



PACTIMO

Standards for Custom Apparel Logo Guidelines

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 all of our products.

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.

If you're local or if we have a Sales Rep in your area, call us at 800-801-9869.

We're happy to help!



PACTIMO

www.pactimo.com • 800.801.9869

Logo Standards

The following Custom Logo Guidelines are provided to assist in the process of developing custom apparel for our clients. Pactimo maintains standard logo placement locations and size requirements by garment as specified within the Pactimo garment templates.

LOGO LOCATION

TOPS - Right side, chest & back left pocket

BOTTOMS - Right side rear & front left leg above leg band

STANDARD LOGO - CAN DO

The Traditional Logo (right) is always the preferred option, however the following exceptions are acceptable:



- Black or white “disk.” Stroke in black or white to ensure visibility and definition
- Red or white “fin”
- When a stroke is not used on disk, the “PACTIMO” below the logo must match disk color
- “PACTIMO” may include black or white stroke to ensure visibility and definition

See page 4 for examples.

ALL LOGO - CANNOT DO

- “Disk” and “PACTIMO” of differing color
- PACTIMO in any color other than black or white
- Patterns within the “disk” or “fin”
- Black “disk” on black background without white stroke
- White “disk” on white background without black stroke

See page 6 for examples.

COLORED LOGO - CAN DO

- “Disk” color cannot change and should always be black or white. Black or white stroke may be used to ensure visibility and definition
- “Fin” color can be changed, but must remain contrasting and visible
- Patterns may not be used in the “disk” or “fin”
- “PACTIMO” below the logo must either match the stroke color (either black or white), or when a stroke is not used, must match the disk (either black or white)
- “PACTIMO” may include stroke of opposing black or white
- All Pactimo logos must remain visible in a color scheme

See page 5 for examples.

If standard colors are changed on the fin, Pactimo logos will be represented at 125% of standard size

Standard Size



125% of
Standard Size



Keep In Mind: Pactimo reserves the right to preserve these standards for any order. Consideration to all exceptions is on a case by case basis and subject to approval.

Art Guidelines

COLOR GUIDELINES

Use the Pactimo Fabric Color Swatches to determine the colors you desire. Indicate those numbers in the Design Checklist or give them to your Account Manager. Numbers should be coded as **PAC XXX**.

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**.

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

YOUR LOGOS & IMAGES

- Submit logos in vector format (Illustrator .ai or Freehand .eps). Non-vector images placed in Illustrator, then saved as an .ai or .eps file are not vector files and will be treated as raster images.
- Include font files or convert all text to outlines.
- Raster logos/images (.tif, .gif, .jpg, .psd) will print with a white box surrounding them. Only isolated images that are sent in .psd, .ai, or .eps will appear without a white box surrounding them.

GRAPHICS

- 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.

TIPS TO CONSIDER

- 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 drop off and appear as an obvious line separating the colors.
- Small graphics or small text crossing the top or bottom of back pocket onto the garments back requires lining up when the garment is sewn. It is better to slightly raise or lower the graphic so that it does not intersect at the pocket, avoiding possible misalignment when sewn.

Standard Logo - Can Do

Pactimo's standard colors for representation of our logo are red, black and white (PAC 485, PAC hex blk, white). Pactimo's standard logo representation is defined as follows:

1. Black "disk" and "PACTIMO" below logo in black with white "fin"



2. White "disk" and "PACTIMO" below logo in white with red "fin"



3. Black "disk" and "PACTIMO" below logo in black with white "fin" on pattern



4. White "disk" and "PACTIMO" below logo in white with red "fin" on pattern



5. Black "disk" and "PACTIMO" below logo in black (outlined in opposite color) with white "fin" on two tone



6. White "disk" and "PACTIMO" below logo in white (outlined in black) with white "fin" on two tone color



Colored Logo - Can Do

You are allowed to change the fin to any Pantone color available, however the wordmark and disk must be either matching black or white in color.

1. Black "disk" and "PACTIMO" below logo in black with a transparent "fin"



2. White "disk" and "PACTIMO" below logo in white with a transparent "fin"



3. Black "disk" and "PACTIMO" below logo in black with color matching "fin" on pattern



4. White "disk" and "PACTIMO" below logo in white with color matching "fin" on



5. Black "disk" and "PACTIMO" below logo in black with color "fin" on two tone



6. Black "disk" and "PACTIMO" below logo in black with color "fin" on two tone color



All Logo - Cannot Do

Refer to these examples for logo changes that are not permitted.

1. "Disk" and "PACTIMO" of differing color



2. "PACTIMO" in any color other than black or white



3. Patterns within the "fin"



4. Patterns within the "disk"



5. Black "disk" on black background without white stroke, white lettering on black smaller than lettering on white background, "PACTIMO" and "disk" color differ, and non-contrasting "fin" color



6. "PACTIMO" not in black

