

# SVFIG T-Shirts

**Brad Nelson**  
*August 26, 2017*

**The  
Clothes  
Make the  
Man**

# Online T-Shirts

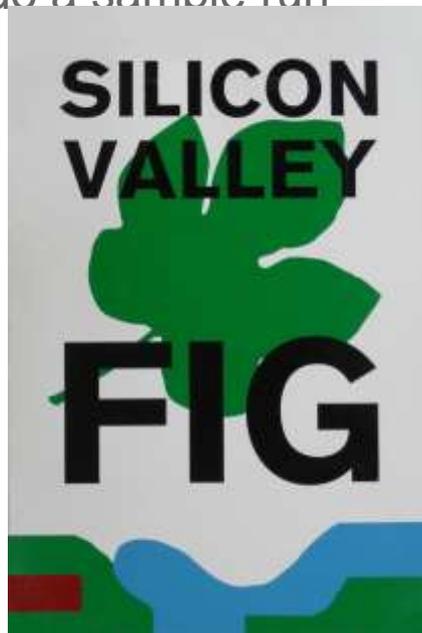
- Competition = Lower Prices
- Wide difference in options
  - Shirt type
  - Color selection
  - Cost per color
  - Pricing structure
- Shop around for a good price!
- Prices change regularly

# Custom Artwork

- Vendors typically make text and clipart easy
- Designs offering customization
- Custom art means online layout tools
  - Flash based
  - Html5
- Various formats are supported
  - GIF
  - PNG

# Round 1 - White (2009)

- VistaPrint
- Masa Kasahara found a vendor willing to do a sample run
- He had a photo of the logo



# Round 1 - White

- The preview had an issue
- GIMP to the rescue!



# Round 1 - White (200

- Magic Wand + 5 color palette

**SILICON  
VALLEY**

**FIG**



# Round 1 - Whit

- Promotions Price
- \$5 - S/M/L/XL, \$7 - XXL
- Our order:
  - M: 2
  - L: 12
  - XL: 9
  - XXL: 2
  - Total: 25



# Round 1 - White (2009)

- Business Cards as a bonus!



**FORTH INTEREST GROUP**  
in Silicon Valley

Our monthly meetings are open to general public currently held at Stanford University. Please visit our website for meeting agenda:

<http://www.forth.org/svfig/>  
All ages are welcome! No dues!

# Round 2 - Blue (2013)

- Staples Promotional Products
- Options?
- Voting!

# Round 2 - Blue (2013)

- Higher-res logo using Inkscape
- SVG + EPS
- Flip the Colors
- Choices



# Round 2 - Blue (2013)

- More Shirt Colors
- Choices!



# Round 2 - Blue (2013)

- Vote!
- Google Forms

Your Name \*

Your E-mail Address \*

What color shirt would you prefer we do this year? \*

Black

Royal Blue

Gray

Caltrans Orange!

Other:

This year we'll do Hanes Beefy-Ts, which come with or without pockets. Would you prefer we do T-Shirts with pockets?

With pockets: [http://att-i.shoebuy.com/pi/hanes/jb/hanes356615\\_192875\\_ib.jpg](http://att-i.shoebuy.com/pi/hanes/jb/hanes356615_192875_ib.jpg) Without: [http://i.walmartimages.com/i/p/00/76/63/69/09/0076636909052\\_500X500.jpg](http://i.walmartimages.com/i/p/00/76/63/69/09/0076636909052_500X500.jpg)

No pockets

With pockets

How many SMALL T-Shirts do you plan to purchase? \*

# Round 2 - Blue (;

- Flash based layout app
  - Used to take svg, but no more
  - Asked for EPS
  - Cared about Kodak colors
  - Trouble with our white logo text



# Round 2 - Blue (;

- Order:
  - M: 10
  - L: 10
  - XL: 4
  - XXL: 7
  - TOTAL: 31



# Round 3 - Black (2017)

- Ooshirt
- Cost ~\$10 for M/L/XL, \$12 for XXL
- Markup to fund SVFIG goings on - more in a sec
- \$300 for
- Steep price curve, over \$100 even for one shirt
- Quick turnaround - 6 days
- Nearly went with them last time, even emailed myself to consider them next time.

# Round 3 - Black

- More choices!
- Pockets?



# Round 3 - Black (

- More choices!
- Pockets?
- Picture on back?



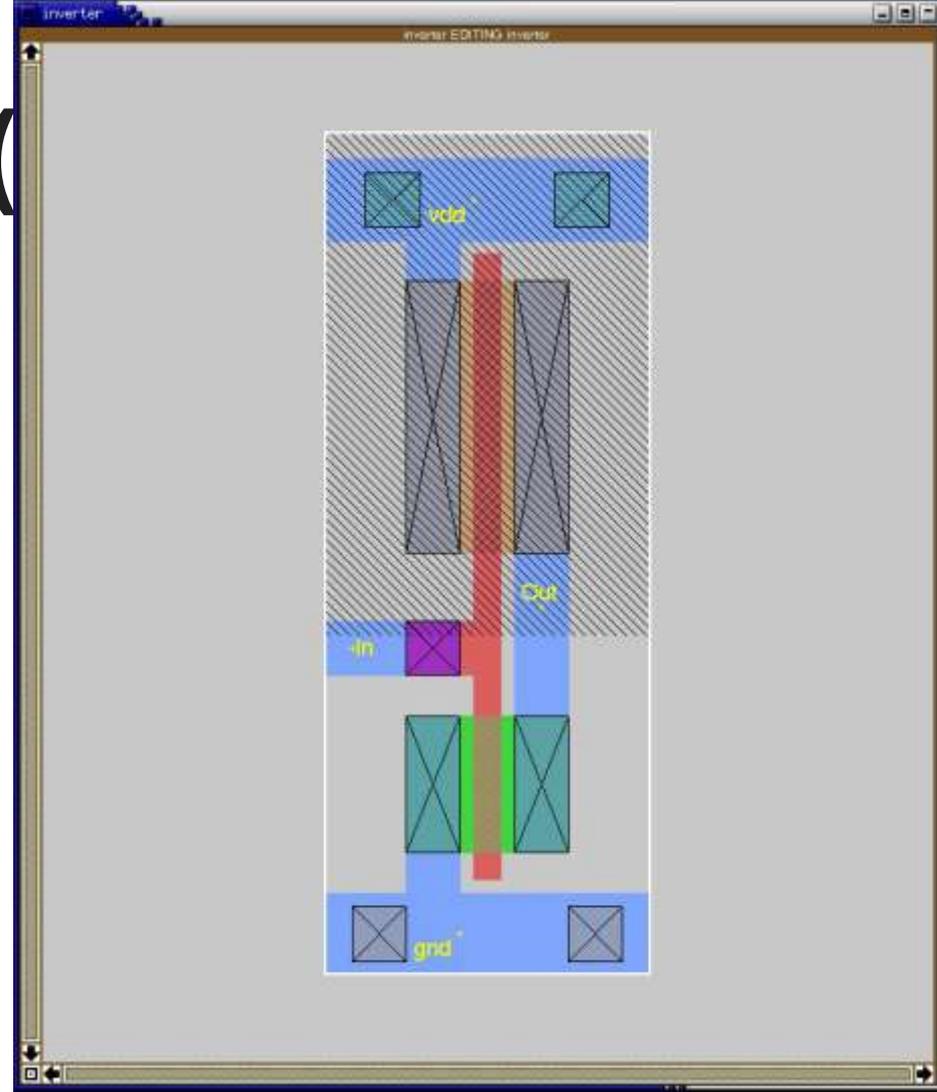
# Round 3 - Black (2

- More choices!
- Pockets?
- Picture on back?
- No vote - Just Pick



# Round 3 - Black (

- Brighter Green
- “Fix” the Polysilicon



# Round 3 - Black (2

- Order:
  - M: 8
  - L: 8
  - XL: 7
  - XXL: 7
  - TOTAL: 30



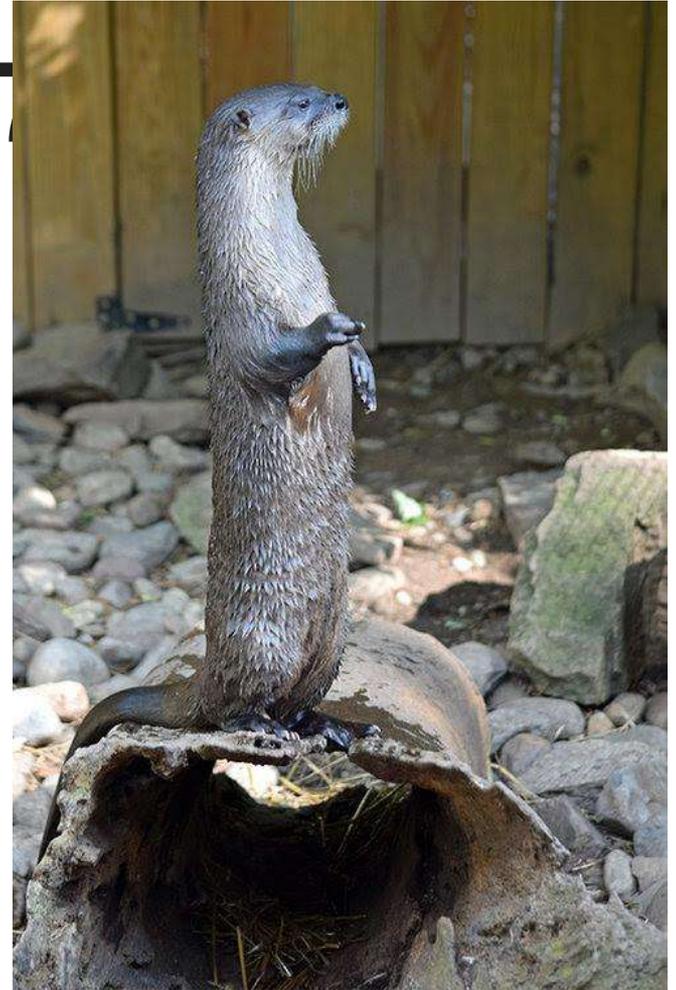
# Round 3 - Black (2

- Price:
  - \$15 - M/L/XL/XXL



# Round 3 - Black (2017)

- What to Fund?



# Round 3 - Black (2017)

- What to Fund?
- Banner for future events (VCF, Maker Faire, Other)?
- Gas money for SVFIG members + donut delivery
- Rent for Book storage room
- Fund our meetup.com page
- Dalet - Purple sea urchin money for this otter who promises he'll give exciting presentations about his work with Skip Carter!

**Questions?**