

The Design Quality Checklist

You don't need design talent to pass these checks. Run every design through them before it becomes a listing, and if you can't tick a box, fix the design first. **The goal is a design that's good enough to sell, not one that wins art awards.**



Is it modeled on what's already selling?

- ☐ You found the idea in listings that are **already selling** (checked with Etsy search and ListingView's sales data), not just in your own head.
- ☐ Similar designs are selling across **more than one shop**.
- ☐ You pulled out the pattern behind them (the font style, layout, colors, message and emotional hook) and made **your own version**, not a copy.
- ☐ It's aimed at a **specific sub-niche** ("night-shift nurse", not just "nurse").



Does it look like Etsy?

- ☐ It matches what Etsy buyers already buy: a **hand-made, minimalist, vintage, boho or illustrated** look. It isn't cartoonish, meme-style or generic.
- ☐ The colors are **muted, earthy or vintage**, unless the niche calls for bright ones.
- ☐ It's **clean and simple**, not cluttered.



Is it clean and readable?

- ☐ It uses **one or two fonts** at most.
- ☐ The text is **readable at the size it will be printed**, with letter spacing and line height checked, so nothing is cramped or blurry.
- ☐ It uses **one or two effects** at most (an arch, an outline, a shadow, distressing).
- ☐ Any graphic or AI image **supports the text** instead of fighting it, and you've checked it at print size for artifacts.



Is it ready to print, and safe to sell?

- ☐ You have a **dark version and a light version**, and you've checked each one on light and dark products.
- ☐ The file is a **high-resolution PNG with a transparent background**, sitting inside the product's safe print area.
- ☐ You checked the phrase in the **USPTO trademark database**, and every font and graphic is licensed for commercial print-on-demand. No copyrighted characters or logos.