

LOGO GUIDELINES FOR CUSTOM APPAREL

Pactimo's premium cycling apparel is recognized worldwide as among the best in the industry. We're diligent about the construction of our garments and our customers are proud to display our brand. As such, we maintain logo standards that ensure our brand is easily recognized on everything we produce.

We understand there are circumstances which deserve consideration with regard to color choice in coordination, visibility of our logo, and aesthetic of design. As such, we present the following Custom Logo Guidelines and graphic examples to assist in the process of developing apparel for our clients.

LOGO STANDARDS

The following Logo Guidelines are provided to assist in the process of developing custom apparel for our clients.

For the sake of reference, the Pactimo logo is comprised of three distinct elements:



LOGO PLACEMENT

Pactimo maintains standard logo locations and size requirements on every garment. Each garment design template will have these placements clearly noted. For most garments the locations are as follows:

TOPS

DISC & FIN:

Right side, chest & back left pocket.

WORDMARK:

Right and left sleeve cuffs.

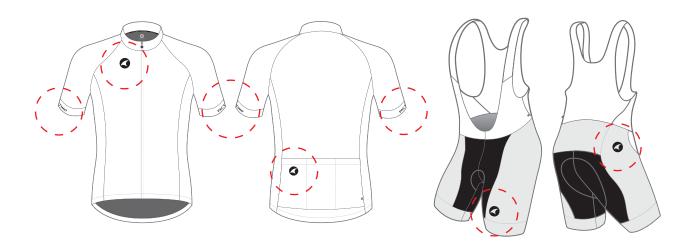
BOTTOMS

DISC & FIN:

Right side rear & front left leg above leg band.

WORDMARK:

None required.



LOGO SIZE

Logo sizes are standard on all garments and cannot be changed.

TOPS

CHEST DISC & FIN:

BACK POCKET DISC & FIN:

SLEEVE CUFF WORDMARK:

4 cm

3.5 cm

7 cm wide

BOTTOMS

LEG DISC & FIN

4 cm

STANDARD LOGOS

The below logos are considered the Standard or default on garments.



Black disc and "punched out" fin on a light background.



White disc and "punched out" fin on a dark background.

PACTIMO

Black wordmark on a light background.



White wordmark on a light background.

"Punched out" means the background color or base color of the jersey shows through the fin. See pages 4, 5 and 6 for exclusions and examples. In all cases, the wordmark must stay in the Pactimo font and cannot be altered by bolding, italicizing or any other changes.

COLOR LOGOS

While the black and white logos are the default, logos can be colored to accomodate your team or club's kit design.



Kit main color: Blue Accent color: Yellow



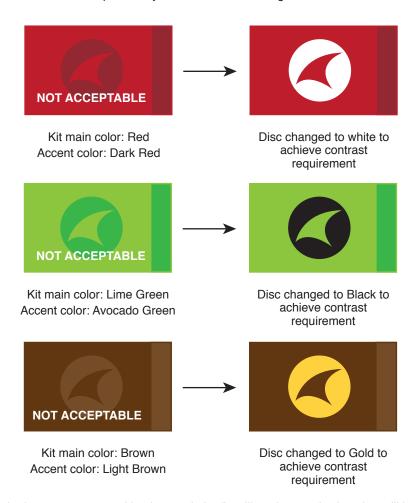
Kit main color: Orange Accent color: Red



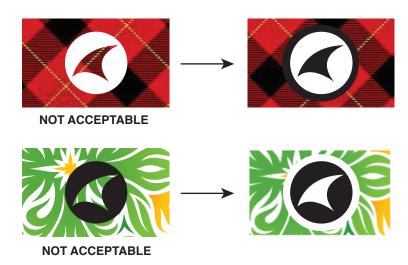
Kit main color: Brown Accent color: Green

COLOR LOGO CONTRAST

There must be a 100% contrast between the logo and the background color. In the case where this in not obtainable using the kit's primary and accent color, the disc must be white, black or another complimentary color that allows for high contrast.

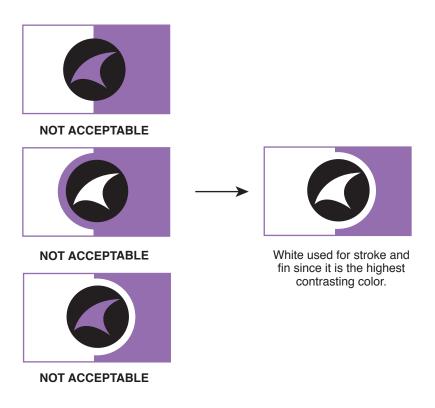


When placing the logo on a patterned background, the fin will not be punched out but will instead be filled with one of the background's predominent, high-contrast colors. Additionally, a .25 cm outline must be added around the disc in the same color used to fill the fin.

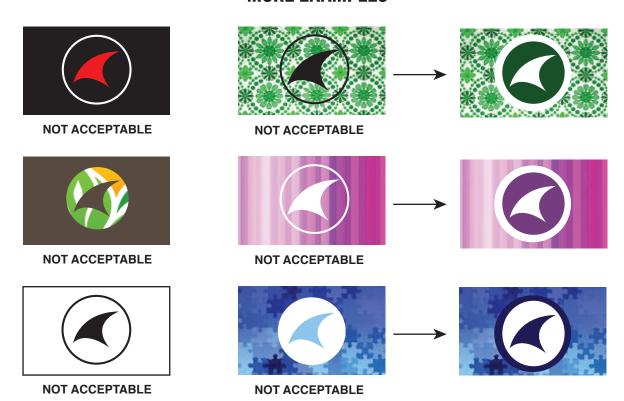


Similarly, when the logo falls across two colors, the fin will be filled with the highest contrast color.

A .25 cm outline must be placed around the disc in the same color used to fill the fin.

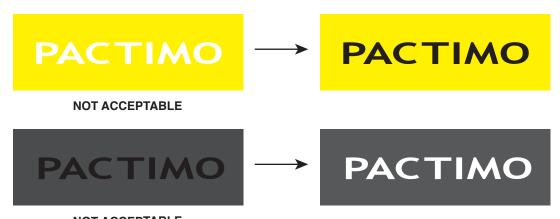


MORE EXAMPLES



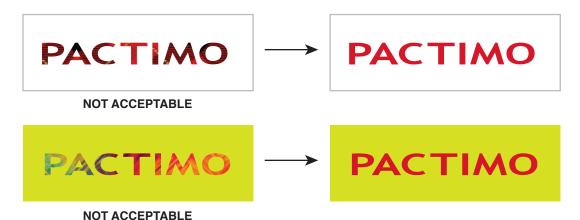
THE WORDMARK

Like the disc, the wordmark must have 100% contrast from the background color. In the case where this in not obtainable, the wordmark must be white, black or another complimentary color that allows for high contrast.

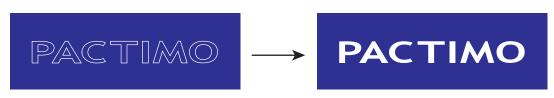


NOT ACCEPTABLE

Patterns or designs can never be used in the wordmark.

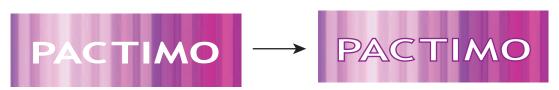


The wordmark must always appear filled with color and connot appear "punched out."



NOT ACCEPTABLE

In the case where the wordmark sits on a background that makes it difficult to achieve the full contrast requirement, an outline of 0.125 cm will be added.



NOT ACCEPTABLE

ART GUIDELINES

IMPORTANT!

Make sure you downloaded the current professional templates from our website when creating your own artwork.

USING COLORS

Colors print differently on cloth than they do on paper. Even Pantone® colors may not print exactly. That's why we've created Pactimo Fabric Color Swatches. Pactimo Fabric Colors are coded as PAC XXX. They have been perfected over time and when referred to, ensure an exact color match. Ask your account manager to send you a Fabric Color Swatch.

When opening the professional templates (Illustrator .ai files), you will find a Pactimo (PAC) color swatch library embedded into the program. Apply the PAC colors according to the colors you have chosen from the Pactimo Fabric Color Swatches. Pantone colors may be closely replicated; however, with sublimation printing some colors are impossible to exactly reproduce. We only match Pantone Solid Coated colors. Those numbers should be coded as PMS XXX.

LOGOS & IMAGES

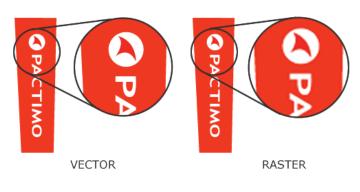
All logos and artwork should be in vector format (Illustrator .ai or Freehand .eps). A vector graphic retains its clarity when it is scaled for different sizes. Non-vector graphics, known as raster images, do not retain clarity when scaled and will become pixelated or blurry. It's important to note that raster images placed into Adobe Illustrator and then saved as an .ai or .eps file are still raster images. They will not scale or print clearly.

USING RASTER IMAGES

If you must use raster images in your artwork, they should have a minimum of 250 dots per inch (dpi) at actual jersey size (which is approximately 7000 pixels wide across the chest).

They should also be saved on a transparent background as a .psd, .png, .ai or .eps file format. Raster images saved as a .tif, .gif, .jpeg, or .psd will always print with a white background. That white background will appear on your garment.

If the color in your raster image needs to be exact (just as our "rorange" needs to be exact), a color print of the raster image should be sent to your account manager so we can match as closely as possible.





RASTER .PNG ON TRANSPARENT BACKGROUND

RASTER .JPEG OR .GIF ON WHITE BACKGROUND

WORKING WITH GRAPHICS & LOGOS

- · Graphics must bleed to the largest garment size.
- · Graphics will not line up across seams on all sizes.
- Guide box lines in the guide layer are suggested placement for logos. Logos can be enlarged as long as they do not cross seam lines.
- · PACTIMO logos are not to be moved unless approved by the PACTIMO Graphics Department.
- Refer to Pactimo Garment Templates for required Pactimo logo placements.
- · Logos can be used on your clothing so long as you have written permission from the sponsoring company.

FONTS

Make sure to convert all your text to outlines in Illustrator or include your font files. Otherwise your fonts may be automatically converted to something you don't like or want.

BEST PRACTICES

- Black on printable Lycra, such as that used in shorts and bibs, will appear as a dusty black when the fabric stretches on the body. Therefore, it's a good idea to avoid printed black areas directly next to non-printed black areas, as they may not look like similar shades of black.
- · All white or light colored rear panels on shorts/bibs will be more transparent than darker color-filled panels.
- · Gradients and fades used with red colors will take on a pink hue as the color lightens.
- Very steep gradients between light and dark colors may actually appear as if there are lines separating the colors.
- Full black on shoulders of garments can be very hot in certain climates.
- Small graphics or text crossing the top or bottom of the rear pockets requires meticulous alignment when the garment is sewn. It's better to slightly raise or lower the graphic so that it does not intersect at the pocket to avoid possible misalignment.