

ART 101

VECTOR ARTWORK

PROGRAMS SUCH AS ADOBE ILLUSTRATOR, COREL DRAW AND FREEHAND USE MATHEMATICALLY DEFINED OUTLINES TO REPRESENT OBJECTS AND LINES. THE VECTOR FORMS CHANGE PROPORTIONALLY AND ARE ALWAYS AT MAXIMUM RESOLUTION. THE ABILITY TO ENLARGE AND REDUCE THE IMAGE WITHOUT AFFECTING QUALITY MAKE IT THE BEST METHOD FOR DESIGNING LOGOS. YOU WILL FIND THAT IF YOU ASK A COMPANY FOR THEIR LOGO IN VECTOR OR LINE ART FORMAT, THEY WILL APPRECIATE YOU ASKING -SINCE THIS ENSURES THEIR IMAGE IS PROPERLY REPRESENTED. THE PDF TEMPLATES AVAILABLE ON OUR SITE ARE PROPORTIONAL TO THE OUPUT SIZE. FEEL FREE TO DESIGN ON THEM IN A VECTOR PROGRAM. SAVE FILES AS .AI OR .EPS FOR A PC ART FOR CYCLING CAPS OR STOCK SHORT (VINYL CUT LETTERING) PROGAMS MUST BE SAVED IN VECTOR FORMAT.

RASTER ARTWORK

PIXEL EDITING PROGRAMS SUCH AS PHOTOSHOP AND CORELPAINT ARE USED TO CREATE AND MANIPULATE RASTER GRAPHICS. RASTER IMAGES ARE MADE UP OF PIXELS. FILE SIZE AND FILE QUALITY ARE DIRECTLY RELATED. AS FILES ARE ENLARGED THE QUALITY DETERIORATES BECAUSE THERE ARE LESS PIXELS TO GO AROUND. THIS IS WHY IT IS IMPORTANT TO BUILD THE FILE AT THE TARGET SIZE. MAKE SURE TO GET THE ACTUAL SIZE TEMPLATE FROM OUR ART DEPT. BEFORE DESIGNING YOUR ARTWORK IN A PIXEL BASED PROGRAM. IF YOU'RE NOT SET UP TO WORK WITH LARGE FILES, NO PROBLEM - JUST SEND US YOUR GENERAL LAYOUT AND YOUR IMAGES AND WE'LL PUT IT TOGETHER AND SEND YOU A PROOF. SAVE FILES AS .PSD, .EPS OR .JPG

THE .JPG

.JPG - ALTHOUGH JPGS ARE 72 RESOLUTION FILES, THEY MIGHT BE LARGE ENOUGH TO REDUCE AND END UP WITH A CRISP 300 RESOLUTION FILE (300 RES FILES ENSURE THE BEST PRINT QUALITY). FOR EXAMPLE: A 4.16" X 4.16" 72 RESOLUTION FILE = A CLEAN 1"x1" 300 RESOLUTION FILE.

SILK SCREEN PRINTING

SILK SCREEN PRINTING OR DIRECT PRINTING IS DONE ONE COLOR AT A TIME. A FILM AND SCREEN MUST BE MADE FOR EACH COLOR. BASIC PANTONE COLORS ARE AVAILABLE. NOTE: PANTONE COLORS AKA: PMS COLORS (PANTONE MATCHING SYSTEM) ARE PAPER INKS, THEREFORE AN EXACT MATCH CAN NOT BE GUARANTEED. LIVE SAMPLES ARE NOT AVAILABLE WITH THIS PRINTING TECHNIQUE. ARTWORK MUST BE SENT IN VECTOR FORMAT.

DIGITAL PRINTING

CMYK OR 4 COLOR PROCESS, THIS PROCESS OFFERS THOUSANDS OF COLORS IN THE FORM OF CONTINUOUS COLOR - AS IN THE CASE OF A PHOTOGRAPH. PANTONE COLORS CAN NOT BE MATCHED. FILES CAN BE SAVED AS EITHER VECTOR OR RASTER, HOWEVER, TO MAKE FULL USE OF OUR DIGITAL CAPABILITIES, RASTER ART IS RECOMMENDED.

SAMPLES

SAMPLE PRINT OUT ON A FABRIC PANEL IS INCLUDED IN THE SETUP FEE. LIVE SAMPLES ARE AVAILABLE FOR A PRE-PAID FEE: ACCESSORIES @ \$45, GARMENTS @ \$100 PLUS ALL ART AND SET-UP CHARGES. PLEASE CONTACT OUR ART DEPARTMENT IF YOU HAVE ANY OTHER QUESTIONS: CALL 800.762.7223 x110 OR E-MAIL INFO@PACESPORTSWEAR.COM

PACE SPORTSWEAR CYCLING APPAREL PROGRAM
PLEASE READ TERMS AND CONDITIONS BEFORE PLACING YOUR ORDER

