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PACTIMO Logo Guidelines for Custom Apparel Instructions

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PACTIMO Logo Guidelines for Custom Apparel

Product Information: Logo Guidelines for Custom Apparel

Pactimo's premium cycling apparel is among the best in the industry and is recognized worldwide. The company maintains logo standards to ensure its brand is easily recognized on every garment it produces. The following Custom Logo Guidelines and graphic examples are presented to assist in the process of developing apparel for clients.

Logo Standards

Pactimo maintains standard logo locations and size requirements on every garment. Each garment design template will have these placements clearly noted. The locations for most garments are as follows and cannot be changed:

- **DISC & FIN:** Right side chest – 4 cm, Back left pocket – 3.5 cm
- **WORDMARK:** Right and left sleeve cuffs – 7 cm wide
- **DISC & FIN:** Right side rear – 4 cm, Front left leg (above leg band) – 4 cm
- **DISC & FIN:** Right side chest – 4 cm, WORDMARK: Upper back, Left sleeve cuff (for garments without pockets)

The Pactimo logo is comprised of three distinct elements: The Disc, The Fin, and The Wordmark.

Product Usage Instructions

When using Pactimo's Custom Logo Guidelines for developing apparel, follow these instructions:

1. Follow the standard logo locations and size requirements on every garment. Each garment design template will have these placements clearly noted.
2. For most garments, the locations of DISC & FIN and WORDMARK are fixed, and cannot be changed.
3. The Disc should be white or black to create the maximum contrast with the background or garment base color. However, you may use colors to create a garment with a pleasing flair, provided the color used sufficiently contrasts with the background. In every case, The Fin should be the same color as the background.
4. The Wordmark must stay in the Pactimo font and cannot be altered by bolding, italicizing, or any other

changes.

5. Refer to pages 4, 5, and 6 for exclusions and examples.

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**:

The "Disc"
The "Fin"
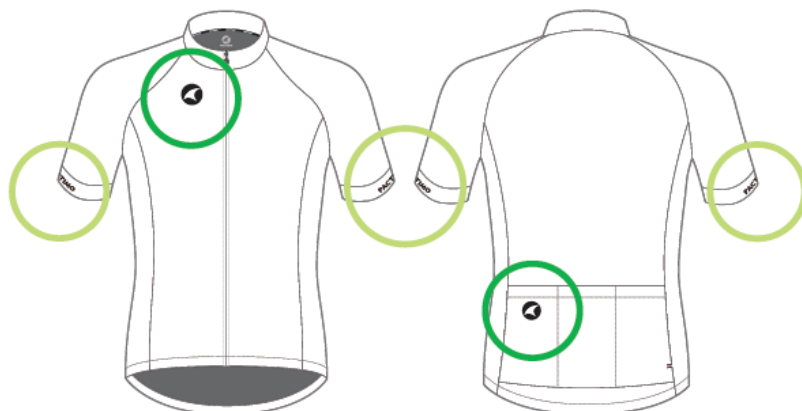
PACTIMO ⟵ The Wordmark

TOPS

DISC & FIN
Right side chest – 4 cm
Back left pocket – 3.5 cm
WORDMARK
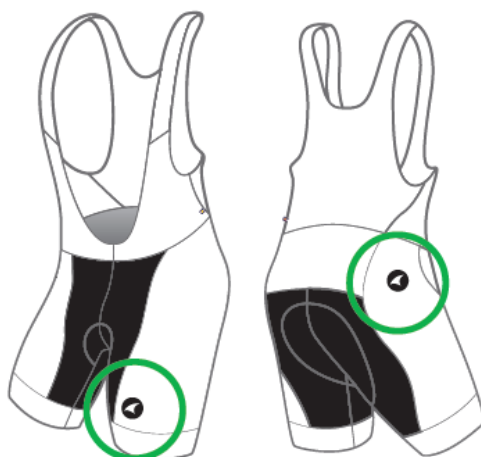Right and left sleeve cuffs – 7 cm wide

BOTTOMS

DISC & FIN
Right side rear – 4 cm
Front left leg (above leg band) – 4 cm
WORDMARK
None required

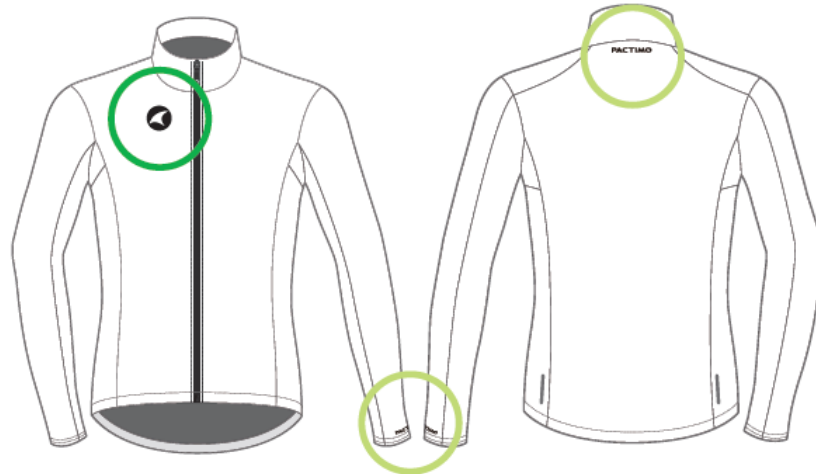**OTHERS**

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 constrast. The fin is the same color as the background.

CORRECT
Dark solid background with white Disc for best constrast. 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.

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 constrast.

CORRECT
Dark solid background with white Wordmark for best constrast.

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 constrast. The fin is the same color as the background.

CORRECT
Dark solid background with colored Disc for best constrast. 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 suffiecient contrast between the Disc and the background.

WRONG
There is not suffiecient 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 constrasting 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 sold fill for the Fin.

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

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.

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.
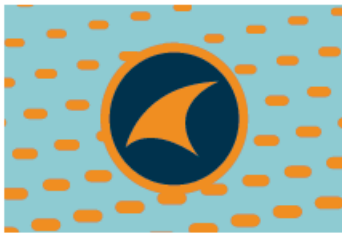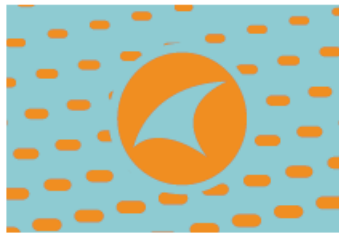
WRONG   BETTER   BEST

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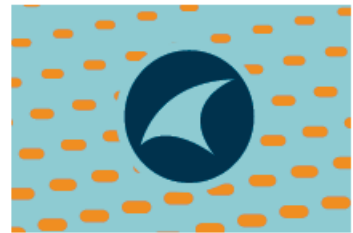
This example shows an incorrect color choice for the boundary, which should be the light blue primary background color.

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.

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 shows that the color for the boundary and Fin comes from the darkest primary color that sits behind the logo.
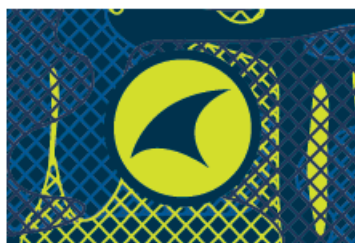

WRONG   BETTER   BEST

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 shows 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 in not obtainable, the Wordmark must be white, black or another complementary color that allows for high contrast.
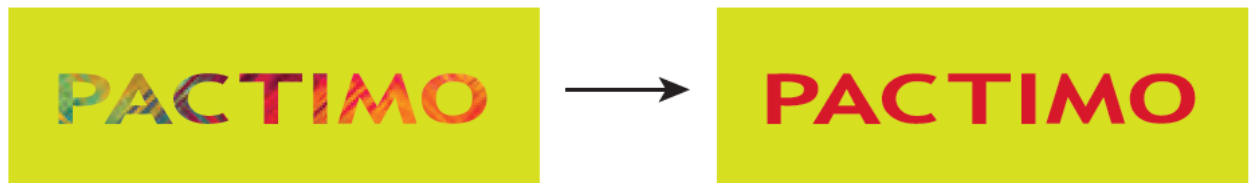

WRONG

WRONG

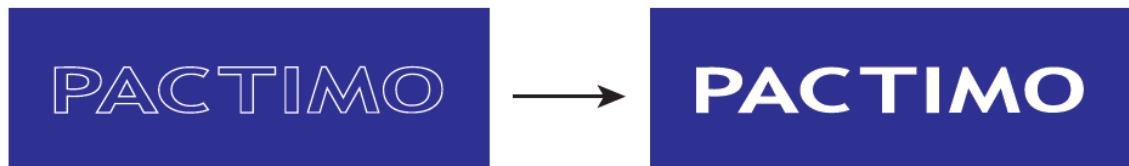Patterns or designs can never be used in the Wordmark.

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 which 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 "rorange" 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.

VECTOR   RASTER

RASTER .PNG ON   RASTER .JPEG OR .GIF ON
TRANSPARENT BACKGROUND   WHITE BACKGROUND
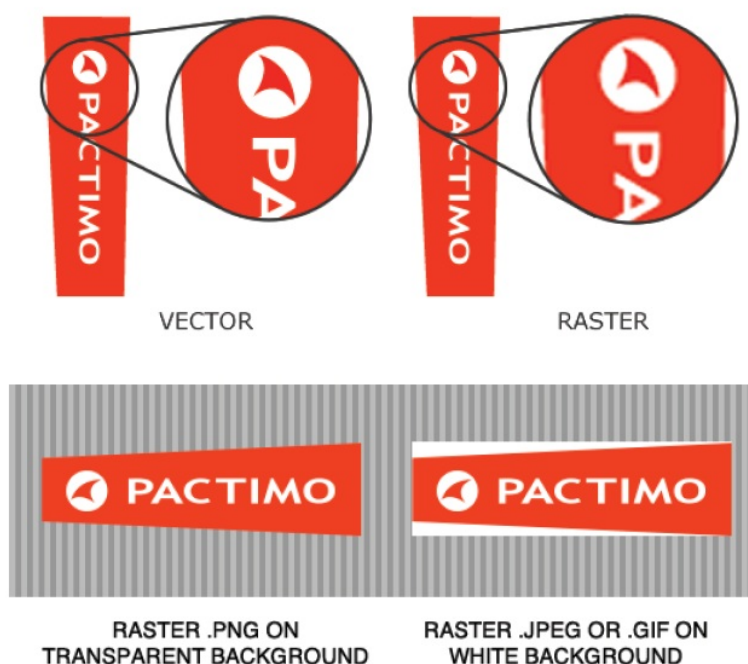
WORKING WITH GRAPHICS & LOGOS

- 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 placements 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 the 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.

Documents / Resources

PACTIMO Logo Guidelines for Custom Apparel [pdf] Instructions
Logo Guidelines for Custom Apparel, Guidelines for Custom Apparel, Custom Apparel, Apparel

References

- **Cycling Clothing & Custom Team Apparel - Pactimo**