


3 Steps to Pearl Izumi Custom Design Success

- 1. Info
- 2. Color
- 3. Art + Logos

## 1. Info

Fill out Header Information, specifically, call out color for applicable items: **zipper, thread, lycra, bib, binding, etc.**



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

Pantone Solid Coated Print Colors		
<input type="checkbox"/> 000C	<input type="checkbox"/> 000C	<input type="checkbox"/> 000C
<input type="checkbox"/> 000C	<input type="checkbox"/> 000C	<input type="checkbox"/> 000C
<input type="checkbox"/> 000C	<input type="checkbox"/> 000C	<input type="checkbox"/> 000C

Product Feature Colors

Bib Straps: Black or White

Lycra:  000C                                                           

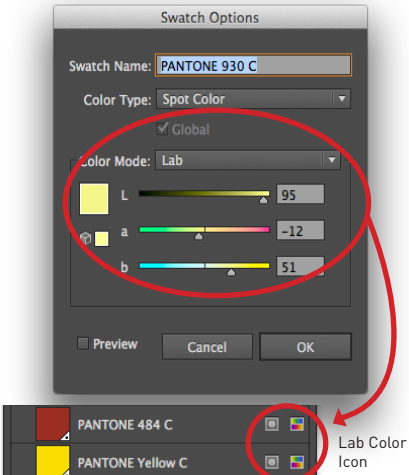
Flatlock:  000C

## 2. Colors + Black

✗ PMS Lab Colors (CS6)

✓ PMS Solid Coated Spot

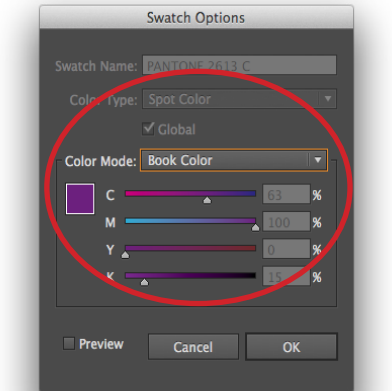
✓ CMYK process build



**Incorrect Color Spec**

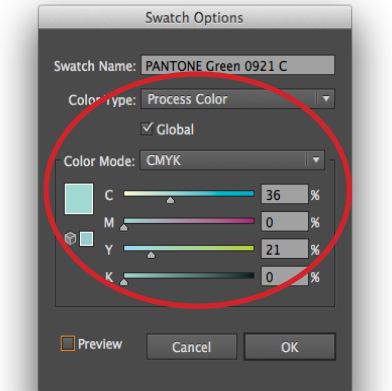
Lab Colors / Pantone+ swatches are the default color system in CS6. Double-click your swatches to bring up the options. If Color Mode is Lab, convert to CMYK process build.

**\*\*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. Choose spot colors from the "Solid Coated" library, rather than "Solid Uncoated, Process Coated, Process Uncoated" etc.



**Correct Color Spec**

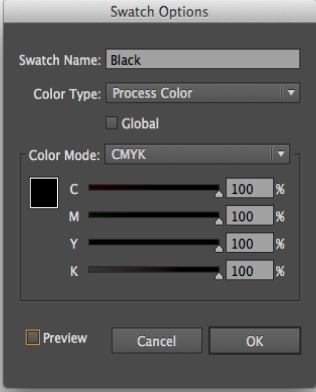
PMS Solid Coated Spot Colors that have been converted to their correct CMYK build or custom process CMYK builds are acceptable. However, to ensure an exact color match, a Solid Coated PMS Spot color is suggested.

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>

## 2. Colors + Black cont'd

✗ Black using CMYK builds

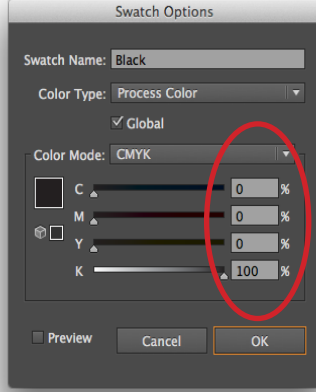


Swatch Name: Black  
Color Type: Process Color  
 Global  
Color Mode: CMYK  
C: 100 %  
M: 100 %  
Y: 100 %  
K: 100 %

**Incorrect Black Spec**

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

✓ Global 0-0-0-100 Black

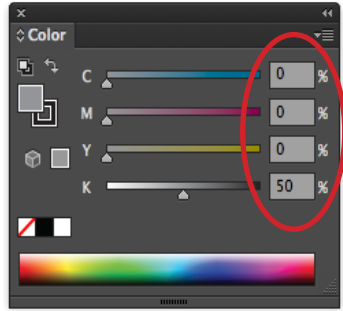


Swatch Name: Black  
Color Type: Process Color  
 Global  
Color Mode: CMYK  
C: 0 %  
M: 0 %  
Y: 0 %  
K: 100 %

**Correct Black**

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

✓ Grays spec'd as % of Black



**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.

## 3. Art + Logos

### Do NOT 'trim' your art

We use the art you provide on your comp to populate **all** sizes of final production art. **Do NOT "trim/cut"** your art with the pathfinder tool. Use clipping masks and extend all design elements to the pink outline shape.

### Pearl Izumi Logos

PI Logos **must** be present on front chest and back pocket of jersey, as well as back hips and front thigh of shorts. You may change the color of logos, but do **NOT** alter size.

### Vector-based, scalable artwork

All art should be vector based and scalable, preferably created in Adobe Illustrator. Do not use raster pixel-based artwork (.jpeg, .tiff, .png file extensions). Your final artwork is scaled up 600+% percent for actual garments. Raster artwork will become pixelated and blurry.

### Outline Fonts

[Command + A, Shift + Command + 0]

