



Explanation of Submission Decline Reasons

Submission Needs Work

We want every design submitted to Threadless to have the best possible chance at being chosen for print. Sometimes submissions are declined because we feel the idea could use a little more work to be up to the standard that will give it the best shot. We have a feature called “Critique” on Threadless.com that allows a design critiqued before it’s submitted it for approval. By using the “Critique” feature as a pre-submission tool, the community helps to get the potential submission up to par. We're certain this will help improve your designs! Check out the “Critique” feature at:

<http://www.threadless.com/submit/critique>.

Artwork Has Too Many Colors

We allow a maximum of 8 unique colors in designs submitted to Threadless.

Submissions will be declined if the design contains more than 8 colors. Each shade of a color counts toward the eight color limit, as do black and white.

Unnecessary Use of Multiple Colors

We realize that it may be enticing to run up to the 8-color maximum we allow, but we also like to stay realistic about what is and is not necessary for a design. If we strongly feel that the number of unique colors used in a submission doesn’t add anything to the design, it’ll be declined. The use half-tones for multiple shades of a single color, or eliminating small areas of colors in the details is a good way to avoid being declined for this reason.

Artwork Not Submitted On Template

We require that designs are submitted on our template so we know the intended placement. A submission will be declined if the design submitted was not on one our templates.

Design Is Too Large For Print

A submission will be declined if it’s too large for traditional printing and also not suitable for belt printing. Common oversights with placement include designing across the tee from edge to edge, carrying a design over a seam onto the sleeves or off the top of the shoulder. We love larger format prints, but a design meant for regular screen printing should be constrained to a 15" x 20" (38cm x 50cm) area.

Artwork Contains Copyrighted Material

A submission will be declined if it contains copyrighted material. Pop-culture inspired designs sometimes have legal issues we would rather not flirt with. If this is the case with the artwork, we'll decline it. For more information about common copyright issues such as celebrity likenesses, trademarks, or parody, please check out: <http://www.threadless.com/info/parody>.

Submission Contains Model or Image Used Without Permission

A submission will be declined if it contains images used without permission. We're all for the use of other elements to enhance a presentation, but permission must be given to use image(s) that do not belong to you. We suggest using one of our beautiful faces in your presentation! Any of the images found here: <http://www.flickr.com/photos/threadless> are 100% acceptable for use.

Submission Deemed Inappropriate

A submission can be declined if it contains material or themes that make us feel a little uneasy. That's no small feat! Keep in mind that the community starts at 13...

Duplicate Submission

A submission will be declined if it's a duplicate. Unfortunately, we don't allow resubmissions of a design that has only been slightly changed. Even if the modifications are based on community comments about the original design, we still treat it as a duplicate. If this happens to you, try starting by submitting your design as a "Critique" to gain feedback before officially submitting. If we do choose to print the original design a declined duplicate submission is based off of, you will be able to provide us with the updated version.

Not On Theme for "Loves Threadless"

A submission will be declined simply if can't figure out how it relates to a theme! This may be an oversight on our end, so please accept our apology ahead of time if this happens. We do allow resubmissions using the comment box to explain how the resubmitted design relates to the theme.

Artwork Contains Only Text

A submission can be declined if it contains only or mostly text. We're not opposed to artwork with text as an element, but a text-based design is far too simple to be considered for approval.

Incorrect Frame rate on Flash Submission

In order for a submission to be displayed properly using Flash, the SWF must be published at 30 Frame per second (FPS). A submission will be declined if the SWF is submitted at the wrong frame rate. This is a common mistake. If you plan on submitting a SWF, be sure to adjust the frame rate to 30FPS while in Flash by going to Window > Properties > Properties.

Poor Image Quality

A submission will be declined if the quality of your image is too poor (pixilated or blurry). This is also a common mistake. Make sure to save your work at a resolution of at least 150dpi.

Unnecessary Use of Text

A submission can be declined if we feel it would have a much better chance with the text was eliminated or better integrated into the design. If the text must be included, we suggest stylizing the text or creating your own font.

Overuse of Special Printing Techniques

A submission can be declined if we feel it contains an overuse of special printing techniques. Specialty inks or processes are best used in moderation to emphasize a particular area of the design. The end result of overusing specialty inks or printing processes is a hodge-podge effect that serves to muddy up the design rather than make it stand out. Be sure to carefully evaluate the use of specialty inks or printing processes for your design, and be sure to check the specialty ink guide (included as a PDF in the Submission Kit) for ideas.

Not Printable

A submission can be declined if it's impossible to translate the artwork to a tee. It's rare that we'll throw in the towel on a submission, but if an idea is just too crazy to be printed, we'll decline it.