

Rectangular or square prints are the latest trend, but more complex to produce.



Since t-shirt fibers stretch, it is possible to observe a “banana effect” on garments printed with straight lines, or with a rectangular or square shape. This effect will diminish after washing.



As seen on the virtual mock-up

Before wash

After wash



Look for a clean and textured illustration.

Use vintage printing effects to soften the edges of your design.

Position elements to “break” the square or rectangle.

Avoid dense ink areas.

Avoid very large logos.



There is an unavoidable variation of 0.5 in. horizontally and vertically relative to the logo's targeted center. The rectangular or square layout of the logo can easily give the impression that it is not symmetrical.

