PEARL iZUMi

CUSTOM

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Basics

What is Sublimation?
The technique we use to apply your design to your gear.

Traditional screen-printing covers fabric with ink that makes it extremely difficult for air or moisture to pass through. The sublimation process uses heat and pressure to force ink into the fibers of the fabric, making it permanent and permeable, allowing moisture to continue to move through the fabric. Additionally, because our sublimation process dyes each thread of the fabric, designs don't fade, peel or flake.

Are there any places on the garment I can't sublimate?
No. Every place on a Pearl Izumi Custom Jersey can be sublimated.

Although all the panels on a Pearl Izumi Custom Jersey can be sublimated, the Pearl Izumi logo must be present in the specified locations they exist in the design comp(s) you have been sent.

File Format

Please inform us as to what version of Adobe Illustrator you are using so that we can give you the apporpriate comps. At Pearl Izumi, our atists use Adobe CS4 & Adobe CS5, but we are able to work on designs created with previous versions of Illustrator.

What file format do you require?

We only use "vector art" strictly created with the implementation of Adobe Illustrator.

Acceptable vector art will come with either of the two following file extensions: .eps or .ai.

Vector drawings can be easily manipulated, repositioned, re-colored and their quality doesn't diminish when scaled because it is resolution-independent.

Raster & Bitmap Art

Bitmap art is commonly created using Adobe Photoshop, Corel Painter and Adobe Fireworks and will come with the following file extensions: .TIF, .GIF, .BMP, .PNG and .JPG.

Bitmap (a.k.a. "map of bits"), is a rectangular grid made up of little squares called pixels or samples. A raster image, typically created or scanned and edited in Adobe Photoshop, is resolution-dependent whereas the quality is affected by the size and quantity of the pixels. The resolution is calculated according to the number of pixels within a square inch. The higher the resolution, the better the quality of the image and the more detail it will contain.

- Placing a raster/bitmap image file into Illustrator does not make it vector art.

- Photographs must be sent to us at their actual size, or larger, and at 300dpi.

Original

Enlarged Raster / Bitmap

Enlarged Vector

Design

One set of artwork is used to print a garment's full XS to 3XL size range. The Art Placement Guides are there to help you position your artwork in each art panel. Fill the art panel to the edges with background art. Foreground art such as logos and type, which must appear on every size of the garment, should be positioned within the XS Logo Safe Zones.
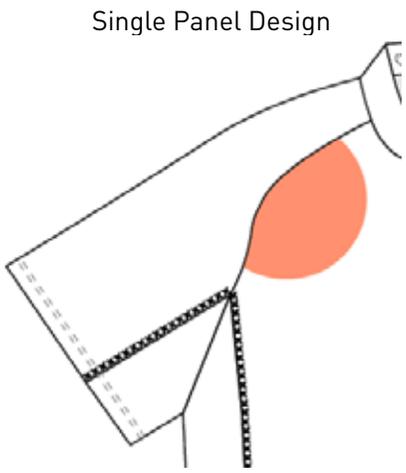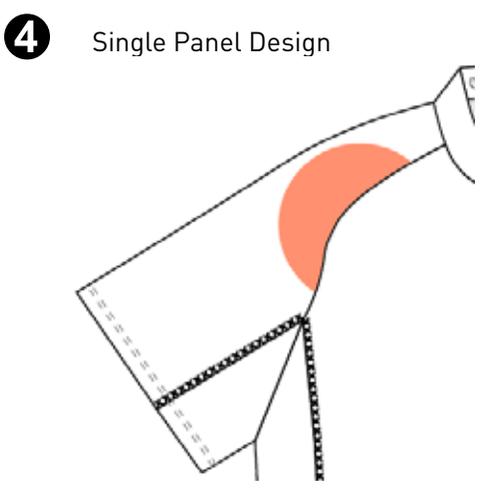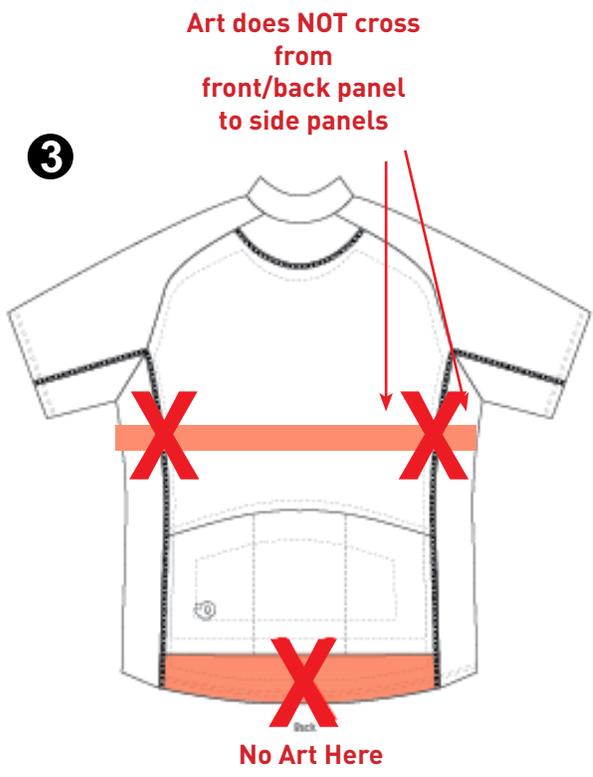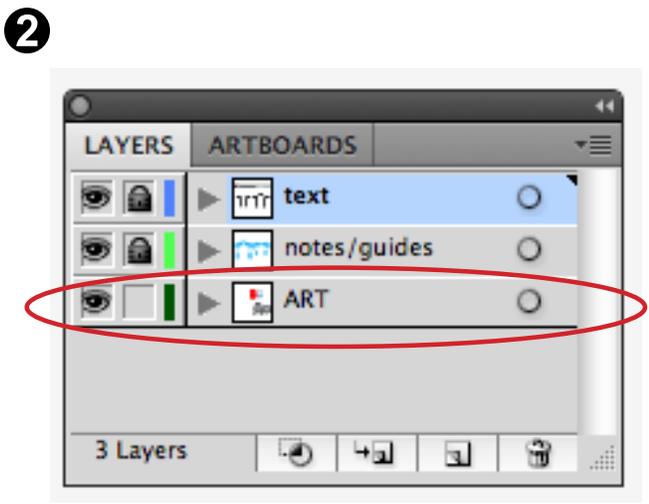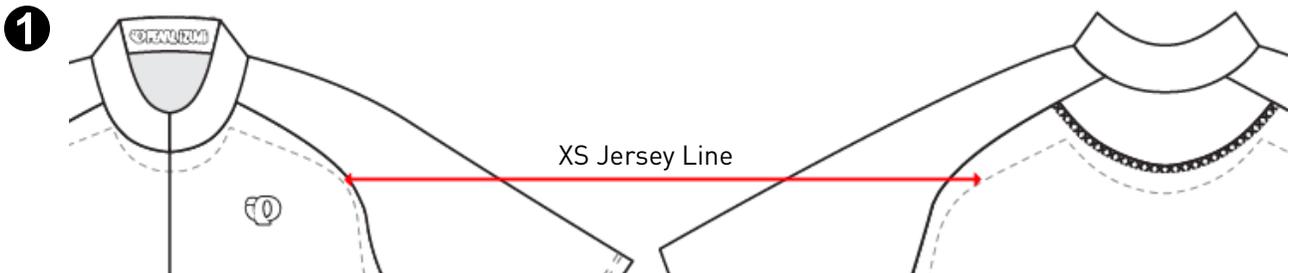(The grey, dashed lines represent the size of the XS jersey❶.)

Comps
The first thing you see upon opening the comp is your Pearl Izumi Custom Jersey.

Position your artwork on the separate jersey panels in the unlocked layer titled, "Art."❷ Every panel on your jersey is customizable and can be sublimated.

Please refrain from moving or re-sizing these art panels in order to maintain consistency between this design template and our print production template.

- **DO NOT** place graphics under the triple-pocket on the back of your custom jersey❸. Due to the grading of sizes in the final production phase, graphics placed here are unable to be accurately placed on an extra-small all the way up to a triple, extra-large.

- **DO NOT** have any artwork crossover from one panel to another panel. Each panel must be designed separately❹ due to how the jerseys are constructed during the production phase.

- **DO NOT** send artwork requiring fonts. Text must be "outlined" or converted to vector art prior to submission. Spell check before you convert text to outlines. Also, all type (excluding that which is found in logos or pictures) must be a minimum of **10pt**.

- Your artwork **IS** allowed to cross over the zipper on the front of the jersey. At Pearl Izumi, we only use fully hidden zippers, so your design is never spoiled. Lastly, your art **CAN** cross over from the back panel onto the back pockets.

❶

XS Jersey Line

❷

LAYERS   ARTBOARDS

text

notes/guides

ART

3 Layers

❸

Art does NOT cross from front/back panel to side panels

X   X

No Art Here

❹ Single Panel Design   Single Panel Design

6

Grading

The purpose of grading is to proportionally increase or decrease the size of a pattern, while maintaining shape, fit, balance, and scale of style details.

The science of grading has gone hand-in-hand with the advent of commercial patterns and the mass-production of pattern-built clothing since the mid-1800s. To properly fit a pattern to a range of sizes, each pattern piece needed to be graded, or systematically increased or decreased. Today, Pearl Izumi Custom takes a medium-sized jersey and grades it up for larger sizes and grades it down for smaller sizes.

- Your custom design must created in a fashion that allows Pearl Izumi to grade it from sizes of XS all the way up to a XXL❶.
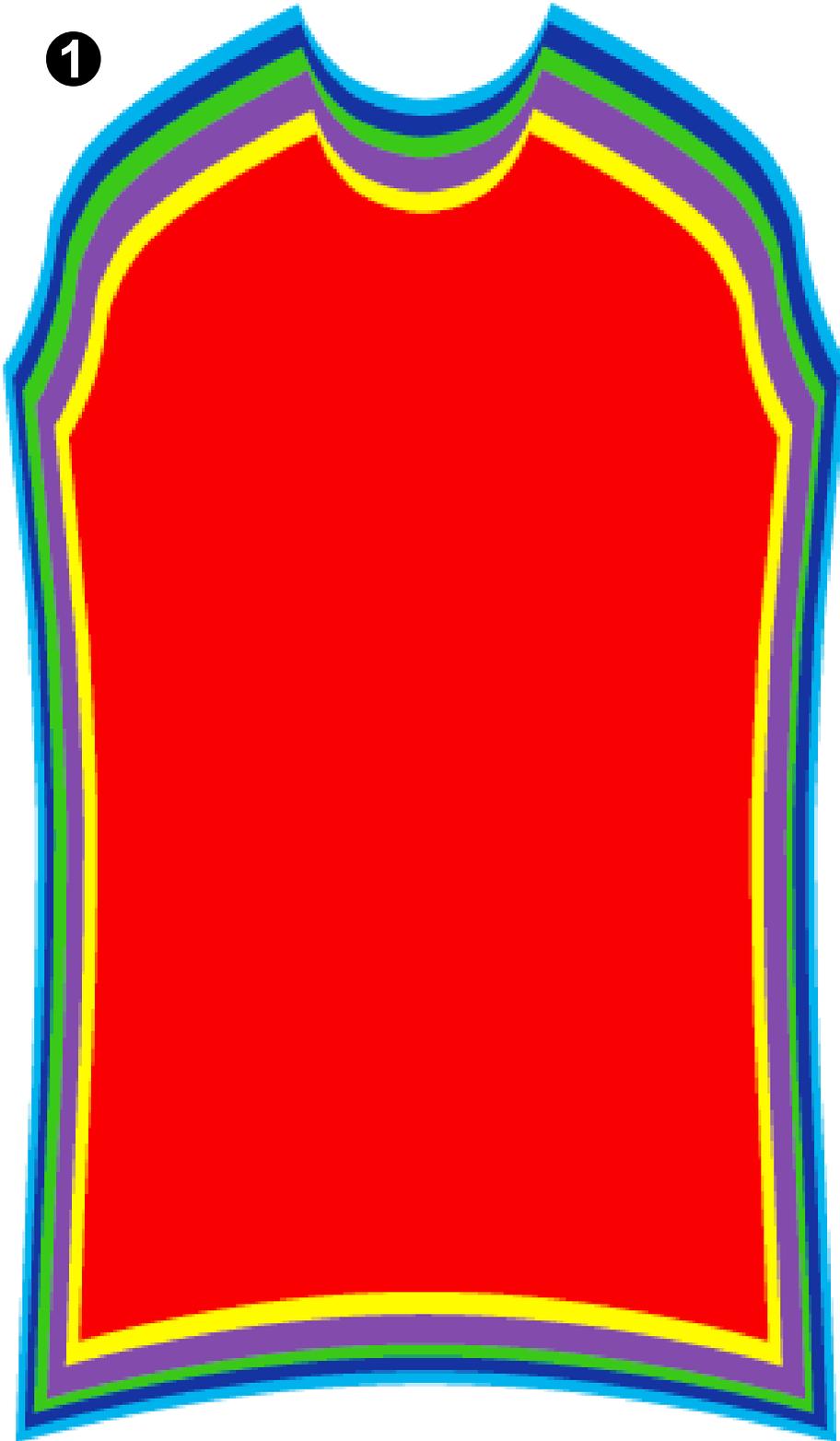
Sponsor Logos

Sponsors are a very important part of the cycling industry and thus, we want to make them feel appreciate by giving them prime realistate on your Pearl Izumi Custom Jersey.

Although the size of a sponsor's logo is dependent on multiple elements, make sure that when you are designing your custom jersey you are aware of the hiearchy of sponsor logos.

❶

🟥	XS
🟨	S
🟪	M
🟩	L
🟦	XL
🟦	XXL

Spot PMS Color

The fact that you're designing a custom jersey means you are an experienced and knowledgeable designer. Still, you might have strictly designed for RGB screen and CMYK print, rather than for the process of spot PMS digital sublimation.

That being said, every computer monitor is different and every printer is different. Unless your equipment is calibrated with the Pantone hue, the color depicted on you screen will not be accurate and could be many shades off.

This is why the PMS, Pantone Matching System, was created. It's a standard language for color identification and communication. When you say to us: "I want you to print a pink 1767C," you can be sure we know which color you need.

It's easy, just use a Pantone Guide, which contains over 1000 different colors and tell us the Pantone code of the color you choose. At Pearl Izumi, we only use colors from the swatch library in Adobe Illustrator titled, "PANTONE solid coated."❶ If you are in CS6 make sure they are NOT Lab Colors.
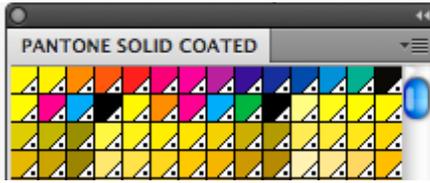
Swatches

In order for our artists to take your custom design and easily prepare it for the production phase, use the provided swatches palette❷ (that already houses the flat-lock thread colors) to place only the Pantone solid coated colors you have used in your design.

Furthermore, make sure that your colors match-up before you upload your design onto Box.net – use the exact same black, blue, red, green, etc. Pantone solid coated color for every matching black, blue, red, green, etc. color on your design.
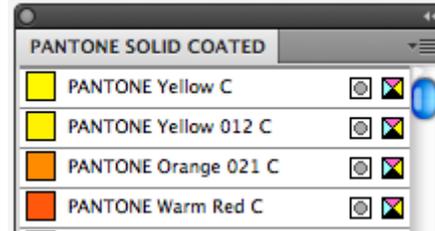
- Please delete any unused colors from the swatches palette and consolidate any duplicate colors.

Colors

❶

OR

❌ PMS Lab Colors (CS6)   ✔️ PMS Solid Coated Spot   ✔️ CMYK process build
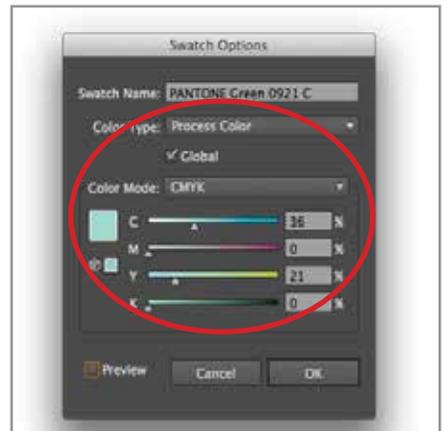

Incorrect Color Spec

Lab Colors / Pantone+ swatches are the default color system in CS6. Double-click your swatches to bring up the options. If Color Mode is Lab, convert to CMYK process build.

When Lab Colors are converted to CMYK build, the CMYK values are distorted. If you must use a specific Spot Color and need to ensure the correct CMYK build, look up the same PMS Spot Color in CS5 or refer to a PMS Bridge book.
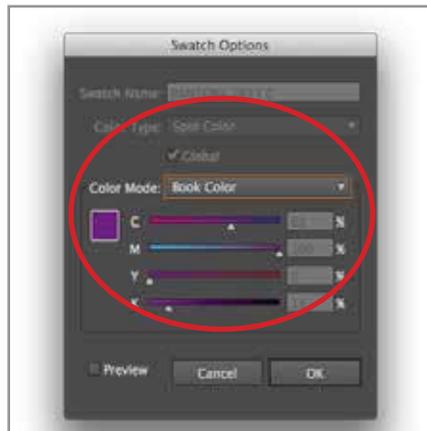
Correct Color Spec

PMS Solid Coated Spot Colors built in Book Color mode are acceptable and will ensure the most accuracy between your final garment colors and the on-screen colors.

Correct Color Spec

PMS Solid Coated Spot Colors that have been converted to their **correct** CMYK build or custom process CMYK builds will ensure the most accuracy between your final garment colors and the on-screen colors.

If you would like to revert to the default PMS Spot Color system that was standard in Adobe Creative Suite CS5 to remove the issue of default Lab Color Profiles, visit this site for instructions on how to do so:

http://helpx.adobe.com/illustrator/kb/pantone-plus.html

❷   Swatches View   List View

Colors Used in Jersey Design

If I use a PMS color in my design, will the color look EXACTLY the same on EVERY piece of gear I order from Pearl Izumi?

In short, no. It will be very, very close though.

Every fabric has a different texture, and there are environmental variables that can affect consistency. In almost all cases though, for all intents and purposes, your kit will "match" and visually translate accurately over all of your gear.

Can I specify the thread color I want in my design?

Yes, you can.

This is only true for the flat-lock stitching. This stitching is labeled with the thick "Xs"❶ running down the seams where this customizable feature is present. Your color choices for this are in the swatches panel.❷**DO NOT** spec any colors used in your design (besides the flat-lock Xs) to the flat-lock thread swatches.

Can I use metallic or neon colors on any part of the jersey?

No. Neither metallic or neon colors can be implemented on your Pearl Izumi Custom Jersey.

Use of Black

A sublimated black panel may not necessarily match dyed fabric black lycra found on a short base. It is preferable to design sublimated panels in a contrasting color.

White Panels

Remember, when white fabric is wet it becomes transparent.
Thus, avoid designing artwork with large white areas on apparel like tri-wear.

When using white make sure "OVERPRINT" is OFF

Fades

Although the digital sublimation can produce a complete fade, Pearl Izumi requests that you drop any fades at 5%. This allows for a flawless fade and a classy jersey.

Some fade-color-combinations will have undesirable effects. Please avoid fades of colors that are on opposite sides of the color wheel, IE: green and purple❸. Also, red fades to an undesireable pink at its lightest printable %❹.

❶

XXXXXXXXXXXXXXXXXXXXXXXX

❷

Client: **Example**
Design: **Example**
Product: **CM201 ELITE Custom Bib Short**
Artist: **Example**

Pantone Solid Coated Print Colors

000C	000C	000C
000C	000C	000C
000C	000C	000C

Product Feature Colors
Bib Straps: **Black or White**
Lycra: ■ 000C
Flatlock: ■ 000C

❸

❹

Blacks

❌ Black using CMYK builds   ✔ Global 0-0-0-100 Black   ✔ Grays spec'd as % of Black

Incorrect Black Spec

Black spec'd as a CMYK build with Cyan, Magenta or Yellow included may not be as rich in color or match our Black Lycra. Black spec'd as 100-100-100-100 will lay down to much ink for the fabrics.

Correct Black

There should be only one swatch for your black, built as a CMYK build of 0-0-0-100 and spec'd as a Global color. All black in your design should be this swatch.

Correct Gray Spec

To ensure a 'neutral' gray appearance, grays should be spec'd either as:

1) a percentage of pure black, i.e. 0-0-0-40, or as

2) a PMS Grey Spot Color, i.e. Cool Gray 4C or Warm Gray 3C.