



## Optimizing the CHA T-Shirt Design

We provide two files for the CHA logo. While these versions are somewhat interchangeable, following these guidelines ensures maximum legibility and durability.

### Usage Recommendations

- "T-1" for **light**-colored t-shirts
- "T-2" for **dark**-colored t-shirts

### The Golden Rule: Avoid the "Ink Block"

Regardless of which version you use, do not add a solid fill of ink behind the letters to create contrast. Heavy ink blocks can feel stiff when worn and overpower the design.

### TIP: Prioritize Negative Space

Allow the color of the shirt to show through the gaps in the design. This creates a softer "hand feel" (the texture of the print).

T-1



T-2



T-2



T-1



A large amount of white ink will make it overpowering, especially outdoors, in direct sun.



A large amount of black ink will overpower the design.

