



DESIGN GUIDE

CUSTOM APPAREL

DYE-SUBLIMATION PROCESS

Specialized Custom Apparel uses a printing process known as dye-sublimation. Once printed, the artwork is transferred directly to the fabric using a heat press. This step of the process permanently presses and embeds the inks from the transfer paper and into the fibers of the fabric.

This process is one of the most commonly used methods of printing within the sportswear industry. It is a simple and clean process that lends itself to the use of multiple colors and highly detailed artwork that permanently lasts.



ARTWORK FILE FORMATS

In order to ensure the highest quality printing and finalized product, acceptable file formats for printing are restricted to vector based artwork only. Rasterized artwork will not be accepted for finalized production printing.

VECTOR ARTWORK

Vector graphics are comprised of points, lines, and curves that are easily scalable and transferable without issues of distortion or pixelation.

Acceptable Vector Formats: .ai, .eps, .svg

RASTERIZED ARTWORK

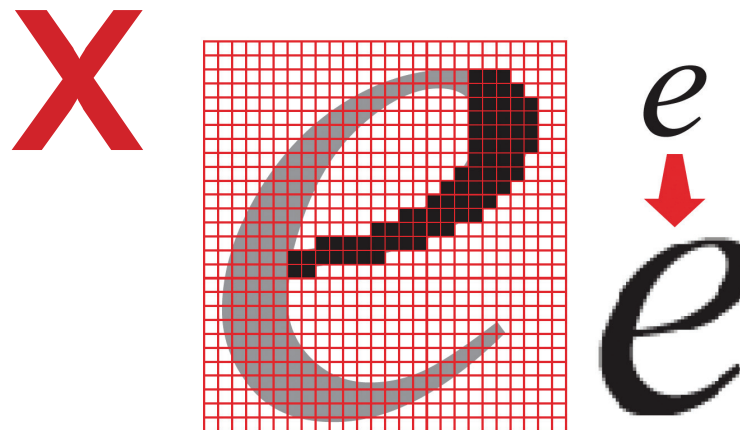
Rasterized images are made of millions of tiny pixels that can be extremely complex in matching colors and scaling artwork onto a finalized product. When scaling rasterized artwork, images can become easily blurred or distorted.

Unacceptable Non-Vector Formats: .psd, .jpeg, .tiff, .png, .bmp



VECTOR ARTWORK SCALING

Easily Scalable - Zero Distortion at all sizes



RASTERIZED ARTWORK SCALING

Distortion when scaled beyond 100% - Not Accepted

ARTWORK REVIEW PROCESS

All artwork submitted will be double checked by our design team, to ensure that we are fully able to replicate the designs onto your finalized product. If we have any questions or concerns, we will bring this to your attention as quickly as possible. Once all artwork and styles are submitted with final order details, only then will Specialized move forward with production.

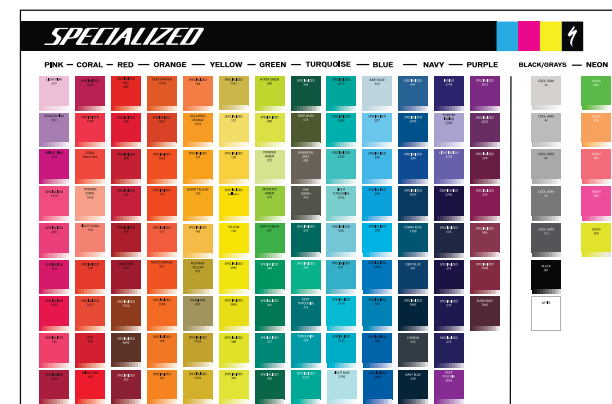
ARTWORK NOTES & BEST PRACTICES

COLOR

- All colors need to be spec'd using the spot colors from the Specialized Color Palette or referenced using the Specialized fabric blankets.
- CMYK, RGB, and Pantone (PMS) color builds will be converted to the closest possible color from the Specialized Color Palette.

ARTWORK

- All artwork should be layed-out on the Specialized design templates for each of the requested styles.
- Design templates are based off of size medium
- Artwork on design templates is 15% of final printed size (i.e., a 1.5" logo on the design template will be 10" on the final printed piece).
- Logos and artwork must be in vector format.
- All fonts must be expanded/outlined. (To outline font in Adobe Illustrator - highlight text, go to the top Menu Bar > Type > Create Outlines).
- Specialized "S" must appear where placed on design templates for each style. Logo color can change to best match your design.
- When placing artwork in each panel (i.e., sleeves, sides, front, collar, etc.), please use clipping mask.
- Please make sure artwork extends to or beyond red box on templates. This ensures enough usable artwork, as well as accurate placement for production on all size runs. (Visible when guide layer is turned on)
- Production artwork will be based off of the additional flat panels on the templates for arms, legs, and side panels.
- **Please do NOT align artwork directly across seams.** Specialized cannot guarantee perfect alignment across all panels. (Exception - Front Zipper Seam)



Specialized Approved Color Palette / PDF provided with design templates



Specialized Color Blanket and Sublimated Fabric

ARTWORK NOTES & BEST PRACTICES CONTINUED

OUTLINING / EXPANDING FONTS



FONT UNSELECTED

Highlight the text to outline/expand font.



FONT BEFORE BEING OUTLINED

Text has single bar below font,
Text can still be edited.



FONT AFTER BEING OUTLINED

Text is no longer editable.
Text shows outlines around when selected.



ARTWORK CAN CROSS ZIPPER

ARTWORK CANNOT CROSS ANY OTHER SEAM



WRONG

Artwork crossing seams and aligned.
(Exception: Front Zipper)



CORRECT

Artwork does not align across seams
(Exception: Front Zipper)

DESIGN PROOF NAVIGATION

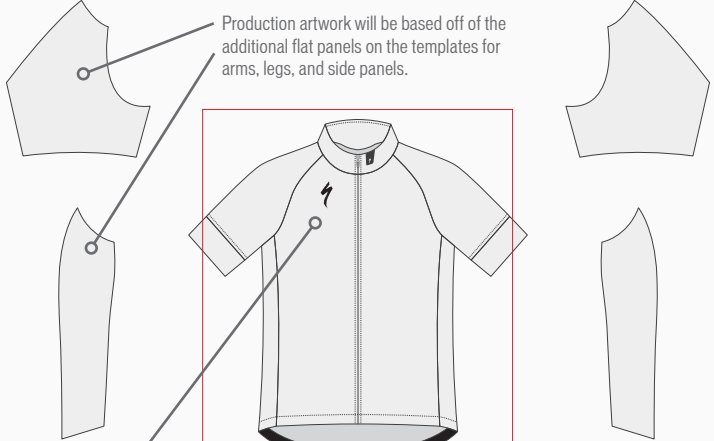
Please work to fill out design proof to the best of your ability. For any questions or concerns, please reach out and we will do our best to help you along the way.

CLIENT: **Name**


DESIGNER: **Name**

Client and Designer information

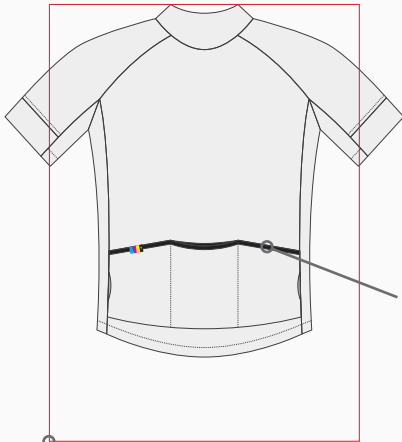
SPECIALIZED
CUSTOM APPAREL



Production artwork will be based off of the additional flat panels on the templates for arms, legs, and side panels.



Specialized "S" must appear on front chest of jersey.



Binding when offered on Jersey and bibs must be black or white only.

SL/EXPERT

Apparel Style

Please make sure artwork extends to or beyond red box on templates. This ensure enough usable artwork for production.

PLEASE NOTE:
Mock-ups are based on a size Medium.
Logos and artwork must be in vector format.
Specialized "S" logo must be placed on either the right or left chest.
Designs that are placed across seams are not guaranteed to line up in production.
Please extend artwork beyond red box to ensure accurate placement for all size runs.
Production starts only after final approval of artwork and deposit.

Important information

PMS PMS PMS PMS PMS

PLEASE HELP TO LIST ALL COLORS USED IN ARTWORK
(ADDITIONAL COLORS MAY BE USED)

Colors used from the approved Specialized Color Palette / Specialized fabric blankets.

DESIGN LIBRARY - ROAD & MTB

The library is made up of designs which can be updated to suit your needs. For the majority of the designs, colors, logos, and graphic are interchangeable. Just pick your color from our color palette and send us your logos for us to design. The Design Library should be an easy to use design tool for booking orders with Specialized Custom Apparel.

The design options vary from the “Classics” to “Wild Styles.” While the road and MTB design libraries are organized with designs closely associated with their cycling discipline, any of the designs are available to both road or mtb jerseys.

DESIGN LIBRARY - EASY STEP-BY-STEP

1. PICK YOUR DESIGN

Choose from our many options in the Road or MTB Design Library.

2. CHOOSE YOUR STYLES

What style riders frequent your shop?

3. SELECT YOUR COLORS

Your brand colors? Trend colors? Team colors? You choose or let us help you.

4. PLACE YOUR LOGOS

Place the Logos or word-marks wherever you see fit “on rider”

5. SEND US YOUR ORDER DETAILS

Submit all order details including styles, quantities, shipping, etc.



FREQUENTLY ASKED QUESTIONS

Q: Do we have to use colors within the Specialized Color palette? Why?

A: Yes. This is necessary to ensure that your orders are produced as quickly as possible and looks consistent across all styles that we offer.

Q: Can I choose a new pantone color to better fit my design?

A: Colors must be selected from our approved Specialized Color Palette.

Q: Are we able to align artwork across all seams or only the front zipper panels?

A: We can only guarantee alignment across the front zipper panels. The front zipper panels are specifically created as straight parallel pieces to one another in order to accommodate the zipper as well as the artwork. Each style is made up of many individually shaped panels. Most panels are articulated or shaped to wrap around a rider's body. These articulated panels vary in size and shapes, making it difficult to match artwork with our custom printing and sewing processes.

Q: Do rear jersey pockets count as 1 piece and how does this effect alignment?

A: The back pockets should be treated as an individual panel unless otherwise noted. On regular 3 pocket panels, artwork should align based on the design proof. Exception: The Women's RBX Comp Jersey has a 3-part back pocket where each pocket should be treated as an individual panel.

Q: On jerseys with a range of different sizes, how do we maximize artwork and placement?

A: Our production team grades artwork to best match the sizes requested. The standard procedure for matching artwork on a jersey or bib-shorts requires a specific artwork created for sizes XS-M and another specific artwork that matches the sizes L-3XL.

Q: When does the lead time for production of my orders begin?

A: The lead time for production begins as soon as we receive your written approval on all design proofs and finalized order details have been submitted to your account manager at Specialized.

Q: Can I sublimite on all areas of the jersey and bib-shorts?

A: Jersey - Yes. On shorts and bib-shorts the inner lycra panels and bib straps cannot be sublimated. (Exception: SL Bib-Short straps can be sublimated).

Q: Can I request a strike off, to ensure color accuracy, before confirming my order?

A: Yes. All strike-off sample requests are helpful in reviewing artwork and checking color. Adding this process may add an additional 2-3 week to the lead time per strike-off and costs \$50 per strike-off.

Q: Will the color look the same on my computer as it looks after being printed?

A: Not exactly. Often times there can be some differences between what is seen on-screen and what is printed on fabric. This is dependent on your computer screen's display settings. In order to ensure you are choosing the most consistent color reference, please see your rep in order to match color using a Specialized Fabric Blanket.

If you have additional questions or concerns, please contact us at customapparel@specialized.com

DESIGN CHECK LIST

- ☐ **Check to make sure all colors used are within the specialized color palette.**
All colors must be within color palette unless otherwise noted..

- ☐ **Artwork should not cross over seams.**
Specialized cannot guarantee that artwork across seams will align except across the front zipper panels.

- ☐ **Artwork must be submitted in vector format.**
Vector artwork is the easiest way to ensure the best quality and color when scaling and printing artwork. Please avoid submitting rasterized artwork as it can have unexpected results when scaling and printing.

- ☐ **All logos and fonts must be outlined/expanded in vector format.**
Please help to submit logos and fonts that have been expanded or outlined. Our font libraries may not have the intended fonts and we cannot guarantee a perfect match unless the logos and fonts are expanded and outlined properly.

- ☐ **Check for color fades, transparency layers and highly detailed graphics used within the artwork proofs.**
In order to ensure the best quality we highly recommend a strike off. Color fades, transparency layers and highly details graphics can have unexpected results. For more details and information, please consult customapparel@specialized.com