

BEST PRACTICES

NIKE TEAM HEADWEAR



Imperial is the official licensee for Nike Team Headwear

Nike's products are "engineered to the exact specifications of championship athletes."

PRODUCTS

See our catalog at nike.teamheadwear.com for the current custom and stock headwear styles

CUSTOM CAPS

The greatest flexibility in design options

- All caps are made to order at overseas factories with an average delivery time of six (6) weeks, with seasonal variances.
- You can choose colors for the crown, bill, button, eyelets, piping, and Nike Logo
- Custom embroidery is produced on a flat fabric prior to cap construction, so the designs can be larger with more detail.
- The custom decoration options are Direct embroidery and 3D embroidery. Direct embroidery at the factory is high density with a higher thread count for more definition in the design than standard direct embroidery.
- Closed back and open back styles are available in fitted sizes and adjustable sizes. Adjustable back closure options include Buckle, Hook & Loop, Snapback and Swoosh Flex.
- The minimum cap order is twelve (12).

STOCK CAPS

The same quality as a custom cap

- The inventory and decoration are located in Missouri with shipment in under 5 days from final art approval.
- Decoration is done directly on constructed caps. Smaller designs with less complexity work best on stock caps.
- Decoration options include: Flat Embroidery, 3D Embroidery, Printed Twill Patch, Laser Etched Suede Patch, Embroidered Patch and Insignia Patch.
- Closed back styles are available in Swoosh Flex. Adjustable back options include Buckle, Hook & Loop and Snapback.
- The minimum decorated cap order is six (6) for flat and 3D embroidery. The minimums for printed twill and laser etched suede patches are twelve (12). The minimums for the Insignia and Embroidered patches are twenty-four (24).

BLANK CAPS

- Blank caps are available from Stock only. Blanks may be ordered in any style with no minimum



BEST PRACTICES: DESIGN LIKE A PRO

Customers, particularly baseball coaches, are very particular about their headwear. Follow the following steps to deliver quality caps that the customers will love (and will order again)!

1 Confirm what the customer likes.

- Discuss the preferred rise of the crown (high, medium, low) and other cap options like closures, piping, eyelets, button and bill.
- Measure the size of the design on the cap. The dimensions are important (See page 6)

Pro Tip: The size of the design is one of the top customer complaints. Confirm the dimensions with the customer and double check them in the art approval PDF.

2 Get the customer design in a digital file (SVG, Ai, or EPS format)

- You will need this file in the order process
- The design file must be in the exact colors that you want on the cap.
- DO NOT send us the DST art production file from your decorator or graphic artist

Pro Tip: The only information that we can read from any file that you send us is the logo design and colors. Dimensions and design type (3D or flat for example) only get communicated by you in the builder.

3 Check the Nike color chart to confirm that the cap colors meet the school specifications

Pro Tip: Maroon is like Minnesota; Cardinal is like Stanford; Crimson is like Harvard; White, natural and cream are different shades. Only pick colors shown on the Nike Color Chart. (See page 10)

4 Create the cap design at nike.teamheadwear.com

- Choose the style with the fabric and options (eyelet, button, adjustable or fitted, crown rise, bill style - flat or curved - that meet your customer specifications
- Check that the dimensions, height and width and match the customer preference.
- The builder defaults to the largest design size for the location on that cap. Adjust the size of the design in the builder to match the size specified by your customer.

Pro Tip: Save the name of the design for reference and share the link with your customer to show them a virtual production ready cap for their review prior to finalizing the order.

5 Repeat Orders

- For the same art file to be used in a repeat order, the colors and dimensions of the design must be identical. If you change any element of the design, you will need to create a new art file.
- Save processing time by adding your prior purchase order to the order notes to speed the order to production

Pro Tip: If you have any modifications to a prior order, your Nike Team Headwear service team will create the new art file for you



CUSTOM DECORATION OPTIONS



HD EMBROIDERY
Front, Side, Back, and Backstrap



3D EMBROIDERY
Front Only

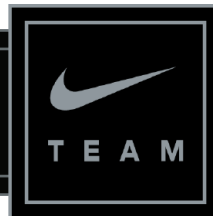
SUMMARY OF DESIGN OPTIONS FOR CUSTOM HEADWEAR

Cap Design Options (for most styles)	Custom Features
Crown Style	Structured & Unstructured
Crown Rise	Low, Medium & High
Crown Panel Color	Color options are available
Fabric	Wool, Cotton, Dri-FIT Wool & Dri-FIT Bozz
Perforation	Half & Full
Available Colors	Nike approved colors only
Brim Colors	Color options are available
Brim Styles	Flat, Curved, AeroBill
Under Bill	Mostly Pewter
Sizes	Fitted, Swoosh Flex & 1SIZE
Back Closures (on non-fitted styles)	Snapback, Hook & Loop, Swoosh Flex, Buckle
Eyelets	Color options are available
Button	Color options are available
Piping	Color options are available
Mesh Back	Available on select styles
Nike Swoosh	Color options are available
Nike Swoosh Location	Left side, back & bill
Side and Back Embroidery	Yes
Text on Back Strap Embroidery	Yes
Quantity	Minimum of 12 with same design and colorway
Player Tag	Options Available
Patches	No
Blanks	No

Pro Tip: Confirm that the size of your customer's design will fit in the selected location.
See the Decoration Dimensions table on Page 6.

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STOCK DECORATION OPTIONS



FLAT EMBROIDERY
Front, Side, Back, and Back Strap
Minimum: 6



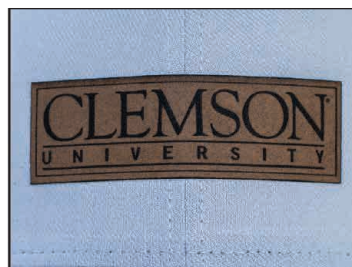
PRINTED TWILL PATCH
Front, Side and Back.
Minimum: 12



INSIGNIA PATCH
Front and Back.
Minimum: 24



3D EMBROIDERY
Front only
Minimum: 6



LASER ETCHED SUEDE PATCH
Front, side and Back.
Minimum: 12



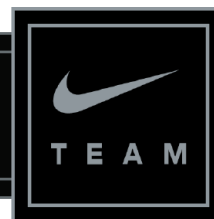
EMBROIDERED PATCH
Front and Back
Minimum: 24

If you have any questions regarding design options not listed above, please contact us. We will modify your art file when needed; for example: adding a sport name to an existing design file. Please contact us with any questions.

Best Practices for great looking 3D designs on stock headwear

- Design height should be 2.25" or less, so not to reach the crown break. Simple designs with low thread count will look the best.
- Width of any color in the design should be between 3/16 & 8/16 inches. This lowers the thread count and allows for use of satin thread. Satin does not show the needle marks.
- Avoid small words and the use of a lot of different colors in the design. Designs with a lot of detail will flatten the foam, minimizing the raised appearance.
- Intricate mascots or designs with multiple colors is difficult to stitch on a structured cap. The borders of the fill area should be flat to highlight the filled main component of the design.

Pro Tip: If your design has intricate details, ask our support team if your proposed design will embroider well on your selected cap style



STOCK DECORATION OPTIONS

SUMMARY OF DESIGN OPTIONS FOR CUSTOM HEADWEAR

Cap Design Options (for most styles)	Stock (Each style has specific features)
Crown Style	Structured & Unstructured styles available
Crown Rise	Styles with different rises available
Crown Panel Color	Same color on all panels
Fabric	Wool, Cotton, Dri-FIT Wool & Dri-FIT Bozz
Perforation	Styles with perforation available
Available Colors	Nike approved colors only
Brim Colors	Same as crown color
Brim Styles	Flat, Curved, AeroBill
Under Bill	Pewter
Sizes	Swoosh Flex & 1SIZE
Back Closures	Snapback, Hook & Loop, Swoosh Flex, Buckle
Eyelets	Most match crown color
Button	Most match crown color
Piping	Not available
Mesh Back	Not available
Nike Swoosh	White on most; black on white, natural & khaki
Nike Swoosh Location	Mostly on left side
Side and Back Embroidery	Yes
Text on Back Strap Embroidery	Yes
Quantity	See Table Below
Player Tag	Not available
Patches	Yes
Blanks	Yes

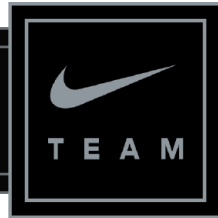
Pro Tip: Embellishment on a stock cap requires less complex designs because the machine is working on a completed cap. Custom caps designs are produced on flat fabric panels before the cap is constructed.

MINIMUM QUANTITY

Embellishment Type	Minimum Quantity per design and Colorway
3D and Flat Embroidery	6
Printed Twill and Laser Etched Suede Patch	12
Insignia and Embroidered Patch	24

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DESIGN DIMENSIONS

Design size is important. The table below details the maximum size for a design in each location for Custom and Stock Caps.

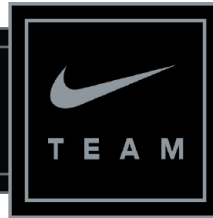
Best Practices for Headwear Designs		
Design Location	Maximum Dimensions for Cap Designs	
	Custom (Overseas) (W x H)	Stock (Domestic) (W x H)
Front	5.11" x 2.65"	5.5" x 2.25"
Side	2.7" x 2.0"	2.75" x 2.25"
Closed Back	4.72" x 1.96"	3.0" x 1.0"
Open Back - Back Arch	3.93" x 1.18"	4.5" x 1.0"
Open Back - Back Strap	3.93" x 1.18"	2.0" x 0.5"
Visor - Front	4.72" x 1.49"	5.0" x 1.2"
Visor - Back Strap	2.55" x 0.66"	2.0" x 0.5"
Visor - Side	3.0" x 1.2"	2.25" x 1.0"
Stripe Knit Front and Back	4.5" x 3.0"	4.5" x 3.0"
Cuffed Knit Front ONLY	4.5" x 2.75"	4.5" x 2.0"
Bucket Hats	N/A	4.5" x 1.5"
Embroidered Patch - Front	N/A	4.5" x 1.5"
Insignia Patch - Front	N/A	4.5" x 1.5"

Pro Tip: The cap builder will show you the maximum size for each location and the dimensions of your design will appear on page 2 of the approval PDF

CHOOSING THE RIGHT CAP SIZE

 HEADWEAR SIZING CHART														
FITTED SIZE (IN)	6 1/2	6 5/8	6 3/4	6 7/8	7	7 1/8	7 1/4	7 3/8	7 1/2	7 5/8	7 3/4	7 7/8	8	
HEAD SIZE (CM)	52	53	54	55	56	57	58	59	60	61	62	63	64	
SWOOSH FLEX														
S/M														
M/L														
L/XL														
1SIZE (ONE SIZE FITS MOST)														
1SIZE														

NIKE TEAM HEADWEAR



FABRICS

Nike Dri-FIT technology is an innovative polyester fabric designed to help keep you dry so you can more comfortably work harder and longer. There are two types of Dri-FIT fabric available.

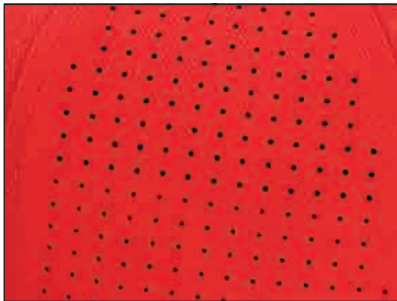
Dri-FIT Wool is a heavier polyester performance fabric with a brushed wool texture and hand-feel. Stretch-fit caps have 2% spandex blended in.

Dri-FIT Bozz is a lightweight, polyester performance fabric with a micro-diamond pattern and a smooth-hand feel.

Washed Cotton Twill is pre-washed cotton twill fabric that has a great broken-in and comfortable feel.

Acrylic Knit is a soft 100% polyester

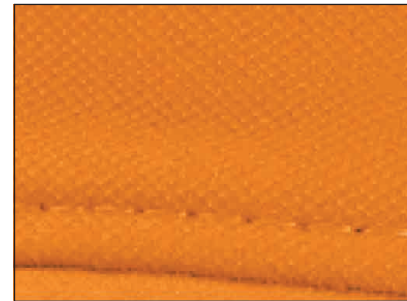
Meshback is 100% polyester to provide sweat-wicking technology to stay dry and comfortable. Meshback is only available on select Custom Styles



Perforation



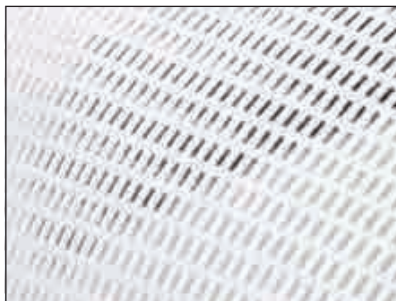
Dri-FIT Wool



Dri-FIT Bozz



Washed Cotton Twill



Meshback



Acrylic Knit



HEADWEAR FEATURES

CROWN OPTIONS

Crown Styles are structured or unstructured: Structured caps have been reinforced with buckram (or stiff fabric) behind the front two panels. The unstructured caps are just fabric so they will have a more relaxed fit.

Crown Profiles: Can be high, medium or low rise. A high crown is taller with a more squared peak. The medium and low rise do not have as steep of an angle.



High Crown
Height: 4+"



Medium Crown
Height: 3-4"



Low Crown
Height: 2-3"

Pro Tip: The Nike True High is generally 10mm (1/2" to 3/4") taller than the True Medium.

Perforations: On cap panels in the cap keep you cool. Half and Full perforation are available on select Custom and Stock styles and fabrics.

Piping: Can be added to the seams of the cap panels.

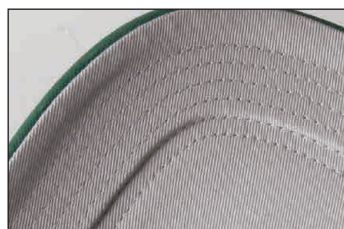
Pro Tip: A back logo cannot be added to a cap with 5 panel piping.

BILL OPTIONS

Curved Bill: a standard curve to the bill that is seen with the classic baseball cap.

Flat Bill: A flat brim cap is a kind of cap with a high profile (steep front) and a flat brim.

AeroBill: Nike AeroBill technology integrates proprietary lightweight construction with breathable, sweat-wicking fabric for enhanced comfort.



AeroBill



Curved Bill



Flat Bill



BACK CLOSURES

Fitted Caps have no mechanism to adjust the size of the cap and have closed backs, with no opening. Fitted Caps come in sizes 6 1/2 to 8.

Swoosh Flex uses a flexible inner sweatband to ensure an exceptional fit. It comes in sizes S/M, M/L, L/XL.

Hook & Loop is an adjustable closure obtained by pressing two parts together.

Snap Back hat closures will usually be made from plastic, and these can be adjusted by snapping the buttons at the back. One size should fit most people.

Buckle Strap is an adjustable strap, usually made of fabric with a metal buckle.



Fitted



Swoosh Flex



Hook & Loop



Snapback



Buckle

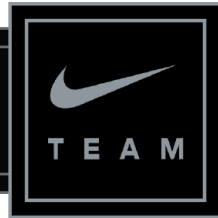
PRICING

- Nike Team Headwear provides a price list for team dealers. Pricing is typically reviewed annually. Refer to your Dealer Price List.

Pro Tip: All Nike headwear has a MSRP. Please refer to your current Dealer Price List.

BEST PRACTICES

NIKE TEAM HEADWEAR



NIKE HEADWEAR COLOR CHART 2024

341-GORGE GREEN TEAM DK GREEN	669-DEEP MAROON TEAM DK MAROON	739-UNIVERSITY GOLD	010-BLACK
374-APPLE GREEN TEAM KELLY GREEN	610/692-TEAM MAROON TEAM CARDINAL	765-YELLOW STRIKE	060-ANTHRACITE
419-COLLEGE NAVY TEAM NAVY	613-TEAM CRIMSON	783-TEAM GOLD TEAM VEGAS GOLD	026-FLINT GREY *
545-COURT PURPLE TEAM PURPLE	657-UNIVERSITY RED TEAM SCARLET	120-NATURAL	057-PEWTER GREY
493/480-GAME ROYAL	802-DESERT ORANGE	237-BAROQUE BROWN	012-WOLF GREY *
400-AERO BLUE	891-TEAM ORANGE	249-DARK CINDER *	055-BLUE GREY *
448-VALOR BLUE	873-BRIGHT CERAMIC	247-KHAKI	100-WHITE

***These colors are STOCK FABRICS ONLY.**

These Nike Approved Colors apply to both fabrics and thread colors.