Sweatshirts Hoodies Tees Hats

ONDEMAND OND



Mugs Totes Buttons Stickers



We'll build and maintain your campaign webstore, print and ship your merch, and handle the customer service with our **UNION TEAM**.

WHAT IS THE ON-DEMAND CATALOG?

Here we list all the products we currently offer on an on-demand (AKA "Just-In-Time") basis. That is, we won't make it until it's ordered by your webstore donor. Once an order is placed, we'll print the requested items and ship them out. Using the on-demand model, you don't need to guess how much merch to buy or scramble to find storage space—we handle everything from start to finish.

Why such a limited selection? Nothing is more important than getting your branded gear to donors as fast as possible. In order to do that, we've picked out the most popular and readily-available products for you to choose from. These are the products and colors that we know sell best, and are (almost!) guaranteed to never go out of stock. A happy donor is a happy voter!

Don't see what you want in the catalog? Talk to one of our friendly webstore client service representatives, and we'll do our best to make it happen.

CONTACT US

webclients@BRIGHTBLUE.INK



@brightblue_ink



@brightblue_ink

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GUIDELINES FOR SUPPLYING ARTWORK

VECTOR ART - PREFERRED

Art is resolution-independent, composed of paths and shapes that are mathematically based.

These file types:

- Can re-size infinetely without resolution loss
- Easy to alter
- Standard for text and logos

All images or linked files have been embedded. Export files as AI, EPS, SVG, or PDF.



RASTER ART - ACCEPTED

Art is resolution-dependent, composed of small dots of color information that create a full image.

These file types:

- Pixelate when enlarged, leading to resolution loss
- Difficult to alter
- Standard for photographs

Minimum resolution of 300 DPI (dots per inch) at final print size. Export files as PNG, PSD, TIFF, or JPEG.

BRAND GUIDES

Please provide your brand guide and/or colors if you have them.

FONTS

All fonts are outlined or font files are supplied.

COLOR

Use CMYK color mode or Pantone swatches.

PRINTING CAPABILITIES

APPAREL

Tees | Long-Sleeve Tees | Tanks

All tees, with the exception of Athletic Heather/Dark Ash, can be printed in full color. Athletic Heather tees can be printed with dark ink ONLY.

Youth Tees | Onesies

All youth apparel, with the exception of Athletic Heather, can be printed in full color. Athletic Heather items can be printed with dark ink ONLY.

Hoodies | Crewneck Sweatshirts

These items require a print method that restricts the use of small details or fine print. See page 21 for details.

Ballcaps | Face Masks

These items require a print method that restricts the use of small details or fine print. See page 21 for details.

APPAREL BACK TAGS

All apparel may have a simple, 4-inch, one-color back tag. White tees and onesies may have full-color back tags.

YARD SIGNS

Yard signs are printed front and back with a half-inch white border on all sides.

STICKERS | MAGNETS

Must be no more than $10.5^{\prime\prime}$ wide and $4^{\prime\prime}$ high. Stickers less than 25 square inches can be sold as a two-pack.

BUTTONS

All buttons have a 2.25" or 1.25" diameter. We recommend a minimum font size of 7pt for readability.

CAN COOLERS

Max art dimensions are 3"w x 4"h, one side only. All colors except white require a print method that restricts the use of small details or fine print. See page 21 for details.

MUGS

Mugs are printed on both sides. Max art dimensions are 3.5"w x 2.75"h on each side, or 8.5"w x 2.75"h wrapped.

TOTES

Max art dimensions are 14"w x 10"h. Totes require a print method that restricts the use of small details or fine print. See page 21 for details.

APPAREL APPAREL APPAREL



AVAILABLE IN UNISEX AND WOMEN'S CUTS



DESCRIPTION:

100% cotton, USA-Made

MAX PRINT AREA:

10"w x 15"h

APPAREL SIZES:

XS / S / M / L / XL / 2XL / 3XL

UNISEX

YOUR PRICE:

\$19.60/\$23.60 (With back tag)

RECOMMENDED SALE PRICE:

\$32.00/\$36.00 (With back tag)

YOUR FUNDS RAISED:

\$12.40

WOMEN'S CUT

YOUR PRICE:

\$21.10/\$25.10 (With back tag)

RECOMMENDED SALE PRICE:

\$32.00/\$36.00 (With back tag)

YOUR FUNDS RAISED:

\$10.90



DESCRIPTION:

100% cotton, USA-Made

MAX PRINT AREA:

10"w x 15"h

APPAREL SIZES:

XS/S/M/L/XL/2XL

YOUR PRICE:

\$20.00/\$24.00 (With back tag)

RECOMMENDED SALE PRICE:

\$32.00/\$36.00 (With back tag)

YOUR FUNDS RAISED:

\$12.00



DESCRIPTION:

100% cotton, USA-Made

MAX PRINT AREA:

10"w x 15"h

APPAREL SIZES:

S / M / L / XL / 2XL / 3XL

YOUR PRICE:

\$22.75/\$26.75 (With back tag)

RECOMMENDED SALE PRICE:

\$34.00/\$38.00 (With back tag)

YOUR FUNDS RAISED:

\$11.25



PULLOVER

ZIPPER-FRONT



NOTE: Some art may be adjusted to accomodate printing capabilites for these items. See page 22 for details.

DESCRIPTION:

80/20 cotton-poly blend, **USA-Made**

MAX PRINT AREA:

10"w x 12"h

APPAREL SIZES:

S / M / L / XL / 2XL / 3XL

PULLOVER

YOUR PRICE:

\$42.35

\$46.35 (With back tag)

WEBSTORE PRICE:

\$60.00

\$64.00 (With back tag)

FUNDS RAISED:

\$17.65

ZIPPER-FRONT

YOUR PRICE:

\$48.25

\$52.25 (With back tag)

WEBSTORE PRICE:

\$65.00

\$69.00 (With back tag)

FUNDS RAISED:

\$16.75



NOTE: Some art may be adjusted to accommodate printing capabilities for these items. See page 22 for details.

DESCRIPTION:

80/20 cotton-poly blend, USA-Made

MAX PRINT AREA:

10"w x 15"h

APPAREL SIZES:

S / M / L / XL / 2XL / 3XL

YOUR PRICE:

\$33.15/\$37.15 (With back tag)

RECOMMENDED SALE PRICE:

\$55.00/\$59.00 (With back tag)

YOUR FUNDS RAISED:

\$21.85

YOUTH TEES





DESCRIPTION:

100% cotton, USA-Made

MAX PRINT AREA:

7"w x 10"h

APPAREL SIZES:

S8/M10/L12

YOUR PRICE:

\$20.00

RECOMMENDED SALE PRICE:

\$30.00

YOUR FUNDS RAISED:

\$10.00





NOTE: Some art may be adjusted to accomodate printing capabilites for these items. See page 22 for details.

DESCRIPTION:

100% cotton, USA-Made

MAX PRINT AREA:

5"w x 7"h

APPAREL SIZES:

3-6 mo/6-12 mo/12-18 mo/18-24 mo

YOUR PRICE:

\$20.00

RECOMMENDED SALE PRICE:

\$30.00

YOUR FUNDS RAISED:

\$10.00

3:116:25







NOTE: Some art may be adjusted to accomodate printing capabilites for these items. See page 22 for details.

DESCRIPTION:

100% cotton, USA-Made, 6-panel

MAX PRINT AREA:

4.5"w x 2.5"h

APPAREL SIZES:

One size fits all

YOUR PRICE:

\$21.20

RECOMMENDED SALE PRICE:

\$32.00

YOUR FUNDS RAISED:

\$10.80







NOTE: Some art may be adjusted to accommodate printing capabilities for these items. See page 22 for details.

DESCRIPTION:

100% cotton, USA-Made

MAX PRINT AREA:

5.25"w x 2.5"h

APPAREL SIZES:

One size fits all

YOUR PRICE:

\$16.00

RECOMMENDED SALE PRICE:

\$22.00

YOUR FUNDS RAISED:

\$8.00

BUTTONS

STICKERS





DESCRIPTION:

Pin-back button, USA-Made, Pack of two!

MAX PRINT AREA:

2.25"w x 2.25"h or 1.25"w x 1.25"h

YOUR PRICE:

\$3.90

RECOMMENDED SALE PRICE:

\$6.00

YOUR FUNDS RAISED:

\$2.10

DESCRIPTION:

Vinyl sticker, USA-Made, Pack of two if under 24 sq in. Outdoor-wear, UV-resistant, lasts 3-5 years.

MAX PRINT AREA:

10.5"w x 4"h Max.

YOUR PRICE:

\$3.15

RECOMMENDED SALE PRICE:

\$6.00

YOUR FUNDS RAISED:

\$2.85

OUR DESIGN HERE

HMAS

DESCRIPTION:

Bumper magnet, USA-Made

MAX PRINT AREA:

10.5"w x 4"h Max. ₩



YOUR PRICE:

\$5.25

RECOMMENDED SALE PRICE:

\$9.00

YOUR FUNDS RAISED:

\$3.75

GAN GOOLERS









NOTE: Some art may be adjusted to accomodate printing capabilites for these items. See page 22 for details.

DESCRIPTION:

Foam can cooler, USA-Made

MAX PRINT AREA:

3"w x 4"h, one side only

DESCRIPTION:

11 oz. ceramic mug, USA-Made

MAX PRINT AREA:

3.5"w x 2.75"h two-sided, or 8"w x 2.75"h wrapped

YOUR PRICE:

\$3.90

RECOMMENDED SALE PRICE:

\$6.00

YOUR FUNDS RAISED:

\$2.10



YOUR PRICE:

\$12.00

RECOMMENDED SALE PRICE:

\$20.00

YOUR FUNDS RAISED:

\$8.00



NOTE: Some art may be adjusted to accomodate printing capabilites for these items. See page 22 for details.

DESCRIPTION:

Canvas tote bag, USA-Made

MAX PRINT AREA:

14"w x 9"h

YOUR PRICE:

\$17.70

RECOMMENDED SALE PRICE:

\$32.00

YOUR FUNDS RAISED:

\$14.30



WARD SIENS

DESCRIPTION:

24" x 18" coroplast yard sign with ground stakes, USA-Made

MAX PRINT AREA:

23"w x 17"h

YOUR PRICE:

\$16.00

RECOMMENDED SALE PRICE:

\$24.00

YOUR FUNDS RAISED:

\$8.00

GRAPHIG DESIGN

Our talented designers do everything to build your product graphics and make your webstore look great. We're always available to help you turn an idea into a finished product, or develop an entirely new concept from scratch.

When a viral moment strikes, the first thing you need is top-notch graphic design, and you need it fast. We've got you covered.

PRINT READY

Formatting artwork for printing or making small adjustments is included in the cost of the webstore. No need to add bleed or trim marks.

AD GRAPHICS

We offer ad graphics to promote your store on social media!

RATES

Design fee is \$85 per hour. A quote is issued upon inquiry, and we ask that this fee is paid upfront. If time needs to be extended for projects, we will contact you first.















SPEGIALTY SPEGIALTY

SPEGIALTY / BULK

Don't see what you're looking for in our standard products? Let us know—we can print on almost anything! These products are not offered on-demand, but instead are purchased up-front by you ahead of time and stored in our warehouse, ready to ship.

Check out some of the products we've done in the past!



HTM EXPLAINED

Some of our products use materials that can only be printed on using Heat Transfer Material (HTM). Using this process, a design is printed on a piece of vinyl. A machine then makes shallow cuts around the edges of the design, and the excess material is removed by hand before it is applied with heat to the final product.

These products include:

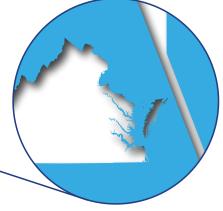
TOTES • HOODIES • SWEATSHIRTS • ONESIES • HATS • CAN COOLERS • FACE MASKS

WHAT THIS MEANS

Designs with small text, fine details, or excessive text may require alteration by our designers so that it will look its best when printed. See some examples of these alterations below!



These details are too small to be cut by the machine and too small to be weeded out by hand.



Here, we put a **color fill** inside the shape that matches the color of the product.



In the example below, the original design has angles too sharp to cut and too many details to be weeded out by hand. To fix that, we added a rounder outline matching the tote's color and removed some of the details.







COST BREAKDOWN

INITIAL SETUP OF A WEBSTORE:

\$850 for Federal and Statewide Campaign Stores; \$200 for Regional and Local Campaign Stores; plus a monthly hosting fee of \$40.

The tables below indicate the funds you'll raise from the sale of any product. **Your Price** is the price you'll pay per item, covering the costs of production and fulfillment. The **Recommended Sale Price** is the price paid by your supporters on your webstore. Funds Raised is the difference between the two—yours to use in pursuit of your cause!

APPAREL					
APPAREL TYPE	YOUR PRICE	RECOMMENDED SALE PRICE	FUNDS RAISED		
Tees (Unisex)*	19.60	32.00	12.40		
Tees (Women's Cut)*	21.10	32.00	10.90		
Tank Tops*	20.00	32.00	12.00		
Long Sleeve Tees*	22.75	34.00	11.25		
Hoodies (Pullover)*	42.35	60.00	17.65		
Hoodies (Zipper-Front)*	48.25	65.00	16.75		
Crewneck Sweatshirts*	33.15	55.00	21.85		
Youth Tees	20.00	30.00	10.00		
Onesies	20.00	30.00	10.00		
Ballcaps	21.20	32.00	10.80		
Masks	16.00	22.00	7.00		
* Adding a back tag to these items will add \$4 to "Your Price" in this table, which is covered by a \$4 increase in the "Recommended Sale Price."					

GOODS					
PRODUCT TYPE	YOUR PRICE	RECOMMENDED SALE PRICE	FUNDS RAISED		
Buttons	3.90	6.00	2.10		
Stickers	3.15	6.00	2.85		
Magnets	5.25	9.00	3.75		
Can Coolers	3.90	6.00	2.10		
Mugs	12.00	20.00	8.00		
Totes	17.70	32.00	14.30		
Yard Signs	16.00	24.00	8.00		

GENERAL INFORMATION

UNION LABEL

Included with all products unless otherwise specified.



USA-MADE

All apparel and goods are Made-In-USA sourced, unless otherwise agreed upon.

PROOFS

Proofs for on-demand products or bulk orders are emailed. An approval is required before products are uploaded to stores or for production to begin.

ON-DEMAND MODEL

We print and ship on-demand, meaning no upfront inventory purchases are required. Production begins only after the product is ordered. Store revenue covers all printing and fulfillment costs.

SHIPPING

On-demand store products ship between four to seven business days. Bulk orders vary.

CUSTOMER SERVICE

Our Union customer support staff is available Monday through Friday to assist your supporters with questions or problems with their order.

WHOLLY INTEGRATED

We provide industry-leading service for all aspects of e-commerce from our 22,000 square-foot facility in Austin, Texas. Webstore build-out, graphic design, production, fulfillment, customer service—we do it all under one roof. There are no added costs or delays resulting from coordinating with third parties.

RAPID RESPONSE

We specialize in designing and delivering hot-market campaign gear when a viral moment hits. We carefully monitor fulfillment of viral surges. When projections overshoot, we dial back our in-house production to keep you from overspending; when they undershoot, we ramp up on the fly to ensure all your supporters receive their gear promptly.

POLITICAL DISCLAIMERS

State and federal laws vary with regard to notices which must be printed and identification of those responsible for purchasing, publishing, or distributing political advertising.

CATALOG ILLUSTRATIONS

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