VOLER · DESIGN IDEAS

After reserving a ship window with a Voler representative, it's now time for the fun part, the art! If you don't have a clue what you want your jersey to look like, this guide will walk you through the basics of developing your artwork, so when it's time for your official art week, your Voler designer and you will be on the same page. Below are some general design concepts and styles. Please refer to the PDF in the downloads section on the website named Art Instructions. There is important information on what we need from you to start your art process.

NOW LET'S BEGIN!

RETRO DESIGN

PATTERN BASED DESIGN

RACE INSPIRED DESIGN

CORPORATE DESIGNS

MINIMALIST DESIGNS

PHOTOGRAPHIC BASED DESIGNS

WHAT WE NEED FROM YOU:

1. General design directions - What do you want the overall design to look like?
2. Colors - Do you want very specific colors (Pantone Coated) or let your designer help?
3. Logos - Do you have all of your logos in vector format (.ai or .eps), fonts chosen, and placement directions?
   Please refer to Art Instructions for details about the logos, colors, and file types needed.

We strongly recommend that you do not wait until the final art due date to turn in this information, in case some of the elements are not usable or more information is needed.

Please send all art and logos directly to design@voler.com
Please include the team or company name in the subject line. If you have questions regarding the design process, you can also contact Art Services directly at 1 800-488-6537 ext 226.

EMAIL YOUR ART TO design@voler.com

Please include your Team/Club name and your phone number.
Files that exceed the 20 MB limit can be sent using WeTransfer.com or Dropbox.

WHAT ARTWORK DO I NEED TO SEND?

Your art will be created in Illustrator. The best files to send us are those in a vector format - most commonly ending in an ".ai", but also .eps or .pdf. We can use Photoshop files, but they are subject to file resolution and clarity. Send in your files and we will check them out and get back to you! Questions? Give us an email or a call.

JERSEY CONCEPT and LOGOS

Send us your jersey design. This can be in a sketch format or a detailed description.
Send us your logos and their placement. We have many logos on file, so ask us if you are missing some.
Logos pulled off of web sites are usually too low in resolution and are not usuable. Your sponsors should be able to give you vector or high resolution art.

We have sketch templates for each garment type to get started. Download here: **www.voler.com/design**
There is one for Illustrator users and one in a pdf format that you can hand color - so have fun and show us what you want! If you type text in Illustrator, please "Outline" all text, or provide us with the font.

COLORS

Pick your colors using the Pantone Matching System: Solid Coated. Most art departments should have a Solid Coated Pantone book you can reference - such as Office Depot. You can also check out the Pantone web site. Color can vary on a computer screen. You will see your colors on fabric in our proofing process and be able to select the exact desired colors at that time.

I'VE TURNED IN ALL MY DESIGNS/LOGOS, NOW WHAT?

You will be contacted by the Art Department to confirm we are ready to start working on your files. Your Voler designer will apply your designs to our patterns and email you a .pdf proof.

Once the design is to your satisfaction, your Designer will send a fabric proof showing your final art. These proofs are the best tool we have to show you what the end product will be. PLEASE take your time and check them carefully. If the proof looks good, please sign and email the Design Approval Sheet. That's it!

Please do not hesitate to call at any time!

(800) 488-6537

DESIGNING IN ILLUSTRATOR? - Preferred Method

Voler Templates are built in Illustrator Creative Cloud or Illustrator CS5.
AI or PDF template is available online at: **www.voler.com/design**
Convert all text to outlines.
Fades, tints and bleeds will be discussed with you by our Design department, just show the desired effect.
All logos/graphics in vector (.eps or .ai) or high resolution. Web logos are not acceptable.
For best results, we recommend Pantone Solid Coated Colors- CMYK values can have less predictable results.
Include all placed images as separate files.
Photoshop logos/graphics must be high resolution. 300 dpi resolution at 100% are the best.

DESIGNING IN PHOTOSHOP? - Alternative Method

Voler supports Photoshop Creative Cloud or Photoshop CS5.
Images meant to span the front and/or back of a jersey need to be at least 28" wide by 38" tall at 150 dpi.
When using black, use C:0 M:0 Y:0 K:100 only.
Preserve Layers, do not flatten.