CUSTOMER ARTWORK REQUIREMENTS

The greater the quality of the logos and designs that you supply, the greater the accuracy in the artwork our Design Team can produce, and the quicker your design can be approved and moved forward into production.

CUSTOMER SUPPLIED LOGOS AND GRAPHICS

If you have sourced artwork from the original Designers or Companies then we will require these in a format that our Designers can work with. Our Design Team currently use Adobe Illustrator CC. Files that are saved in a .ai, .eps, or .pdf format with live vector information where all fonts are converted to paths or turned to outlines are ideal. Please pass this information onto the original source of the logos or artwork that you would like to use in your designs and they will be able to provide our Design Team with what is required.

Bitmap file types such as a .jpeg, .psd, .png or .tiff (or any other image file) will need additional work from our Designers and will incur an additional charge as detailed in the *Custom Artwork Charges* section below.

The illustration below demonstrates how vector based artwork can be scaled infinitely without losing resolution compared to bitmap file types that lose resolution when scaled.

VECTOR - 200%   **BITMAP - 200%**

COLOUR GUIDELINES

We only match to Pantone Solid Coated colour numbers. We print using a four-colour process (CMYK). We will match the pantone to the CMYK equivalent. Using the CMYK process we are able to achieve a wide gamut of colour options. This allows us to offer unlimited colour options at no additional charge.

If you can not provide a Pantone Solid Coated colour number but instead have CMYK or RGB colours then we can not guarantee a match to these.

CROPPING

All designs are created and printed at one scale in our standard pattern for each garment. This means that more artwork is cropped out on the smaller sizes than on the larger sizes. Special effort is made to ensure that all critical design elements are contained within the crop area for the smallest size.

The Illustration below shows the front panel of an 2XS cycling jersey compared to that of an 2XL. Please note that the main logo remains whilst less of the background image is visible on the smaller size.

2XS   **2XL**

CUSTOMER ARTWORK CHARGES

FULLY CUSTOM DESIGNS ON CORE RANGE PRODUCTS

Our standard artwork charge is £100 +VAT, this includes amendments as required. However, artwork is supplied FOC on all orders with a value above £500 +VAT.

The number of amendments made to your design can affect your approval and production dates. It is recommended you keep amendments to a minimum.

For each logo that the customer cannot supply in a useable format we will redraw - incurring an artwork charge of £40 +VAT per logo. Most logos are available in a useable format, therefore this charge is rarely applied.

KIT BUILDER DESIGNS

There is no artwork charge where the customer uses one of our design templates and supplies logos in a useable format as described in our Customer Artwork Requirements (see above).

For alterations required to design templates then artwork charges are as per 'FULLY CUSTOM DESIGNS ON CORE RANGE PRODUCTS'.

BRANDING

Our branding will appear on every garment we manufacture, to remove our branding a 50% surcharge will be added to the total value of your order.