NEFFA T Shirt Design Specs

Design

The design should reflect the variety of folk dance and music at the Festival, or perhaps the joy and energy of these traditions. What we feature: All kinds of dancing (international line, Balkan, Israeli, couple dancing, contra, etc); morris and sword dancing; music jams with acoustic instruments (drums of all sorts, fiddles—Swedish, American, middle eastern—bass, piano, banjo, accordion, mandolin, guitar, penny whistles, flutes, and a whole host of other international instruments); and singing and concerts.

However, if you select one small area of interest, then try to incorporate as much other folk activity around it; we want the shirt to appeal to all Festival goers, not just a small niche. Lately we have been avoiding specific dance forms for that reason, although generic dancers are OK.

Images should have visual pop, whether they be one color or multi-color. In our experience, commercial art images do not work well for this kind of design. We are looking for original expression! *Note that any winning design will most likely go through some editing and adjusting.*

The word ”NEFFA” and “2027” need to be clearly visible, although they can be blended into the design as well.

Technical

You can start with a jpeg. Probably no bigger than 1MB or 1600 x 1200 px whichever is bigger, just to be manageable on email.

Usually we send an Adobe Illustrator file in order to separate colors. There might be a charge for separations if they only get a jpeg (we’d have to ask).

The artist may recommend the shirt color, which may affect your choice of colors in the rest of the design. Shirt color is chosen in consultation with NEFFA.

7 colors, max. No gradients, drop shadows or other screen effects. Flat shapes only, please.

Lately we've been using Custom Ink for printing. We like midweight 100% cotton (Port and Co, Port Authority, Hanes, Anvil). Finding corresponding women's/contoured Ts is sometimes difficult and results in our using a second background color.

Questions

Contact t-shirts@neffa.org