



PACTIMO

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.

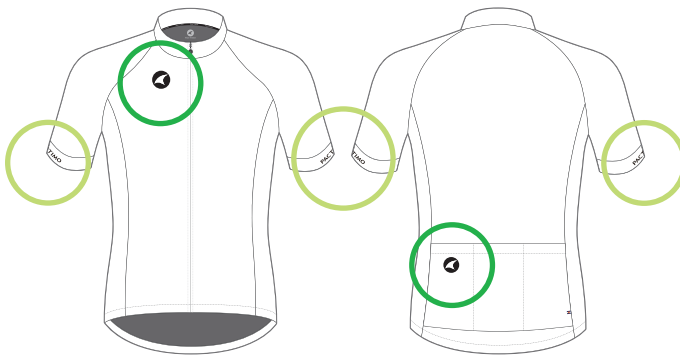
We understand there are circumstances which deserve consideration with regard to color choice in coordination, visibility of our logo, and aesthetic of design. As such, we present the following Custom Logo Guidelines and graphic examples to assist in the process of developing apparel for our clients.



LOGO STANDARDS

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 and cannot be changed:

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



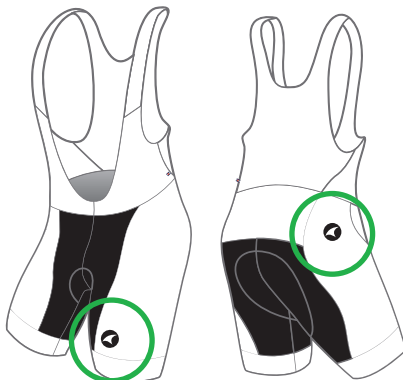
TOPS

DISC & FIN

Right side chest - 4 cm
Back left pocket - 3.5 cm

WORDMARK

Right and left sleeve cuffs - 7 cm wide



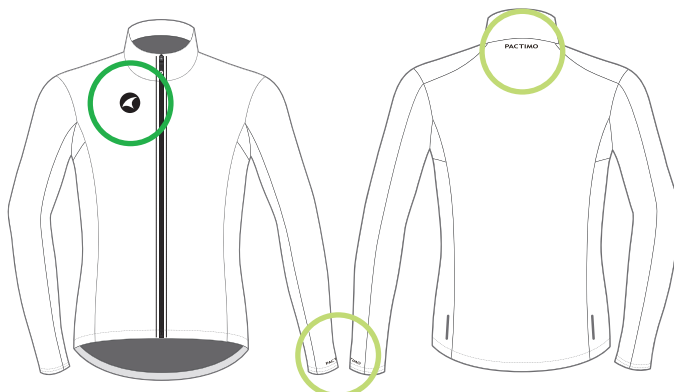
BOTTOMS

DISC & FIN

Right side rear - 4 cm
Front left leg (above leg band) - 4 cm

WORDMARK

None required



OTHERS i.e., garments without pockets

DISC & FIN

Right side chest - 4 cm

WORDMARK

Upper back
Left sleeve cuff



STANDARD LOGO USAGES

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

DISC & FIN



The "Disc"
The "Fin"

White and black are the standard colors for the Disc and should be used to create the maximum contrast with the background or garment base color. The Fin **should always** be the same color as the background or garment base color.

CORRECT

Light solid background with black Disc for best contrast. The fin is the same color as the background.



CORRECT

Dark solid background with white Disc for best contrast. The fin is the same color as the background.

WRONG

The white Disc on a light background does not have enough contrast.



WRONG

The black Disc on a dark background does not have enough contrast.

WRONG

The fin should be the same color as the background.



WRONG

The fin should be the same color as the background.

See pages 4, 5 and 6 for exclusions and examples.

WORDMARK

PACTIMO

White and black are the standard colors for the Wordmark and should be used to create the maximum contrast with the background or garment base color.

CORRECT

Light solid background with black Wordmark for best contrast.



CORRECT

Dark solid background with white Wordmark for best contrast.

WRONG

The white Wordmark on a light background does not have enough contrast.



WRONG

The black Wordmark on a dark background does not have enough contrast.

In all cases, the Wordmark must stay in the Pactimo font and cannot be altered by bolding, italicizing or any other changes. See pages 4, 5 and 6 for exclusions and examples.



COLORING THE DISC

While it is preferred that the Disc be white or black, you may use colors to create a garment with a pleasing flair. However, the color used must sufficiently contrast with the background.

In every case, the Fin should be the same color as the background.

CORRECT Light solid background with colored Disc for best contrast. The fin is the same color as the background.			CORRECT Dark solid background with colored Disc for best contrast. The fin is the same color as the background.
WRONG The fin should be the same color as the background.			WRONG The fin should be the same color as the background.
WRONG There is not sufficient contrast between the Disc and the background.			WRONG There is not sufficient contrast between the Disc and the background.
WRONG Same as above and the Fin should be the same color as the background.			WRONG Same as above and the Fin should be the same color as the background.
WRONG The Disc should not have a border and the Fin should be the same color as the background.			WRONG The Disc should not have a border and be a contrasting solid color. The Fin should be the background color.
WRONG The Disc should be black or red and not have a border, and the Fin should be the background color of white.			WRONG The Disc should be white and without a border, the Fin should be the background color.
WRONG The Disc should be white or red and not have a border, and the Fin should be the background color of black.			WRONG The Disc should always be a contrasting solid color and never be filled with a pattern.

REMEMBER — the Fin NEVER gets colored and should always be the same color as the background or garment base color.

The only exceptions to the above examples occurs when the Disc and Fin appear atop a pattern.
See page 5 and 6 for examples.

PATTERNED BACKGROUNDS

When the logo (Disc & Fin) falls across two colors or appears atop a patterned background the Disc should be filled with the highest contrast color from the design. A .25 cm boundary in the primary background color should be used to make the Disc stand out from the background. The primary background color that is used for the boundary should always be used as a solid fill for the Fin.

The .25 cm boundary around the Disc should always be the primary background color.



WRONG



BETTER



BEST

Notice how the Fin color is always the primary background color in the two correct versions.

Using the background color for the boundary “erases” background elements to create desired buffer around logo.

When two or more colors evenly share the background, you should use the darkest color as the primary background color.



WRONG



BETTER



BEST

Notice how the Fin color is always the primary background color in the two correct versions.

Using black as the background color and lighter colors for the Disc makes the logo stand out better.

This example shows the Disc should never be the primary background color since the Disc disappears in the design.



WRONG



BETTER

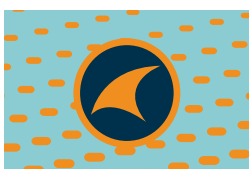


BEST

Notice how the Fin color is always the primary background color in the two correct versions.

Good examples of how a boundary with the primary background color raises the logo above the pattern.

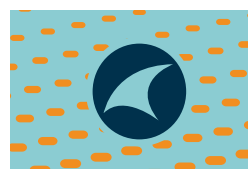
This example shows an incorrect color choice for the boundary, which should be the light blue primary background color.



WRONG



BETTER



BEST

Notice how the Fin color is always the primary background color in the two correct versions.

In this case, a complimentary third color was used to create the best contrast for the logo.



PATTERNED BACKGROUNDS CONT.

An example where a middle color selected from the background is the best choice for the boundary and Fin so the boundary blends into the background.



WRONG



BETTER



BEST

Notice how the Fin color is always the primary background color in the two correct versions.

While the black Disc is acceptable, the best option here for maximum contrast is a white Disc.

Another example showing that the color for the boundary and Fin comes from the darkest primary color that sits behind the logo.



WRONG



BETTER



BEST

Notice how the Fin color is always the primary background color in the two correct versions.

A colored Disc is acceptable but the highest contrast will come from using a white Disc.

Another example showing that when two colors evenly share the background, the darkest should always be considered the primary background color and used for the boundary and Fin.



WRONG



BETTER



BEST

Notice how the Fin color is always the primary background color in the two correct versions.

A colored Disc is acceptable but the highest contrast will come from using a white Disc.

With a complicated design, the darkest color should be considered the primary background color and used with the boundary and Fin.



WRONG



BETTER



BEST

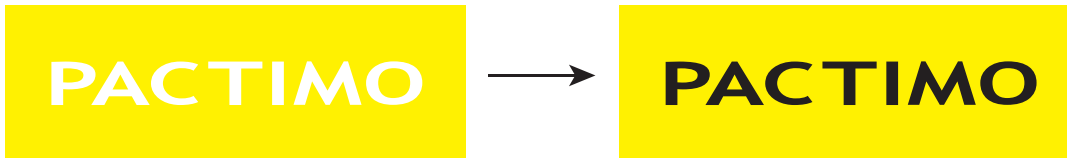
Notice how the Fin color is always the primary background color in the two correct versions.

A colored Disc is acceptable but the highest contrast will come from using a white Disc.

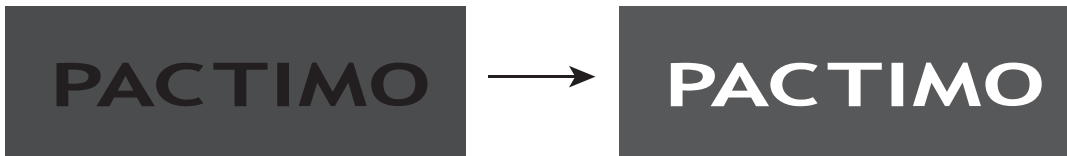


THE WORDMARK

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

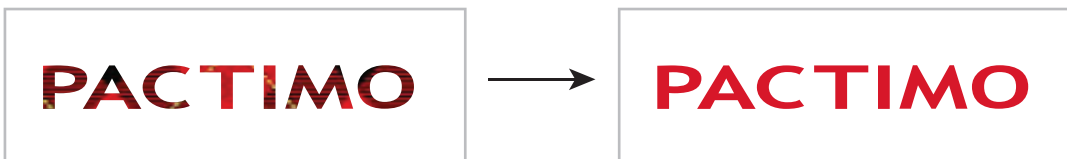


WRONG

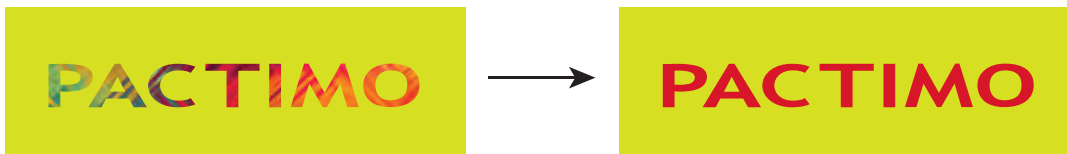


WRONG

Patterns or designs can never be used in the Wordmark.

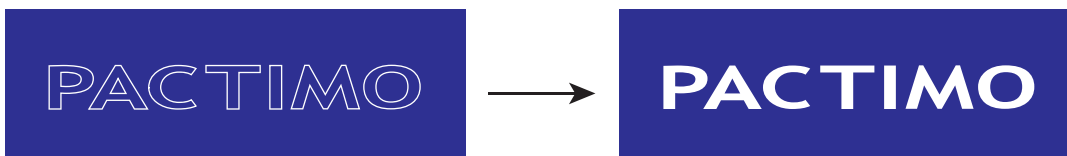


WRONG



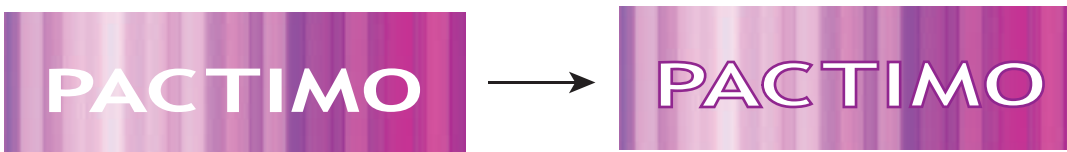
WRONG

The Wordmark should always appear filled with color and should not appear outlined.



WRONG

The only exception to outlining is when the wordmark sits on a background that makes it difficult to achieve the full contrast requirement. In that case an outline of 0.125 cm can be added to a solid filled Wordmark.



WRONG



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

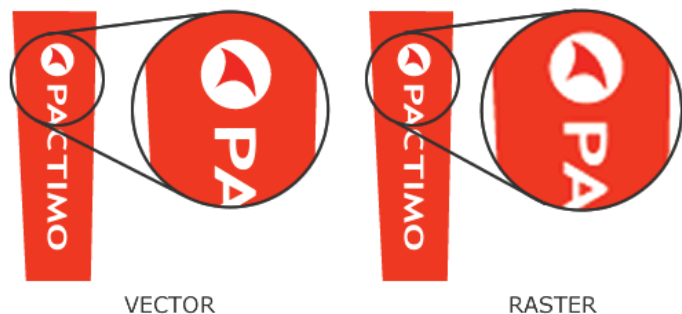
All logos and artwork should be in vector format (Illustrator .ai or Freehand .eps). A vector graphic retains its clarity when it is scaled for different sizes. Non-vector graphics, known as raster images, do not retain clarity when scaled and will become pixelated or blurry. It's important to note that 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 .png, .ai or .eps file format. Raster images saved as a .tif, .gif or .jpeg 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 "orange" 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.



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.

