

## **Artwork Submission Guidelines**

There are generally three instances when licensees need to create submissions in the Artwork module of [DLH](#):

- 1) When proposing a new design/product;
- 2) To support a product sample being sent to the USAF/USSF licensing office as part of the license renewal process; and
- 3) When the licensing office requests physical samples as part of a randomized QC audit.

Unless otherwise indicated, most products require approval of the mockup and of the physical sample prior to manufacturing and distribution. In most cases, the physical sample approval is a continuation of the submission created for the mockup.

In order to submit artwork (mockups) for approval, please jump to the instructions at the following sections.

[\*\*CREATE SUBMISSION\*\*](#)

[\*\*RESUBMIT ARTWORK\*\*](#)

[\*\*PHYSICAL SAMPLE \(QC REVIEW\)\*\*](#)

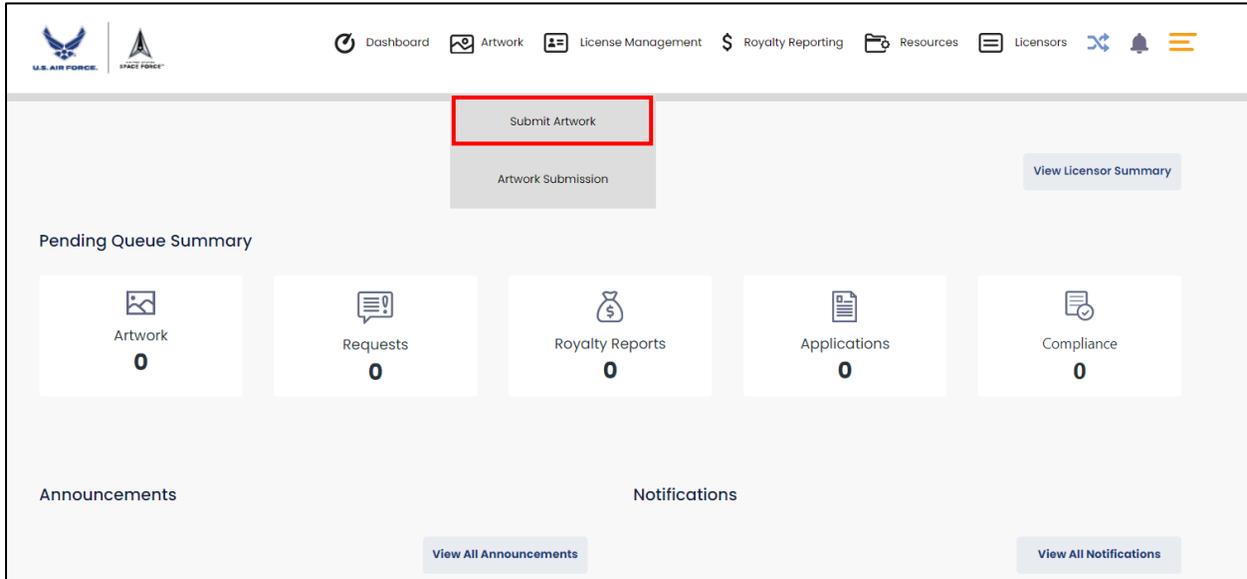
[\*\*ARTWORK SUMMARY\*\*](#)

[\*\*ARTWORK FILE SPECS\*\*](#)

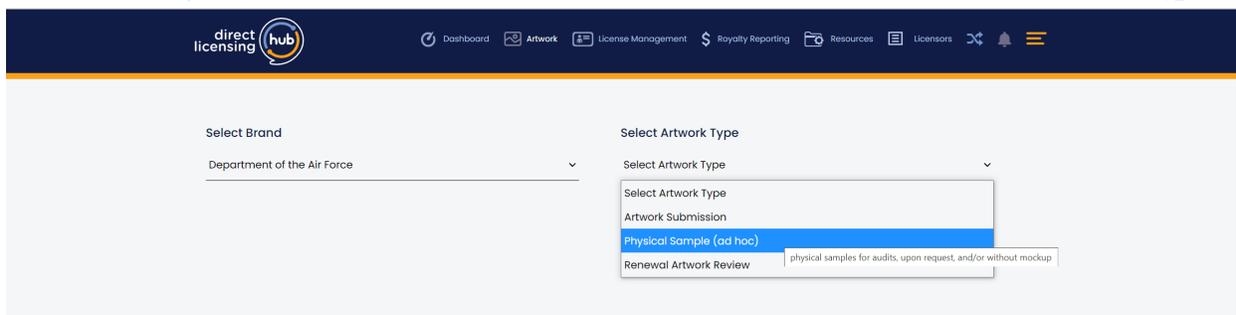
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## CREATE SUBMISSION

1. To submit artwork or to upload images of physical samples, hover over the 'Artwork' tab from the dashboard and select 'Submit Artwork'.



2. Once the new page opens, select the appropriate Brand and Artwork Type from the drop down.
  - a. Select 'Artwork Submission' for new designs/products.
  - b. Select 'Physical Sample (ad hoc)' for physical samples being sent as part of a randomized QC audit or at the request of the brand owner.
  - c. Select 'Renewal Artwork Review' for designs being uploaded as part of the license renewal process.



- Once you select the type of artwork you are submitting, it will take you to the submission page.

The screenshot shows a form titled "Select Artwork Type" with several sections:

- Select Artwork Type:** A dropdown menu with "Artwork Submission" selected.
- Select Territories:** A dropdown menu with "Select" selected.
- Select SubCategory:** A dropdown menu with "Select" selected.
- Select Distribution Channel:** A dropdown menu with "Select" selected.
- Select Manufacturer:** A dropdown menu with "Select" selected.
- Submission Name \***: A text input field.
- Are you applying logo to blank goods? \***: A dropdown menu with "No" selected.
- Material Content \***: A list of checkboxes for material types:
  - Ceramic
  - Cotton
  - Cotton/Polyster Blend
  - Glass
  - Leather
  - Metal/Pewter
  - Paper
  - Plastic

- You will need to answer all questions at the top that are a drop down and anything with a \* within the lower section.
- Once you have entered all the required information, you will scroll to the bottom and hit 'Submit'.  
*You have the option to create a template within each form. This allows you to save the answers to the questions asked, and you would just need to upload a new file when you are ready to submit artwork again.*
  - When the artwork is successfully submitted, it will take you to the Artwork Submission page that lists all pending artwork.

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## **AWAITING SUBMISSION TAB**

Any entry found in the 'Awaiting Submission' tab requires action by the licensee. The most common actions found in 'Awaiting Submissions' are RE-SUBMIT (when a mockup is found to be out of compliance with the brand standards) and PHYSICAL SAMPLE (QC REVIEW) (when a physical sample is required to support the mockup and/or during the license renewal process).

### **Resubmit Artwork**

Artwork requiring a re-submit will be listed in the 'Awaiting Submission' tab. The current stage will be identified as 'Concept (Initial Review)' and the status will be 'Re-Submit.' (i.e., the Dept. of the Air Force is waiting on a revised mockup from the licensee reflecting the required corrections)

When you are asked to re-submit an artwork submission, follow the steps below.

1. The artwork submission will be listed in the Awaiting Submission tab. Click on the design you are ready to resubmit to open it up.

SUBMISSION NAME	ARTWORK TYPE	BRAND	SUBMISSION DATE	CURRENT STAGE	STATUS	SYSTEM TAG
Test	Artwork Submission	Department of the Air Force	02/04/2021	Concept (Initial Review)	Re-Submit	

2. Click on the 'Files' tab and upload the new file.

Submission: Test Submit

Type: Artwork Submission  
Licensee: Crafter Test Licensee  
Submitted On: 02/04/2021  
Status: ReSubmit

Stages: Concept (Initial Review)

COMMENTS | DETAILS | **FILES** | HISTORY

Attachments

Select All Upload New File

3. Once the new file is uploaded, hit the green Submit button.

Questions or help: [support@directlicensinghub.com](mailto:support@directlicensinghub.com)

4. Once it is successfully resubmitted, it will appear in the Active Submissions tab, indicating that the submission is with the Dept. of the Air Force for review.

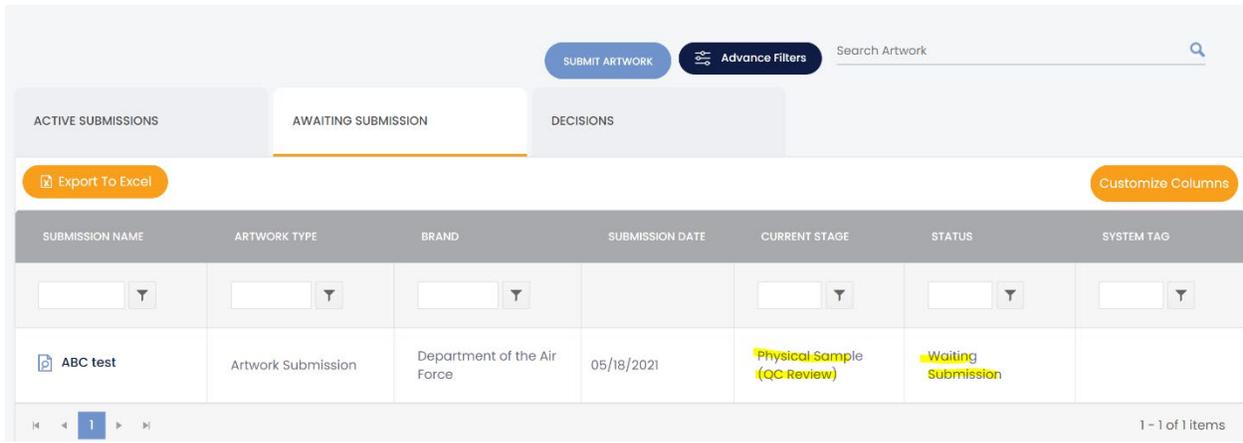
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## Physical Sample (QC Review)

Artwork requiring a physical sample will be listed in the 'Awaiting Submission' tab. The current stage will be identified as 'Physical Sample (QC Review)' and the status will be 'Waiting Submission.' (i.e., the Dept. of the Air Force is waiting on a submission from the licensee)

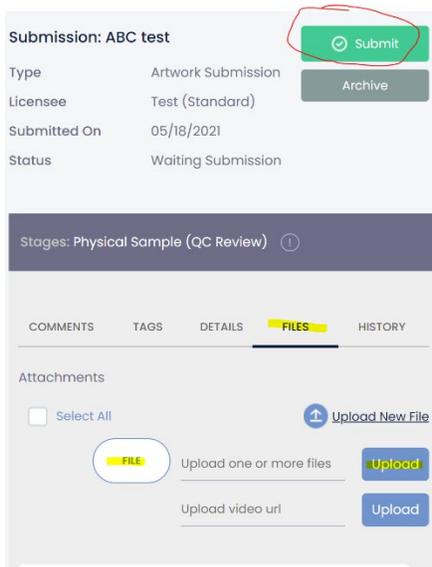
When you are asked to provide a physical sample of an approved mockup, follow the steps below.

1. The artwork submission will be listed in the Awaiting Submission tab. Click on the design you are ready to resubmit to open it up.



SUBMISSION NAME	ARTWORK TYPE	BRAND	SUBMISSION DATE	CURRENT STAGE	STATUS	SYSTEM TAG
ABC test	Artwork Submission	Department of the Air Force	05/18/2021	Physical Sample (QC Review)	Waiting Submission	

2. Click on the 'Files' tab and upload the new file. *NOTE: This file is to be a photo of the products in the shipping box.*



Submission: ABC test

Type: Artwork Submission  
Licensee: Test (Standard)  
Submitted On: 05/18/2021  
Status: Waiting Submission

Stages: Physical Sample (QC Review)

COMMENTS TAGS DETAILS **FILES** HISTORY

Attachments

Select All Upload New File

Upload one or more files Upload

Upload video url Upload

3. Once the new file is uploaded, hit the green Submit button.
4. Once it is successfully resubmitted, it will appear in the Active Submissions tab, indicating that the submission is with the Dept. of the Air Force for review.

The screenshot shows a web interface for managing submissions. At the top, there are buttons for 'SUBMIT ARTWORK' and 'Advance Filters', and a search bar labeled 'Search Artwork'. Below this are three tabs: 'ACTIVE SUBMISSIONS' (selected), 'AWAITING SUBMISSION', and 'DECISIONS'. There are also buttons for 'Export To Excel' and 'Customize Columns'. The main content is a table with the following data:

SUBMISSION NAME	ARTWORK TYPE	BRAND	SUBMISSION DATE	CURRENT STAGE	STATUS	SYSTEM TAG
ABC test	Artwork Submission	Department of the Air Force	05/18/2021	Physical Sample (QC Review)	Waiting Approval	

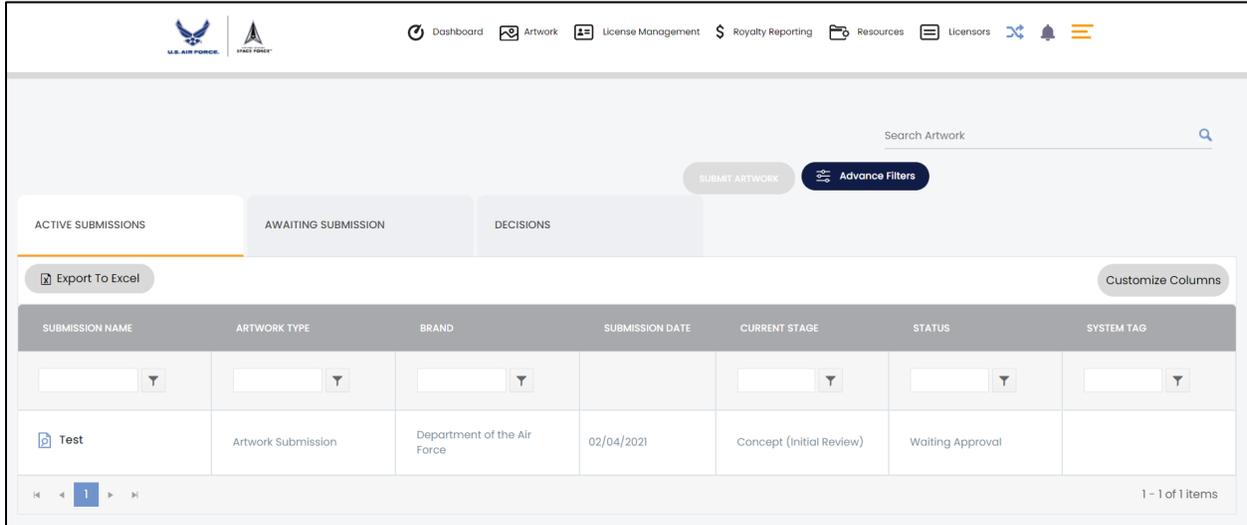
At the bottom of the table, there is a pagination control showing '1' and '1 - 1 of 1 items'.

- Once the brand owner reviews the product, it will either appear in 'awaiting submission' if further changes need to be made and a new sample provided, or in the 'decisions' tab if the product is approved, approved with changes but not requiring a new sample, or rejected.

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## **ARTWORK SUMMARY**

All submissions that are waiting on a decision will be listed under the 'Active Submissions' tab. Once a decision has been made on the submission, it will be moved to the 'Decisions' tab.



The screenshot shows a web interface for 'ARTWORK SUMMARY'. At the top, there are logos for 'U.S. AIR FORCE' and 'DIRECT LICENSING', and a navigation menu with items: Dashboard, Artwork, License Management, Royalty Reporting, Resources, Licenses, and a notification bell. A search bar labeled 'Search Artwork' is on the right. Below the search bar are buttons for 'SUBMIT ARTWORK' and 'Advance Filters'. A tabbed interface shows 'ACTIVE SUBMISSIONS' selected, with other tabs for 'AWAITING SUBMISSION' and 'DECISIONS'. Below the tabs are buttons for 'Export To Excel' and 'Customize Columns'. A table with the following columns is displayed: SUBMISSION NAME, ARTWORK TYPE, BRAND, SUBMISSION DATE, CURRENT STAGE, STATUS, and SYSTEM TAG. The table contains one row with the following data: Test, Artwork Submission, Department of the Air Force, 02/04/2021, Concept (Initial Review), Waiting Approval, and an empty system tag. At the bottom right of the table, it says '1 - 1 of 1 items'.

SUBMISSION NAME	ARTWORK TYPE	BRAND	SUBMISSION DATE	CURRENT STAGE	STATUS	SYSTEM TAG
Test	Artwork Submission	Department of the Air Force	02/04/2021	Concept (Initial Review)	Waiting Approval	

### Status Definitions:

- Approved/Approved with Changes: The design is approved for production, pending any comments included by licensor.
- Rejected: The design is not approved for production.
- Re-Submit: The design has one or multiple requested changes that must be corrected and resubmitted for approval.

## **ARTWORK FILE SPECS**

The Artwork module accepts the following file types: pdf, Word doc, mx excel, xml, ppt, jpeg, png, gif, csv,mp4, webm, ogg.

The maximum file size is 30 MB.

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