance. (This technique could also be used on 5 Panel caps if you have an image you'd like to align at the top center seam.)

