



# bright blue ink

**ON-DEMAND  
CATALOG**

**2026**



**FULLY UNION CUSTOM PRINTED PRODUCTS & WEBSTORE SOLUTIONS  
TEES • STICKERS • HATS • TOTES • MUGS • BUTTONS • AND MORE!**



# bright blue ink

We'll build and maintain your campaign webstore, print and ship your merch, and handle the customer service with our **UNION TEAM.**

## *WHAT IS THE ON-DEMAND CATALOG?*

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Here we list all the products we currently offer on an on-demand (AKA "Just-In-Time") basis. That is, we won't make it until it's ordered by your webstore donor. Once an order is placed, we'll print the requested items and ship them out. Using the on-demand model, you don't need to guess how much merch to buy or scramble to find storage space—we handle everything from start to finish.

Why such a limited selection? Nothing is more important than getting your branded gear to donors as fast as possible. In order to do that, we've picked out the most popular and readily-available products for you to choose from. These are the products and colors that we know sell best, and are (almost!) guaranteed to never go out of stock. A happy donor is a happy voter!

Don't see what you want in the catalog? Talk to one of our friendly webstore client service representatives, and we'll do our best to make it happen.

## *CONTACT US*

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[webclients@brightblue.ink](mailto:webclients@brightblue.ink)

 [@brightblue\\_ink](https://www.instagram.com/brightblue_ink)

 [@brightblue\\_ink](https://twitter.com/brightblue_ink)

# GENERAL INFORMATION

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## UNION LABEL

Included with all products unless otherwise specified.



## USA-MADE

All apparel and goods are Made-In-USA sourced, unless otherwise agreed upon.

## PROOFS

Proofs for on-demand products or bulk orders are emailed. An approval is required before products are uploaded to stores or for production to begin.

## ON-DEMAND MODEL

We print and ship on-demand, meaning no upfront inventory purchases are required. Production begins only after the product is ordered. Store revenue covers all printing and fulfillment costs.

## SHIPPING

On-demand store products ship between four to seven business days. Bulk orders vary.

## CUSTOMER SERVICE

Our Union customer support staff is available Monday through Friday to assist your supporters with questions or problems with their order.

## WHOLLY INTEGRATED

We provide industry-leading service for all aspects of e-commerce from our 22,000 square-foot facility in Austin, Texas. Webstore build-out, graphic design, production, fulfillment, customer service—we do it all under one roof. There are no added costs or delays resulting from coordinating with third parties.

## RAPID RESPONSE

We specialize in designing and delivering hot-market campaign gear when a viral moment hits. We carefully monitor fulfillment of viral surges. When projections overshoot, we dial back our in-house production to keep you from overspending; when they undershoot, we ramp up on the fly to ensure all your supporters receive their gear promptly.

## POLITICAL DISCLAIMERS

State and federal laws vary with regard to notices which must be printed and identification of those responsible for purchasing, publishing, or distributing political advertising.

## CATALOG ILLUSTRATIONS

Logos and other imprints in this catalog are for illustrative purposes only. They do not imply endorsement or art ownership.

## AI ART POLICY

Our printing software doesn't speak 'AI' yet, so our Art Department still has to do a good amount of "translating" to prepare AI-generated art for printing. Even if it looks good-to-go when you send it in, please be aware that all AI-generated art is subject to additional processing fees.

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# GUIDELINES FOR SUPPLYING ARTWORK

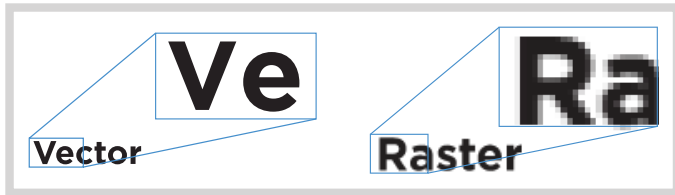
## VECTOR ART – PREFERRED

Art is resolution-independent, composed of paths and shapes that are mathematically based.

These file types:

- Can re-size infinitely without resolution loss
- Easy to alter
- Standard for text and logos

All images or linked files have been embedded. Export files as AI, EPS, SVG, or PDF.



## RASTER ART – ACCEPTED

Art is resolution-dependent, composed of small dots of color information that create a full image.

These file types:

- Pixelate when enlarged, leading to resolution loss
- Difficult to alter
- Standard for photographs

Minimum resolution of 300 DPI (dots per inch) at final print size. Export files as PNG, PSD, TIFF, or JPEG.

## BRAND GUIDES

Please provide your brand guide and/or colors if you have them.

## FONTS

All fonts are outlined or font files are supplied.

## COLOR

Use CMYK color mode or Pantone swatches.

# PRINTING CAPABILITIES

## APPAREL BACK TAGS

Tees, tanks, and winter apparel may have a simple 4-inch, one-color back tag.

## YARD SIGNS

Yard signs are printed front and back with a half-inch white border on all sides.

## STICKERS | MAGNETS

Must be no more than 10.5" wide and 4" high. Stickers less than 25 square inches can be sold as a two-pack.

## BUTTONS

All buttons have a 2.25" or 1.25" diameter. We recommend a minimum font size of 7pt for readability.

## CAN COOLERS

Max art dimensions are 3"w x 4"h, one side only.

## MUGS

Mugs are printed on both sides. Max art dimensions are 3.5"w x 2.75"h on each side, or 8.5"w x 2.75"h wrapped.

## TOTES

Max art dimensions are 14"w x 10"h.

## EMBROIDERY

Standard pocket prints or hats are 4"w. Minimum font size is 12pt or .25"h. Small details and thin lines may not be able to be embroidered.

**APPAREL**

APPAREL

**APPAREL**

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**APPAREL**

# T-SHIRTS



**AVAILABLE IN UNISEX AND WOMEN'S CUTS**



**ATHLETIC  
HEATHER**

**BLACK**

**NAVY**

**PURPLE**

**ROYAL BLUE**

**WHITE**

## DESCRIPTION:

100% cotton, USA-Made

## MAX PRINT AREA:

10" w x 15" h

## APPAREL SIZES:

XS / S / M / L / XL / 2XL / 3XL

## UNISEX

### YOUR PRICE:

\$19.60/\$23.60 (With back tag)

### RECOMMENDED SALE PRICE:

\$32.00/\$36.00 (With back tag)

### YOUR FUNDS RAISED:

\$12.40

## WOMEN'S CUT

### YOUR PRICE:

\$21.10/\$25.10 (With back tag)

### RECOMMENDED SALE PRICE:

\$32.00/\$36.00 (With back tag)

### YOUR FUNDS RAISED:

\$10.90

\*Plus sizes incur additional charges added to the recommended sale price. See page 25 for more details.

# TANK TOPS



**WHITE**



**NAVY**

## DESCRIPTION:

100% cotton, USA-Made

## MAX PRINT AREA:

10"w x 15"h

## APPAREL SIZES:

XS / S / M / L / XL / 2XL

## YOUR PRICE:

\$20.00/\$24.00 (With back tag)

## RECOMMENDED SALE PRICE:

\$32.00/\$36.00 (With back tag)

## YOUR FUNDS RAISED:

\$12.00

\*Plus sizes incur additional charges added to the recommended sale price. See page 25 for more details.

# LONG-SLEEVE



**BLACK**



**WHITE**



**DARK ASH**



**NAVY**

## DESCRIPTION:

100% cotton, USA-Made

## MAX PRINT AREA:

10"w x 15"h

## APPAREL SIZES:

S / M / L / XL / 2XL / 3XL

## YOUR PRICE:

\$22.75/\$26.75 (With back tag)

## RECOMMENDED SALE PRICE:

\$34.00/\$38.00 (With back tag)

## YOUR FUNDS RAISED:

\$11.25

\*Plus sizes incur additional charges added to the recommended sale price. See page 25 for more details.

# HOODIES



## PULLOVER

## ZIPPER-FRONT



NAVY

WHITE

BLACK



NAVY

BLACK

### DESCRIPTION:

80/20 cotton-poly blend,  
USA-Made

### MAX PRINT AREA:

10" w x 12" h

### APPAREL SIZES:

S / M / L / XL / 2XL / 3XL

### PULLOVER

#### YOUR PRICE:

\$42.35  
\$46.35 (With back tag)

#### WEBSTORE PRICE:

\$60.00  
\$64.00 (With back tag)

#### FUNDS RAISED:

\$17.65

### ZIPPER-FRONT

#### YOUR PRICE:

\$48.25  
\$52.25 (With back tag)

#### WEBSTORE PRICE:

\$65.00  
\$69.00 (With back tag)

#### FUNDS RAISED:

\$16.75

\*Plus sizes incur additional charges added to the recommended sale price. See page 25 for more details.

# CREWNECK SWEATERS



**BLACK**



**DARK ASH**



**NAVY**

**DESCRIPTION:**

80/20 cotton-poly blend, USA-Made

**MAX PRINT AREA:**

10" w x 15" h

**APPAREL SIZES:**

S / M / L / XL / 2XL / 3XL

**YOUR PRICE:**

\$33.15/\$37.15 (With back tag)

**RECOMMENDED SALE PRICE:**

\$55.00/\$59.00 (With back tag)

**YOUR FUNDS RAISED:**

\$21.85

\*Plus sizes incur additional charges added to the recommended sale price. See page 25 for more details.

# YOUTH TEES



BLACK

HEATHER GRAY

NAVY

WHITE



## DESCRIPTION:

100% cotton, USA-Made

## MAX PRINT AREA:

7"w x 10"h

## APPAREL SIZES:

S 8 / M 10 / L 12

## YOUR PRICE:

\$20.00

## RECOMMENDED SALE PRICE:

\$30.00

## YOUR FUNDS RAISED:

\$10.00

# ONESIES



BLACK

HEATHER GRAY

NAVY

WHITE

## DESCRIPTION:

100% cotton, USA-Made

## MAX PRINT AREA:

5"w x 7"h

## APPAREL SIZES:

3-6 mo/6-12 mo/12-18 mo/18-24 mo

## YOUR PRICE:

\$20.00

## RECOMMENDED SALE PRICE:

\$30.00

## YOUR FUNDS RAISED:

\$10.00

# BALLCAPS



BLACK

NAVY

WHITE



## STANDARD PRODUCTION

Best for intricate, full color artwork

### DESCRIPTION:

100% cotton, USA-Made, 6-panel

### MAX PRINT AREA:

4.5"w x 2.5"h

### APPAREL SIZES:

One size fits all

### YOUR PRICE:

\$21.20

### RECOMMENDED SALE PRICE:

\$32.00

### YOUR FUNDS RAISED:

\$10.80

## EMBROIDERY

Best for logos and simplified artwork

### DESCRIPTION:

100% cotton, USA-Made, 6-panel

### MAX PRINT AREA:

4.5"w x 2.5"h

### APPAREL SIZES:

One size fits all

### YOUR PRICE:

\$26.20

### RECOMMENDED SALE PRICE:

\$37.00

### YOUR FUNDS RAISED:











\$10.80

# EMBROIDERY



On-demand embroidery services are currently only available for ballcaps and are limited to the thread colors included in the library below. For a more extensive list of options, including examples of specialty items available for bulk purchase, please see page 23 of the catalog.

## ON-DEMAND THREAD LIBRARY

	<b>ULTRAMARINE</b> PMS ≡ 2147 C		<b>LEMON TART</b> PMS ≡ YELLOW 012 C		<b>BUBBLE GUM PINK</b> PMS ≡ 1905 C
	<b>BRILLIANT BLUE</b> PMS ≡ 2736 C		<b>ORANGE PEEL</b> PMS ≡ 1495 C		<b>DEEP LILAC</b> PMS ≡ 2593 C
	<b>LIGHT BLUE</b> PMS ≡ 659 C		<b>KHAKI</b> PMS ≡ 482 C		<b>GOLD</b>
	<b>DARK AMAZON</b> PMS ≡ 336 C		<b>CINNAMON CANDY</b> PMS ≡ 1795 C		<b>CHROME</b>
	<b>SPRING GREEN</b> PMS ≡ 361 C		<b>CARMINE</b> PMS ≡ 194 C		<b>SUPER WHITE</b>

***G O O D S***

***G O O D S***

***G O O D S***

***G O O D S***

***G O O D S***

# BUTTONS & STICKERS



## DESCRIPTION:

Pin-back button, USA-Made, Pack of two!

## MAX PRINT AREA:

2.25" w x 2.25" h or 1.25" w x 1.25" h

## YOUR PRICE:

\$3.90

## RECOMMENDED SALE PRICE:

\$6.00

## YOUR FUNDS RAISED:

\$2.10



## DESCRIPTION:

Vinyl sticker, USA-Made, Pack of two if under 24 sq in. Outdoor-wear, UV-resistant, lasts 3-5 years.

## MAX PRINT AREA:

10.5" w x 4" h Max.

## YOUR PRICE:

\$3.15

## RECOMMENDED SALE PRICE:

\$6.00

## YOUR FUNDS RAISED:

\$2.85

## YOUR DESIGN HERE

# MAGNETS

## DESCRIPTION:

Bumper magnet, USA-Made

## MAX PRINT AREA:

10.5" w x 4" h Max.



## YOUR PRICE:

\$5.25

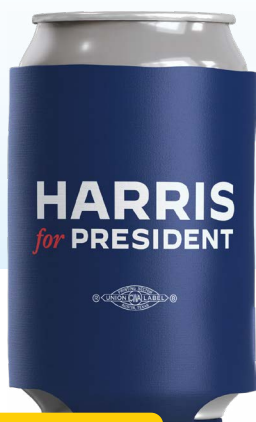
## RECOMMENDED SALE PRICE:

\$9.00

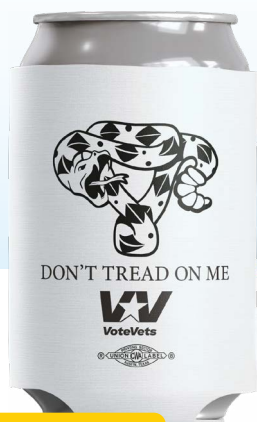
## YOUR FUNDS RAISED:

\$3.75

# CAN COOLERS



**NAVY**



**WHITE**



**BLACK**



**BLUE**

## DESCRIPTION:

Foam can cooler, USA-Made

## MAX PRINT AREA:

3"w x 4"h, one side only

## YOUR PRICE:

\$3.90

## RECOMMENDED SALE PRICE:

\$6.00

## YOUR FUNDS RAISED:

\$2.10



## DESCRIPTION:

11 oz. ceramic mug, USA-Made

## MAX PRINT AREA:

3.5"w x 2.75"h two-sided, or  
8"w x 2.75"h wrapped

## YOUR PRICE:

\$12.00

## RECOMMENDED SALE PRICE:

\$20.00

## YOUR FUNDS RAISED:

\$8.00

# MUGS

# TOTES



**NATURAL**

**NAVY**

## DESCRIPTION:

Canvas tote bag, USA-Made

## MAX PRINT AREA:

14"w x 9"h



## YOUR PRICE:

\$17.70

## RECOMMENDED SALE PRICE:

\$32.00

## YOUR FUNDS RAISED:

\$14.30



# YARD SIGNS

## DESCRIPTION:

24" x 18" coroplast yard sign with ground stakes, USA-Made

## MAX PRINT AREA:

23"w x 17"h

## YOUR PRICE:

\$16.00

## RECOMMENDED SALE PRICE:

\$24.00

## YOUR FUNDS RAISED:

\$8.00

***DESIGN***

***DESIGN***

***DESIGN***

***DESIGN***

***DESIGN***

# GRAPHIC DESIGN

Our talented designers do everything to build your product graphics and make your webstore look great. We're always available to help you turn an idea into a finished product, or develop an entirely new concept from scratch.

When a viral moment strikes, the first thing you need is top-notch graphic design, and you need it fast. We've got you covered.

## PRINT READY

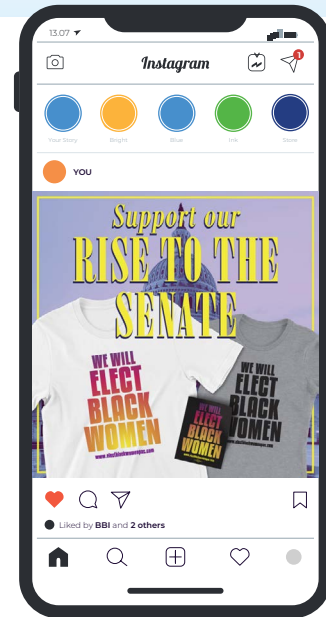
Formatting artwork for printing or making small adjustments is included in the cost of the webstore. No need to add bleed or trim marks.

## AD GRAPHICS

We offer ad graphics to promote your store on social media!

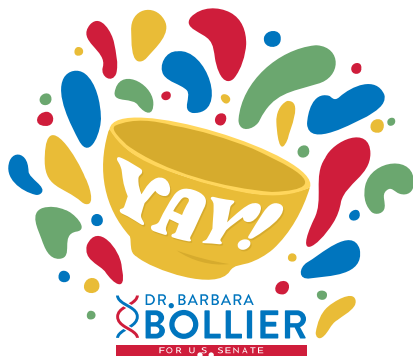
## RATES

Design fee is \$100 per hour. A quote is issued upon inquiry, and we ask that this fee is paid upfront. If time needs to be extended for projects, we will contact you first.



## AI ART REFORMATTING

Our printing software doesn't speak 'AI' yet. Please be aware that all AI-generated art is subject to additional processing time and fees in order for us to make sure your supporters receive the highest quality product!



***SPECIALTY***

***SPECIALTY***

***SPECIALTY***

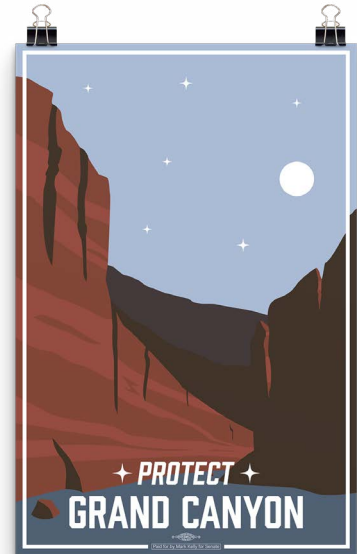
***SPECIALTY***

***SPECIALTY***

# SPECIALTY / BULK

Don't see what you're looking for in our standard products? Let us know—we can print on almost anything! These products are not offered on-demand, but instead are purchased up-front by you ahead of time and stored in our warehouse, ready to ship whenever a supporter makes a purchase.

Check out some of the products we've done in the past!



# EMBROIDERY

Want to offer a products with a more premium appeal? Try embroidery for a high-value look!

Our embroidery services offer a wide range of high-quality thread colors to match your branding. Embroidery is available for on-demand ballcaps and a wide range of specialty items at competitive bulk rates on inventory basis or for large events!

**WE SPECIALIZE IN CUSTOM  
DESIGNS FOR:**

**BEANIES  
PULLOVERS  
POLOS  
QUARTER-ZIPS  
AND MORE**



# COST BREAKDOWN

## INITIAL SETUP OF A WEBSTORE:

**\$850** for Federal and Statewide Campaign Stores;  
**\$450** for Regional and Local Campaign Stores;  
 Plus a **monthly hosting fee of \$40**.

The tables below indicate the funds you'll raise from the sale of any product. **Your Price** is the price you'll pay per item, covering the costs of production and fulfillment. The **Recommended Sale Price** is the price paid by your supporters on your webstore. **Funds Raised** is the difference between the two—yours to use in pursuit of your cause!

### APPAREL

APPAREL TYPE	YOUR PRICE	RECOMMENDED SALE PRICE	FUNDS RAISED
Tees (Unisex)*	19.60	32.00	12.40
Tees (Women's Cut)*	21.10	32.00	10.90
Tank Tops*	20.00	32.00	12.00
Long Sleeve Tees*	22.75	34.00	11.25
Hoodies (Pullover)*	42.35	60.00	17.65
Hoodies (Zipper-Front)*	48.25	65.00	16.75
Crewneck Sweatshirts*	33.15	55.00	21.85
Youth Tees	20.00	30.00	10.00
Onesies	20.00	30.00	10.00
Ballcaps	21.20	32.00	10.80
Masks	16.00	22.00	7.00

\* Adding a back tag to these items will add \$4 to "Your Price" in this table, which is covered by a \$4 increase in the "Recommended Sale Price." Plus size apparel from 2X+ adds an additional \$2 - \$6 to recommended sale. See next page for more details.

### GOODS

PRODUCT TYPE	YOUR PRICE	RECOMMENDED SALE PRICE	FUNDS RAISED
Buttons	3.90	6.00	2.10
Stickers	3.15	6.00	2.85
Magnets	5.25	9.00	3.75
Can Coolers	3.90	6.00	2.10
Mugs	12.00	20.00	8.00
Totes	17.70	32.00	14.30
Yard Signs	16.00	24.00	8.00

## PLUS SIZE APPAREL

Larger apparel sizes over XL require an additional charge according to size and garment type. These charges are listed below and are added to the 'recommended sale' price automatically.

PLUS SIZE UPCHARGES			
STYLE	SIZE	PRICE INCREASE	RECOMMENDED SALE
Unisex Tee	2X	+ 2.00	34.00
Unisex Tee	3X	+ 3.00	35.00
Women's Tee	2X	+ 2.00	34.00
Longsleeve Tee	2X	+ 3.50	37.50
Longsleeve Tee	3X	+ 5.50	39.50
Tank Top	2X	+ 2.00	34.00
Tank Top	3X	+ 3.00	35.00
Hoodie (Pullover)	2X	+ 6.50	66.50
Hoodie (Pullover)	3X	+ 10.00	70.00
Hoodie (Pullover)	4X	+ 17.00	77.00
Hoodie (Zipper-Front)	2X	+ 6.50	71.50
Hoodie (Zipper-Front)	3X	+ 10.00	75.00
Hoodie (Zipper-Front)	4X	+ 17.00	82.00
Crewneck Sweatshirt	2X	+ 4.00	59.00
Crewneck Sweatshirt	3X	+ 7.00	62.00
Crewneck Sweatshirt	4X	+ 11.00	66.00