



Activity Design Program

1st American

DESIGN CREATION GUIDE

Instruction Package and Order Form
(It will take two or three weeks to receive 1st art proof)

1st American presents a new and innovative idea in Custom Design T-Shirts and Sweat Shirts. We take pride in the quality of our products and we are very confident your "Activity Design" shirts will result in an outstanding Spirit or Fund Raising Program.

This simple and easy instruction guide will take you step-by-step through the creation of a custom activity design for your school's shirt. This package must be completed before the artist can begin work on your activity design. To ensure that you receive the best possible service, please follow all directions as thoroughly as possible.

As customer satisfaction is a high priority with **1st American**, we encourage that a coordinator be appointed. In addition, if a fax machine or e-mail is available, timing and communication concerning artwork approval will be greatly improved.

If you have any questions, please do not hesitate to call your distributor.

Thank you for choosing **1st American** to create your custom designed activity shirt. Please fill out the following information:

School Name: _____
School Phone: _____
School Address: _____
City: _____ **State:** _____ **Zip:** _____
School Fax: _____
Coordinator's Name: _____ **Phone:** _____
Distributor: _____

I hereby authorize and take responsibility for production of the activity design described in this order form for the above School.

Signature

The following is a list of additional information we will need from you:

1. A picture of the front of your school
Remember the following:
 - If the picture is large, please place it in an envelope.
 - No drawings or photo copies.
 - If a picture is not available, please take a photograph of your school. It would be helpful to take multiple photographs of your school at different areas of the front of your school building. Please ensure that the pictures are clear.
 - A copy from a school album has proven to be a good sample to use if it is clear enough.
 2. If a mascot is desired, enclose a picture or artwork or we can provide one for you.
 If no mascot is desired, please check the box.
 3. School name as it is to appear on your design. (ie. KELLY, KELLY TIGERS)
For a great looking design we recommend not using more than 15 letters.
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4. In the Activities chart on the following page please list your choice of ten (10) activities from the Activity Design booklet.
Remember the following:
 - Both B/W and full color art approvals are available.
 - Your actual school building will be used.
 - Your school name, mascot, principal, and school events can be used.
 - Three designs may be personalized using parts of existing designs.
 - Two designs may be adapted using parts of existing designs.
 - Six color design, vivid colors, soft feel, and durable print.
 - On activities 7 and 9 please list name changes and attach custom sketch to order form. Explain the custom sketch in detail to assist artist in creating the desired effect. If principal or teachers are to be used, attach picture and/or description of characteristics to order form.
 - One of the activities may be customized. Please attach your idea layout for custom design ten (10) in the designated box on the last page. **If you need more than one custom design, there will be an additional charge.**
5. List 5 or 6 selected colors on the color selection chart on the following page:
 - Black and yellow are considered two of the five or six colors.
 - Yellow is necessary to provide a contrasting color in your design.
 - Substitution of other dark color is acceptable, but not advisable.
 - The sixth color is used to denote ethnic children, refer to the price list for additional charges.
6. Specify the color (s) of the school name. (Colors should be selected from those listed on the color selection chart located on the following page.) If two colors are chosen for the name, please list a dark outline color and a light fill color.
School name in one (1) color: _____
School name in two (2) colors: _____ & _____
7. Specify the color of the school building (from colors selected - you may opt to leave building without color.) _____
8. Specify the color of the school mascot (from colors selected - you may opt to leave mascot without color.) _____
9. Please state the percentage of ethnic children you would like in your design: _____

ACTIVITY DESIGN CHART

Activity Number and Letter (if given)	Activity Category	Idea Changes
1.		No Changes "as is"
2.		No Changes "as is"
3.		No Changes "as is"
4.		
5.		
6.		
7.		
8.		
9.		
10. Sketch or attach drawing for activity # 10 in the designated box on the following page.		

COLOR SELECTION CHART

Standard Color	Color Substitution	Standard Color	Color Substitution
1. Black or other dark color.	(Not recommended)	4. Red (445)	
2. Yellow (135)	(Not recommended)	5. Blue (753)	
3. Kelly Green (935)	(Not recommended)	6. Ethnic Brown	Not recommended

Other colors are available from the following color chart .

Activity 10: Sketch your custom activity or attach artwork and give as much helpful information as possible. Artist will redraw your custom activity to match style and fit it in with other activities.

	Additional Information

COLOR CHART

Below is a list of 25 common ink colors available for your shirt. For additional specialized colors, contact 1st American or your distributor for a detailed color chart.

*Red		Tan-Beige		Light Blue	
*Orange		Light Brown		Royal Blue	
*Yellow		Medium Brown		Turquoise	
*Green		Dark Brown		Light Grey	
*Blue		Maroon		Medium Grey	
*Black		Dark Maroon		Dark Grey	
Yellow/Orange		Light Purple		Light Green	
Shimmer Gold		Purple		Forest Green	
Pancake Brown					

*Denotes most popular/versatile colors

Helpful hint:

A second proof may be created if necessary; however, ONLY to facilitate minor changes to the original. Additional charges will result if changes are other than minor. Our 800 number and Copyright name will be printed on each design. After you take orders, please tally orders and call the order into our office.

We would like to thank you again for choosing 1st American. We will do our best to ensure you get the best possible service. If you have any questions, please call _____.