



# PACTIMO

**PACTIMO TRANSFER + FULLY DYED (T+FD)**

**GUIDELINES, BEST PRACTICES & RESTRICTIONS**

# PACTIMO HEAT TRANSFER PROGRAM

## Positioning Statement

- For performance-driven teams and riders who value a modern, minimalist aesthetic, Pactimo's Custom Heat Transfers offer a sleek, pro-level look in select bibs and suits made possible by fully dyed Lycra and ultra-premium heat transfers from 3M. While sublimated bibs offer vibrant, full-graphic customization, our new heat transfer offering gives teams a clean, timeless option with unmatched fabric richness and elite-level, subtle branding —perfect for those who believe less truly is more.

## Purpose of this document

- Design Specifications
- Placement Guidelines
- Best Practices
- Things to Avoid
- Template Use
- Sample Artwork







## WHAT IS A HEAT TRANSFER?

Heat transfers are a durable and minimalist method for applying logos to performance apparel. At Pactimo, we've been using industry-leading heat transfer materials from 3M for over five years across our entire product line—including reflective details, branding elements, and logo applications. These embellishments are engineered for stretch, wear, and repeated laundering, and we've seen a negligible failure rate across tens of thousands of garments.

While custom heat transfers are a new option in our Custom program, they are far from new to our production standards. This application method is already a core part of how we build premium apparel, and our team is highly experienced in managing the technical and aesthetic demands of heat-applied graphics.

## WHY HEAT TRANSFERS?

While sublimation continues to offer incredible flexibility for bold, color-rich designs, some teams prefer a more refined look. Fully dyed Lycra provides a deep, uniform black that gives your kit a professional, elevated finish. The challenge? Adding logos and team branding without compromising the fabric's look and feel.

## DESIGN OVERVIEW

The design guidelines of Heat Transfers are far more strict than that of their sublimation-printed counterparts. The heat transfer is a single-layer, single-color film that needs to first be cut and processed, then applied to the garment with pressure and heat to adhere.

Due to this heat-applied method, heat transfers while durable, require specific attention to detail in design to ensure the best durability possible.

## FILE REQUIREMENTS

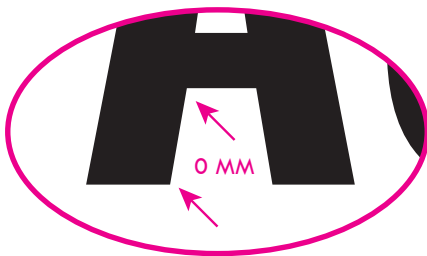
- AI (Adobe Illustrator) or EPS (Encapsulated PostScript), both types of Vector files, are the only file types that can be used for this process.
  - This is because the vector outlines are used as the cutting template to cut the heat transfer.
  - If artwork is not available as vector, our art team will need to use art-time to trace any logos/artwork.



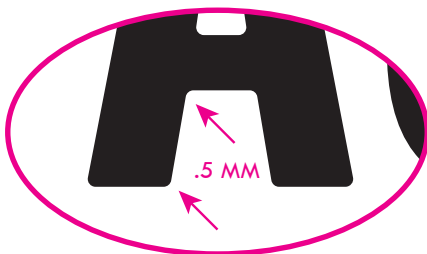


## DESIGN GUIDELINES - COLOR, TEXT, CORNERS

- Due to these logos being an applied film, they can only be a single color.
  - No gradients, shading, or any variation in shade or tone will be translated.
- Text must be outlined. Text is a good design tool for this application, but all text must be outlined (vectorized) in order to be used for cutting the heat transfer.
- No acute angles, or sharp corners (see ref image)
  - Acute or sharp corners don't adhere as well, and are prone to being caught on clothing, hard surfaces, velcro, etc which will cause premature peeling.
  - All corners should be radiused to a minimum of .5mm, 1-2mm is a safe radius.



PAC



PAC



## DESIGN GUIDELINES - BEST PRACTICES

- The primary thing to keep in mind for heat transfer logos is SIMPLE IS BEST. Simple wordmarks, logos, icons will be more durable for the end consumer. The more complex the logo, the less durable the logo will be (beyond our warranty period). See below for examples of good logo designs that follow these principals.

squadra  
coppi

- The “squadra” text is about as intricate as you generally should allow.
- “coppi” in this graphic is simple and easy to produce.



- Our logo works very well for heat transfer, note the radiused inside edges

**PACTIMO**

- This bold, simple text is very easy to produce and will be durable.
- Note the minimal details, and rounded corners.



- This PAC logo is slightly more complicated than our circle logo, but still follows good principles like simplicity and radiused corners

## DESIGN GUIDELINES - THINGS TO AVOID

- The below examples show logo design that we want to try and avoid. See below for specific notes.



# Kelly Benefits

- The “Kelly Benefits” text is almost acceptable, but the sharp edges will peel faster
- The Lion-Shield graphic is an example that is prone to peeling primarily due to the intricate details and small elements (see below for minimal cut-path size guidance)



- Everything about this logo is difficult to produce.
- Sharp/numerous corners make peeling highly likely from surface abrasion and washing.
- Small areas between elements (outline of text) are difficult to process and may lead to failures.



**Select Benefits**  
Communications Group



The margin are too small, Not able to cut and tear off

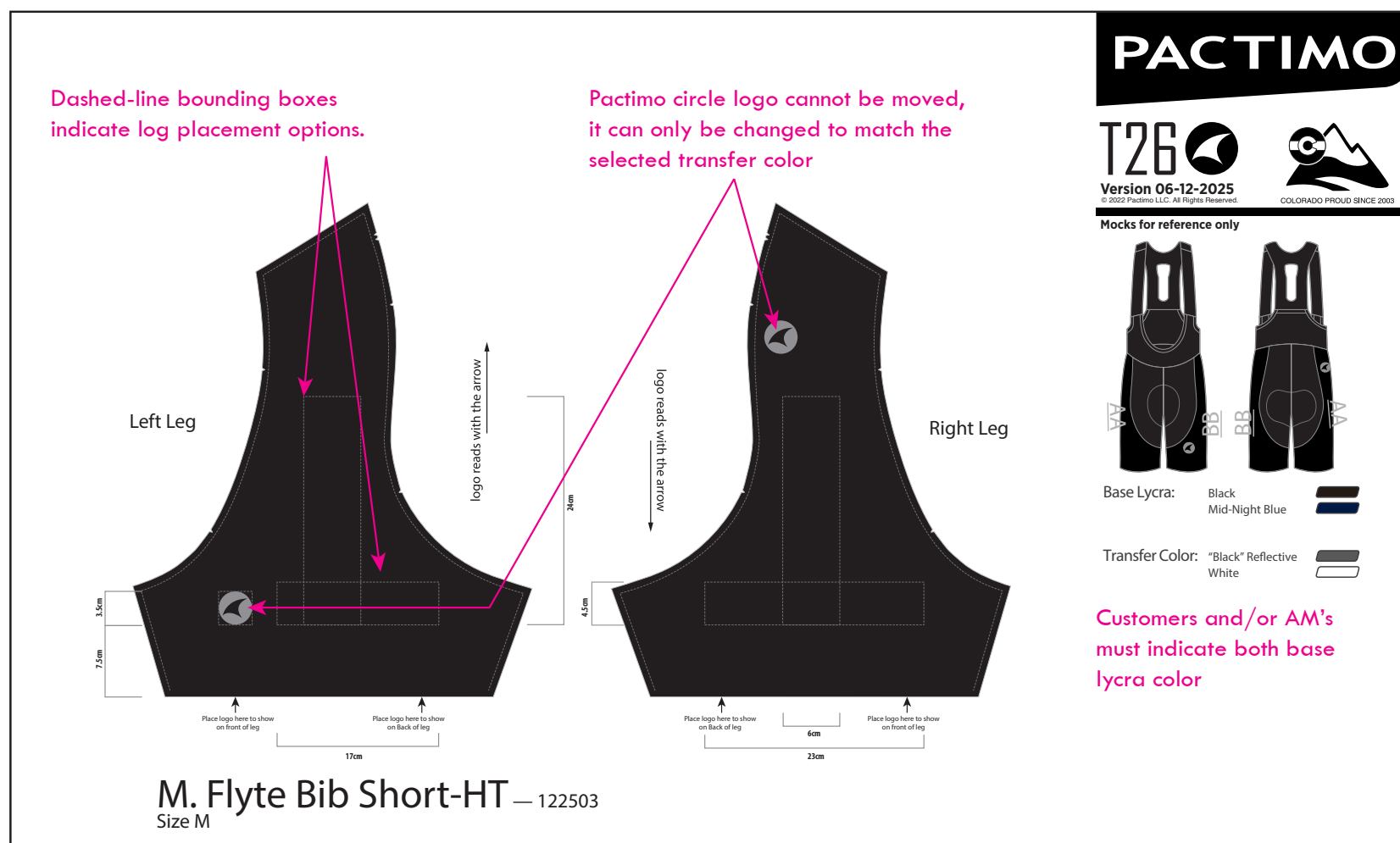
Text size should be bigger then 27pt (7 mm)

Minimum cut path length: 6mm

Minimum cut area: 2.25 mm<sup>2</sup>

## TEMPLATE USE - HEAT TRANSFER ONLY

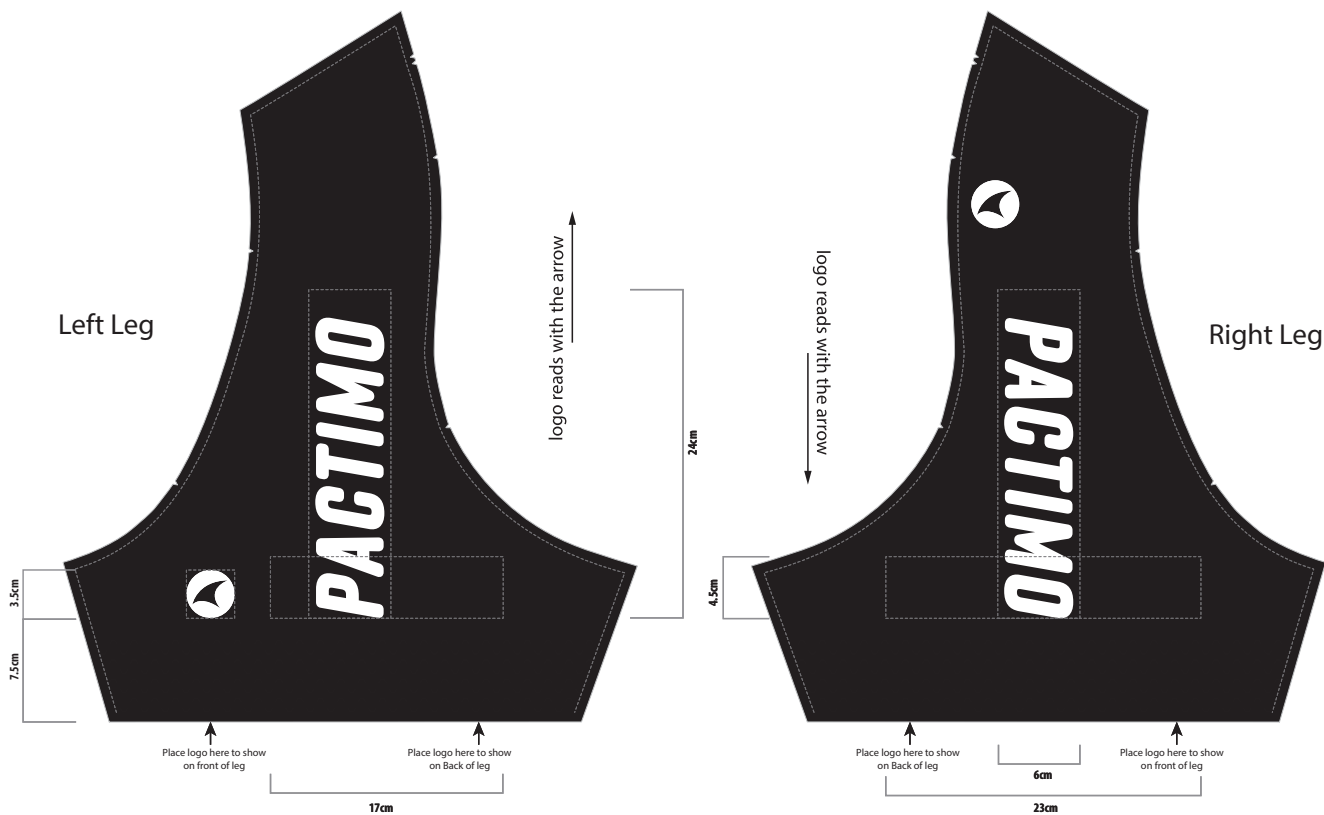
- The templates for these new Heat Transfer garments will look familiar in most ways, with a notable change in the “bounding boxes” in which customers can place artwork. While sublimation allows for nearly limitless edge-to-edge design, heat transfers need to be contained strictly within the visible dotted-line boxes in order to ensure that they will not be cut-off on smaller sizes in the size grade.
- Customers and/or AMs must indicate both the base lycra color, as well as the heat transfer color - Either reflective black (current logo standard for Branded), or non-reflective White transfer.





TEMPLATE USE - HEAT TRANSFER ONLY - ART EXAMPLE 1

This example is the simplest and best application for heat transfers. Bold, simple forms with no hard corners.



M. Flyte Bib Short-HT — 122503  
 Size M

PACTIMO

T26

Version 06-12-2025

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COLORADO PROUD SINCE 2003

Mocks for reference only

AA

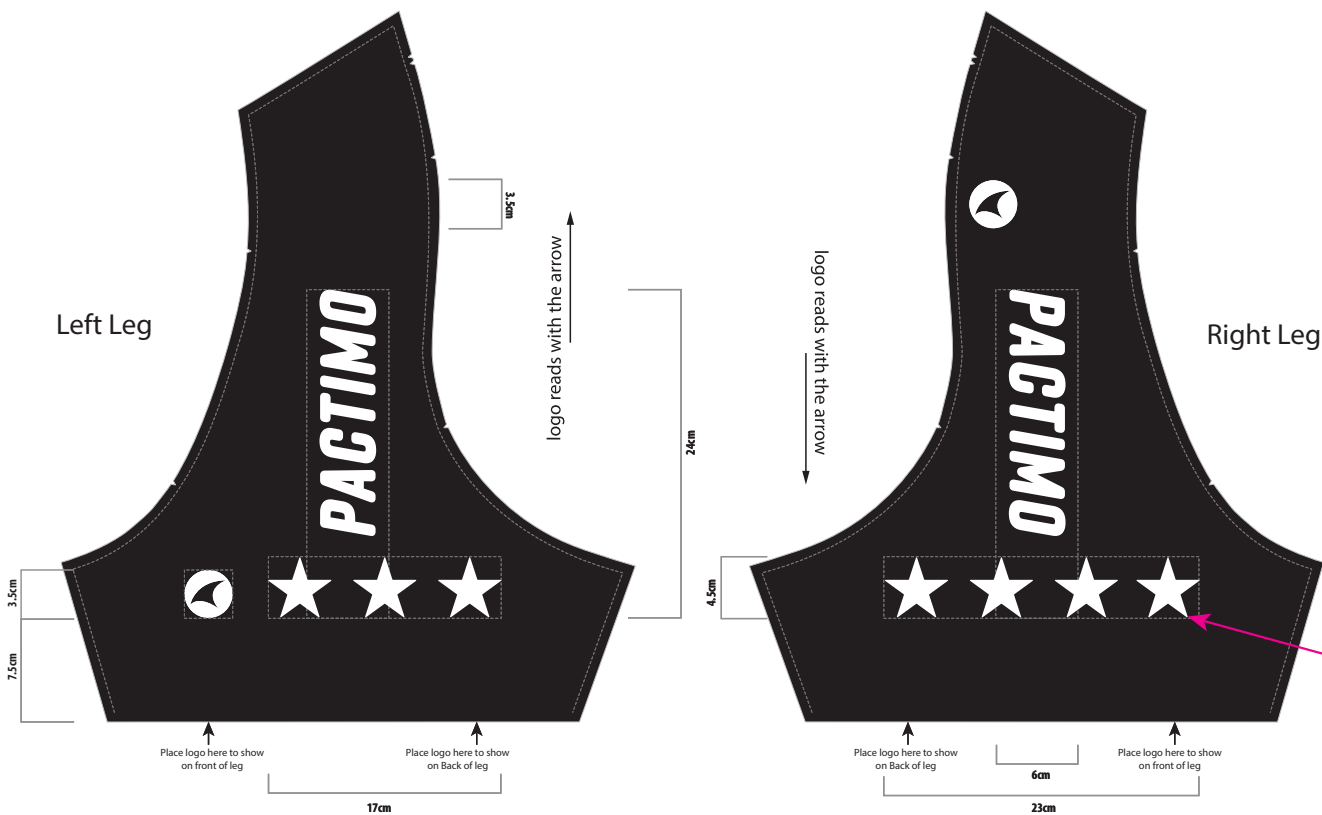
BB

Base Lycra: Black

Transfer Color: White

TEMPLATE USE - HEAT TRANSFER ONLY - ART EXAMPLE 2

This example uses the same text on the vertical portion, and adds a row of stars as the secondary graphic.



M. Flyte Bib Short-HT — 122503  
 Size M

PACTIMO

T26

Version 06-12-2025

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COLORADO PROUD SINCE 2003

Mocks for reference only

AA

BB

Base Lycra: Black

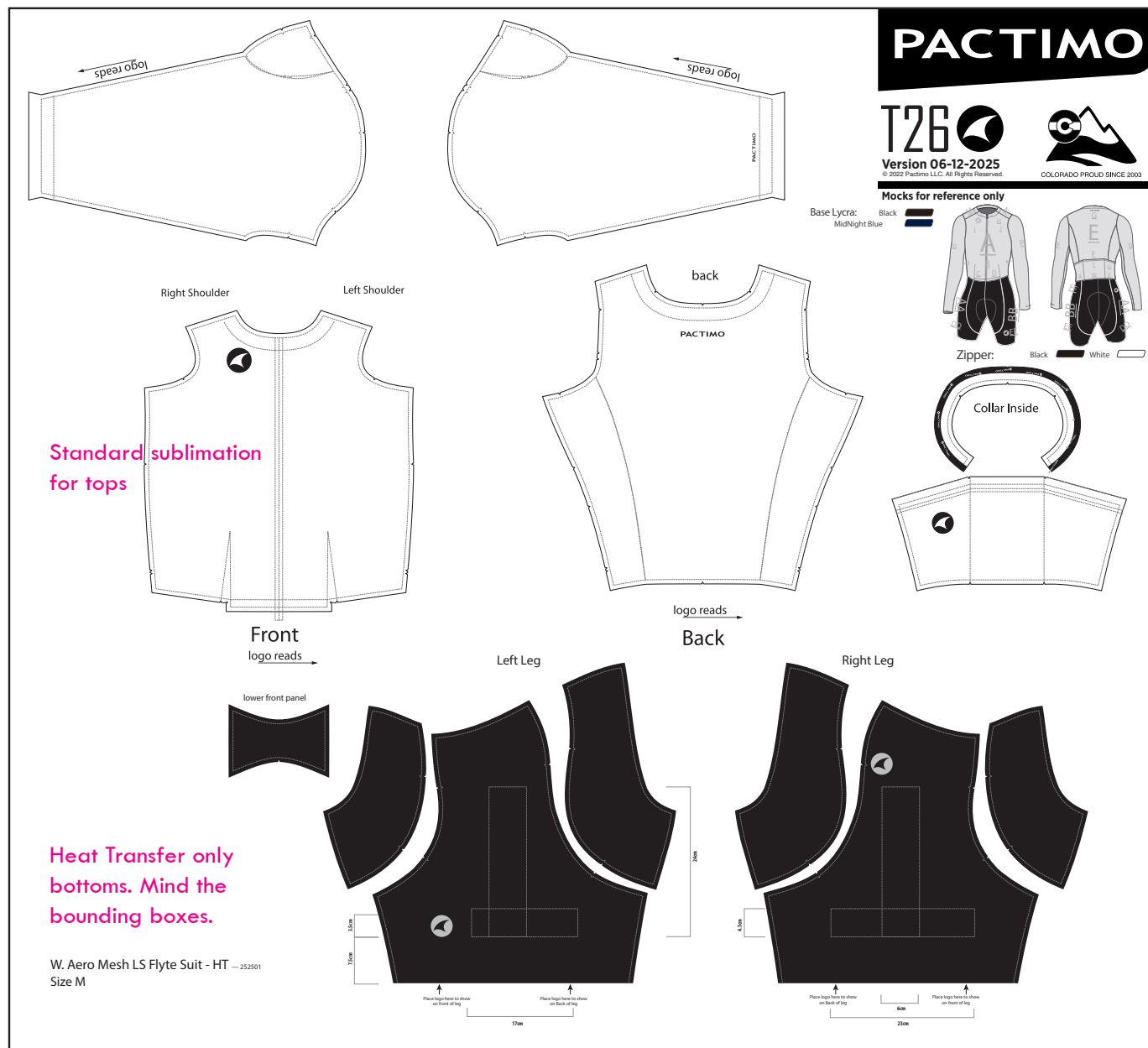
Transfer Color: White

The stars count as a single logo/graphic as they would be cut from the same portion of transfer material.

\* Note that the left leg has one less star, the Pacitmo logo cannot be moved and makes the horizontal logo placement assymetric.

## TEMPLATE USE - SUBLIMATION AND HEAT TRANSFER

- This template is for a new product launching with this program, the Aero Mesh Flyte Suit.
- This suit can be sublimation printed on top, as standard, and can only have heat transfers applied to the bottom. All of the same template principals from the previous slide apply to the bottoms, and the tops can be designed for sublimation as customers and AM's should be used to.





# TEMPLATE USE - SUBLIMATION AND HEAT TRANSFER - ART EXAMPLE 1



## WORDMARK / FONT SUGGESTIONS

These fonts (with some radiusing of corners) are generally good fonts to use if a team does not have a logo that will work with the restrictions of this heat transfer process.

**PACTIMO**

ALFARN 2 \*needs to be radiused

**PACTIMO**

JUMBLE

**PACTIMO**

OSWALD SEMIBOLD \*needs to be radiused

**PACTIMO**

PRESSIO NO. 53 MEDIUM \*needs to be radiused

**PACTIMO**

ATRAMENT SEMIBOLD REGULAR

**PACTIMO**

SOAP-REGULAR

**PACTIMO**

CUBANO

**PACTIMO**

UNIVIA PRO BLACK

**PACTIMO**

GOTHAM BOLD \*needs to be radiused

**PACTIMO**

ATRAMENT SEMIBOLD REGULAR

GALLERY

