



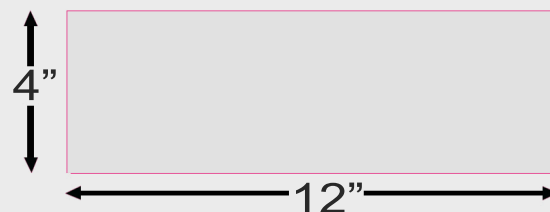
GUIDE TO SPONSOR AREA FOR WORLDS JERSEYS

This is the design for Team USA 2020. We designed the jersey with the optional sponsor space on the chest.



As per UCI Rules: Every rider is allowed to include their Sponsor(s) in the approved area - which measures 4" tall by 12" wide.

Here is the proportion allowed:



Ideal Design



Not-So-Ideal Design



Low-Rez Pixelated

GOOD TIPS FOR SPONSOR LOGOS

To have your sponsor logo look the best, we recommend that you provide the artwork in a Vector-based form (usually an .Ai - Adobe Illustrator, works best).

Sending a .jpeg or .png file is not a vector-file, and often they are in a low-rez (Web-sized) format. These will look pixelated - and not print well. If your sponsor logo is only available as a Jpeg, make sure it is at least 300 dpi - and as close to 4x12' in size.

Since the area this year is on top of a blue space, we also recommend adding a white outline to your logo - to make it pop on top of the blue background. (see example on left). Your other option is to add a white box, but this will not look as professional.