

podiumwear



DESIGN GUIDE



TABLE OF CONTENTS

1. THE BASICS (A Must Read Section)

2. TIPS FOR APPAREL DESIGN
 - Art Placement Across Seams and Zippers
 - Black and/or White as Base Color/s

3. FOR DESIGNERS WORKING IN ADOBE ILLUSTRATOR
 - Vector Art vs. Raster Art
 - Podiumwear Logos
 - Fonts
 - Color
 - Fades



THE BASICS

- **Emailing Art Files:**

All art can be sent to artwork@podiumwear.com. Our Designers can not start working on your design until an order has been started on our website. (for more on how to order go to...).

For files over 10MB share via Dropbox or Google Drive.

All Logos should be submitted in vector format in one of the following file types: ai, eps, pdf, svg. Editing the file extension and online converters will not work, it needs to be a native file. For more on vector art see page 6.

Please do not send logos pulled from the internet. The resolution is too low for printing.

- **Podiumwear Logos:**

Just like apparel you purchase from a retail establishment, our logo is required on all garments in the places we've allocated. We are happy to adjust the color of our logos to work with your design, just talk with our Designers.

- **Designs Crossing Seams:**

With the exception of center front zippers and back pockets, we can not guarantee that design elements crossing seams will align correctly.

- **Color Shift on Fabrics:**

We use a variety of fabrics throughout our products. Because different fabrics have varying properties and finishes, there will be slight color variation across products that use different fabrics and within products that use more than one fabric. For example, Cobalt Blue on your jersey will look slightly different than Cobalt Blue on your bib shorts.

You will have the opportunity to see and approve color swatches on fabric before your design goes into production.



TIPS FOR APPAREL DESIGN

- Crossing Seams:

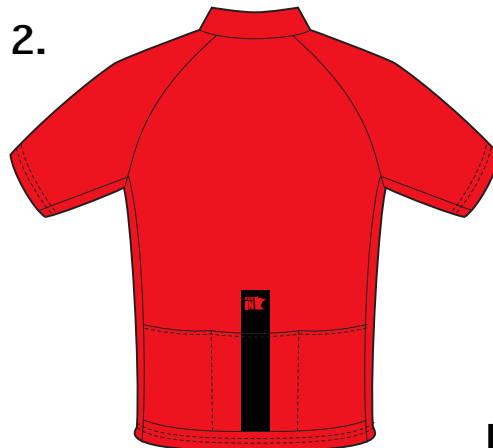
Because of the many pieces each of our garments is comprised of, and the way in which they are sewn together, we cannot guarantee that art elements crossing seams will align.

Talk to our Designers if you have questions about crossing a seam in order to achieve a particular look, we will always work with you to make your creative vision a reality.



There are two places art can align:

1. Across the center front zipper
2. Across the back pocket onto the back panel



- Crossing Zippers:

Artwork can cross the center front zipper, but depending on the type of garment you are ordering your artwork may be compromised.

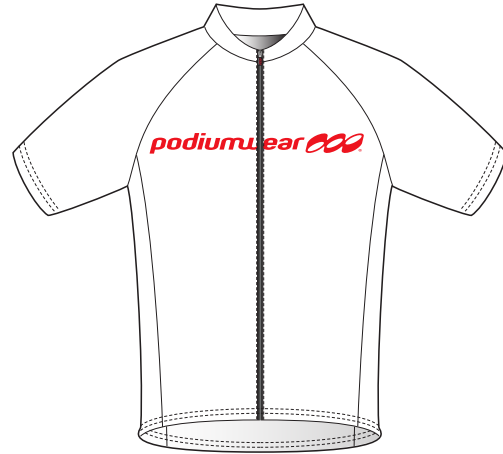
Artwork crossing an invisible zipper or coil zipper with a kissing welt will remain intact.

Artwork crossing an exposed coil zipper will be partially obscured.

a. Garment with a kissing welt



c. Garment with an exposed coil zipper*



b. Garment with an invisible zipper



*Design Advice for Exposed Coil Zippers:

As long as the logo/art crossing the zipper area is not especially delicate or narrow this type of zipper works fine. If you are working with delicate or narrow text/art elements we recommend avoiding crossing the zipper area.

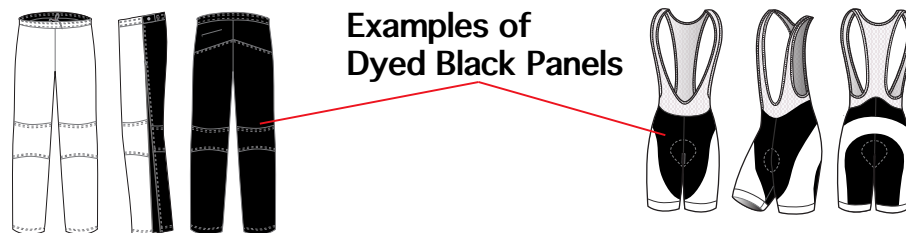


- Using Black or White as Base Colors:

Black:

A number of our bottoms (bike & tri shorts/nordic warm-up pants) make use of dyed black nylon panels at high abrasion areas. Sublimated black and dyed black colors will not match perfectly. This is something to be aware of if you have a sublimated black panel butted up against a dyed black panel. If this color variation is going to bother you we recommend choosing a color other than black for the sublimated areas.

You will have the opportunity to request and approve color swatches on the pertinent fabrics before your design goes into production.



White:

White fabric is transparent when wet, so we highly recommend staying away from white as a base color on Triathlon products.



DETAILS FOR WORKING IN ADOBE

- Vector Art vs. Raster Art:

Vector art can be edited and manipulated without diminishing quality because it is resolution independent. Logos and files must be submitted in vector format*. The following file types support vector: ai, eps, pdf, svg.

Raster art is made of pixels, and is common in photographs, online images, as well as Photoshop documents. Raster art is resolution dependent and loses quality when scaled and re-saved. Even Photoshop documents saved with layers limits our ability to scale and edit the art. The following file types support raster: psd, tiff, jpg, gif, png, raw, bmp.

*If vector format is absolutely unavailable, raster art that is saved at a minimum of 250ppi and at the dimensions they need to be printed at. When in doubt, print it out at home - if it looks bad, it will look worse on your apparel.

- Podiumwear Logos:

We require Podiumwear logos on all of our garments. We have one on the front and one on the back of each garment, with the exception of nordic race suits, warm-up pants and accessories which require only one Podiumwear logo per garment.

Our Logos can not be scaled, but we will color them to work with your design and re-locate them on a case by case scenario so long as they remain equally visible.

- Fonts:

Please outline all text in Illustrator before submitting your files. This will ensure our Designers can view your chosen fonts. Remember to proof read before creating outlines. Podiumwear is not responsible for errors in any submitted art. We always do our best to catch any potential problems, but proofing is up to you.

