

Graphic Artist – Artwork Specs

Formatting

- We work with Adobe Illustrator CS4.
- Save documents as EPS.
- Fonts MUST be converted to outlines.

Artwork Placement

Note on the garment template where each garment panel is registered, ie.) fronts are typically registered to the armpits (to ensure chest logos from size to size line up); backs are registered to the bottom (to make pocket artwork easy to line up); short sleeves are usually registered to the cuff; long sleeves may be either to the cuff, the widest point, or to the top (depending on logos and critical artwork demands).

- Check seam allowances when creating critical artwork. This is especially important for sleeve cuffs and collars. For instance, when sleeve cuffs have elastics, the visible artwork on sleeves will actually start approx 2.5" up from template cuff.
- All critical artwork must be contained within the smallest garment sizes.
- Do not try to line up critical artwork from one panel to the next, ie.) stripes, fonts etc. should not cross from one panel to another.

Colors

- Spot colors should be from the Adobe Illustrator Pantone Solid Coated color chart. Our RIP software is calibrated to achieve Pantone matches based on this color chart.
- File must be in CMYK. RGB will result in off colors.
- If using CMYK colors, please create them as a global color swatch. This will ensure that the color gets adjust everywhere it is used in the file and not in just one spot.
- Black should be 100% K (DO NOT boost black with other colors).

Gradients

Our RIP software can have difficulty producing smooth gradients. Below are some methods to work around this challenge. If the gradient looks even a little choppy on screen, it will look awful in print.

- Avoid gradients over too broad a color spectrum.
- Convert gradients from Pantone to CMYK process colors.
- If the gradient still looks choppy on screen, try adding steps in the Gradient Palette.
- If the gradient is still choppy try building the gradient in Photoshop. Then, reduce to 30-40 dpi and import it into your document. Note that exact color matching may be difficult with this method; this method should NOT be used if exact color matching within the garment is crucial.

Managing Logos

- Logos MUST be in vector format. Most major corporations have vector format files available.
- If corporate logos require exact Pantone colors, make sure to adjust colors using the AI Pantone Solid Coated chart.
- In special cases (when vector logos are NOT available) high resolution TIFF or JPG files may be used. Tiff's allow you to save with a transparent background. JPG's will have a white box around the artwork. This is not recommended for logos over 3.5 inches.

Logo Sizing & Placement

Logos should be kept within the shaded region of the template. If the template is missing the shaded area here are some general guidelines. These recommendations may vary, depending on actual garment size.

- Keep logos at least 1 inch away from seams (this means for the smallest sizes).
- Across the chest logos should be kept to approx. 10-12 inches wide.
- Across the upper back logos should be kept to approx. 14 inches wide.
- Left chest logos should be no greater than 4" in height and width.
- Refer to "Font Direction" guidelines for logo direction and where to place logos on each panel.
- Pay special attention to logo direction on sleeves, side panels and thighs.

Hayman Sport Logo Placement

- We require a minimum of two logos per garment. Collar, and left chest or lower back (left side). On cycling jersey's the logo will be on the back pocket.
- In special cases, we will relocate our logo to accommodate customer's artwork request.
- www.haymansport.com should appear on the inside of collar.
- In some cases, the Hayman Sport logo color may be adjusted to match customer's artwork.
- Templates show standard logo sizing and placement.

Layering and Clipping Masks

- Artwork should be constructed to allow for easy manipulation.
- Like artwork should be grouped together, ie.) logo's used on the front of a jersey, or a back pocket.
- Garment piece groups to be identified on the Layers Pallette, ie.) Right arm, Left arm, Front, etc.