

# HINCAPIE SPORTSWEAR CUSTOM ORDER ARTWORK GUIDELINES

- Hincapie Sportswear requires a \$100 setup fee to be paid up front before any artwork can be started for your team. Please contact our office to get your account set up and your setup fee paid to get your team into the art schedule as quickly as possible.
- All logos to be used in your design must be submitted in vector format. Logos that are not vector (i.e., JPEG, GIF, TIFF, or PSD files) will incur an additional art charge of \$12/logo. Logos may be submitted electronically via email or CD. Faxed logos or logos pulled from the Internet are not acceptable.
- Please save vector art files in .AI or .EPS format in Illustrator CS3 or lower. Files may be submitted via email, provided the file size per email does not exceed 10MB. Please reference your team name in the subject line of each email.
- Pantone numbers are preferred when specifying colors, but you are welcome to send a color sample if you desire an exact match and no Pantone color is available. Color matching may require additional delivery time for your order. Please note that colors that appear on your screen may look very different when printed on fabric. In order to determine an exact color, you may find access to a Pantone chart at a local printer (Kinko's, Alpha Graphics, etc). Printed Pantone charts are the most accurate – do not rely on Pantone charts found online.
- If you provide your own artwork, please follow the guidelines below.
- You are responsible for requesting art proofs for ALL items you are planning to order. Any orders containing items that do not have an art proof will be delayed in delivery.

## GUIDELINES FOR DESIGNERS

- Please use the Hincapie Sportswear templates for designing uniforms. Designs created on other templates may have to be modified to fit our patterns and guidelines. The templates can be downloaded from our website at [www.hincapie.com/products/custom/downloads.aspx](http://www.hincapie.com/products/custom/downloads.aspx) or email a request for templates to [art@hincapiesports.com](mailto:art@hincapiesports.com).
- The Hincapie logo is required on all pieces in the following locations:
  - Tops: rider's front left chest, back of neck under collar
  - Bottoms: upper left corner of back panel
  - Accessories: various locations indicated by templates
- Any other Hincapie logos are optional. The Hincapie logos are already placed correctly on the art templates – please do not remove, relocate, or resize them.
- All artwork should be in vector format, including all sponsor logos and design elements. If you would like to use a photograph or Photoshop image, it must be submitted at 300 dpi at the final print size. You may provide a mock-up or FPO in Photoshop showing colors, logo placement, etc., but this cannot be used as a final art file.
- Use Pantone Coated colors as spot colors; do *not* convert to CMYK.
- Convert all text to outlines or supply all fonts used in the design. Also convert all strokes to outlines.
- Remember that because of the many pieces of each garment, designing for apparel is very different than designing for print media. With the exception of the front zipper, do not cross seams with your designs (i.e., front panel to sleeves, front panel to side panels, shorts side panels to back panel.) Because of size variations and seam allowances, we cannot guarantee that designs that cross seams will align correctly.
- Only the side panels and back panels can be printed on the shorts; the base is a solid color Lycra and is available in 6 colors: Black, White, Gray (PMS 432 C), Red (PMS 186 C), Navy (PMS 282 C), or Royal (PMS 072 C).

*For additional information or assistance, please contact us at  
866-359-4796 or [art@hincapiesports.com](mailto:art@hincapiesports.com).*