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Getting Started with Your First Merch Designs



If you've been creating content for some time and built a tight community, then it's time to consider opening a merch store. All you need are a handful of strong supporters, a good design concept, and [SE.Merch](#) — the ultimate swag solution for creators.

But what if you don't have designs to put on your merch? No problem! We're here to show you the ropes and help get you started. Opening a merch store doesn't need to cost you a cent and even commissioning a design can be less expensive than you think.





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No budget?

You don't need a fancy design to create merch products. The trick for a successful design is to focus on a concept that feels personal, is tailored to your content, and relatable to your community. You can play with some design ideas in the merch editor before deciding if it makes sense to enlist the help of an artist.

Avoid overcomplicating things and think about how you can leverage what you already have to create a design. Here are some ideas to get you started:

- **Logo**

Having a logo makes your brand official and easily recognizable. If you already have one, your first merch collection can simply be your logo applied to various products. If you don't have a logo, you can use the SE.Merch design editor to create a simple one using shapes and texts with cool fonts!

- **Emotes**

When words aren't enough, emotes get the job done! If your community loves using them in chat, you can bet they'll love wearing merch with them.

Make sure you have full commercial rights over the emotes you want to use on your products and keep in mind that the emote should be at least 300 DPI to look good when printed. If you are unsure that your emote files are big enough, upload it on a product and the SE.Merch design editor will let you know.

- **Quotes & Catchphrases**

Are there popular catchphrases you frequently use on streams or videos? Funny sayings and inside jokes are perfect for a merch collection because they're something unique to your community! Just choose a product, go to the SE.Merch design editor, and write the slogan using the font, color, and size you like best.

- **Community & Content**





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something funny that came up in chat on a mug or make a sticker with an image of something created live on stream, like a custom mod. The possibilities are endless and having fun with your community can be more rewarding than a fancy design. Be sure to ask for your community's feedback on design ideas, that way they'll be more connected to the final product and more likely to rock it.

- **Limited Edition Designs: Milestones & Events**

How about some exclusive designs to celebrate special moments with those in your community who were part of it? Design a limited edition mousepad when you reach Twitch Partner or a sub goal. Create shirts for subathons, tournaments, or any other events you host. You can even offer unique designs to help raise money for fundraisers!

Here are some of our favorite examples to get your creative juices flowing: [bearded_muscle](#), [bislobo](#), and [ninjabrain1](#).



Examples of Emotes, Logos, and Catchphrases as design elements

Hiring a Designer

If you have some money to spend on your merch designs but have never worked with an





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their reviews and how much they're charging. Most artists charge according to their level of expertise and the project complexity. Depending on your needs you can get a nice design for as low as \$10-\$15.

After determining what you want, narrow your search. Define your budget and the style of graphics you're looking for. Think about how you're going to use the designs (i.e. merch, social media, website) and make sure the files and rights you get from the artist will allow you to do what you need. You should at least have commercial rights over a high quality PNG that can be resized and is print ready.

There are several places you can find an artist, such as:

- **Community Discords**

Look at the Discord communities you're a part of (including your own and [ours!](#)). Many Discord servers have art-commission channels with artists advertising their work and sharing portfolios. You can reach out to designers directly and ask other content creators for tips on how to commission a design.

- **Freelance Marketplaces**

Another great place to start are freelance marketplaces, like [Fiverr](#) and [Upwork](#). There you'll find tons of graphic designers with different styles and experience levels that you can hire. If you're not ready to work with an artist, consider using web-based design services — such as [Fiverr's](#) and [Vexel's](#) logo makers — to easily customize ready-made designs for a one-time or monthly fee.

- **Creator Channels**

If you like the graphics of other creators, see if they credit the designer on their channels or ask who did their designs. While you don't want to imitate another creator, you at least know the level of quality to expect from the artist.

When working with independent artists, always do your due diligence to ensure they are





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There you have it! No matter how much or how little you have to spend, you are now ready to bring your brand to life with your very own merch store.

What's your favorite type of merch design? Have any other suggestions for content creators like yourself? Share them with us in the comments below.

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