PACTIMO

PACTIMO ART GUIDELINES

Designing clothing graphics can be very different from other media. Below is a list of things to consider.

COLOR

Please use the **2008 Pactimo Fabric Color** Swatches to determine the colors you desire, and then indicate those numbers in the Design Checklist or give them to your Account Manager. Please note that those numbers should be coded as **PAC XXX.**

When creating your own artwork, make sure that you have downloaded the current 2008 professional templates from our website. When you open the 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 **2008 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. Please note that those numbers should be coded as **PMS XXX.**

LOGOS & IMAGES

Logos should be submitted in vector format (Illustrator .ai or Freehand .eps). Non-vector images placed in Illustrator and then saved as an .ai or .eps file are **NOT** vector files and will be treated as raster images.

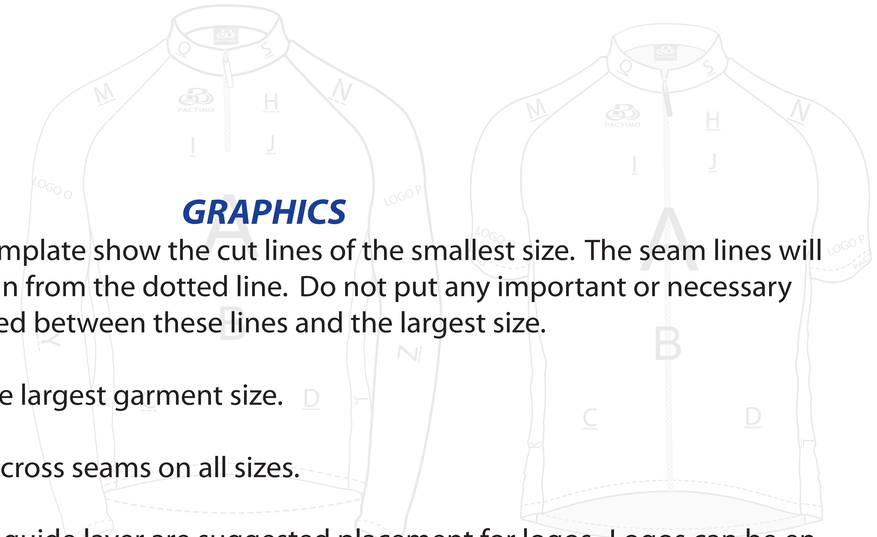
Include font files or convert all text to outlines.

Raster images must be 250 dpi at actual size (roughly 7000 pixels wide on the chest) in CMYK mode . This MUST be the original size. Images scaled or resolution changed in Photoshop or an equivalent program is unacceptable.

A color print of the raster image needs to be sent to the **PACTIMO Graphics Department** if the color of the image is crucial. Exact reproductions of color are not guaranteed. .jpg files will print the most accurate color.

All 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 format will appear without a white box surrounding them.

All logos must be supplied by the sponsored team with permission from the sponsoring company. **PACTIMO** will provide or reproduce logos only with written permission by the sponsoring company. Extra art time applies to reproducing logos.
When reproducing logos, **Pactimo** will do our best to stay within the standard turnaround time, however, the turnaround time may be affected based on the complexity of the logo.



GRAPHICS

The dotted lines on the template show the cut lines of the smallest size. The seam lines will be approximately 10 mm in from the dotted line. Do not put any important or necessary graphics or text in the bleed between these lines and the largest size.

Graphics must bleed to the largest garment size.

Graphics ***will not*** line up across seams on all sizes.

The 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 or scaled down unless approved by the **PACTIMO Graphics Department**. The color may be changed to fit with in the design, but are subject to approval by the **PACTIMO Graphics Department**.
Refer to the Pactimo Garment Templates for required Pactimo logo placements

Artwork submitted electronically must be in Adobe Illustrator format with all type converted to outlines or font files included. Linked files should be included.

TIPS TO CONSIDER WHEN DESIGNING YOUR GARMENTS

Black on shorts/bibs will appear dusty on printable panels. It is suggested to not use printed black directly next to black non-printed base lycra.

An 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 drop off and appear as an obvious line separating the colors.

Full black on shoulders of garments can be very hot in certain climates.

Small graphics or small text crossing the top or bottom of back pocket onto the garment 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.