

# ***HXD DESIGN GUIDELINES***

***A WHOLE NEW DIMENSION***

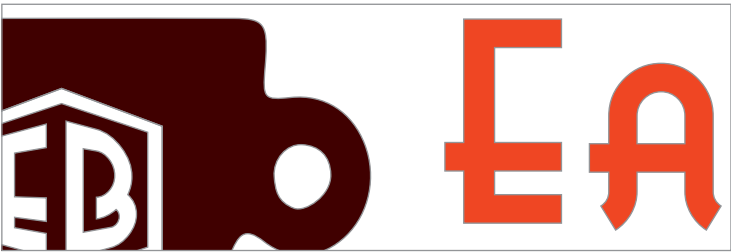




# FREESTANDING & MOUNTING

Some logos present challenges, like small icons with tight spacing or thin lettering. Our HXD designers analyze every detail of your logo, then create a solution. Having the minimum thickness and spacing are essential when working with small elements. If a solution can't be achieved through upsizing or subtle modification, we can use a mount solution.

## RESIZING



### Artwork Submitted



#### Requested size at 2.4"W

- Issues with icon & typeface
- Elements too thin / too small
  - Elements tightly spaced



(Image not to scale.)

#### BAGS & APPAREL

##### Artwork Upsized To 3.75"W

- Thickness required to be above 0.06" / 1.4 mm
- Spacing required to be above 0.04" / 1 mm



(Image not to scale.)

#### HARD GOODS

##### Artwork Upsized To 9.9"W

- Thickness required to be above 0.14" / 3.6 mm
- Spacing required to be above 0.04" / 1 mm

## MOUNT OPTIONS



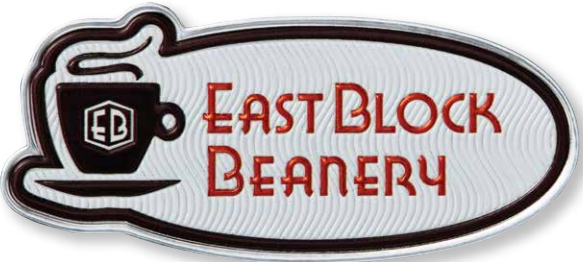
### ...CONTOUR IT!

Adding a contour base mount or standard-shaped base mount will support smaller elements like text and sharp points that can't be developed as freestanding HXD.



### ...DEFINE IT!

Adding an outer channel to your base mount builds your logo for even more body. Try a classic tonal look or a color accent.

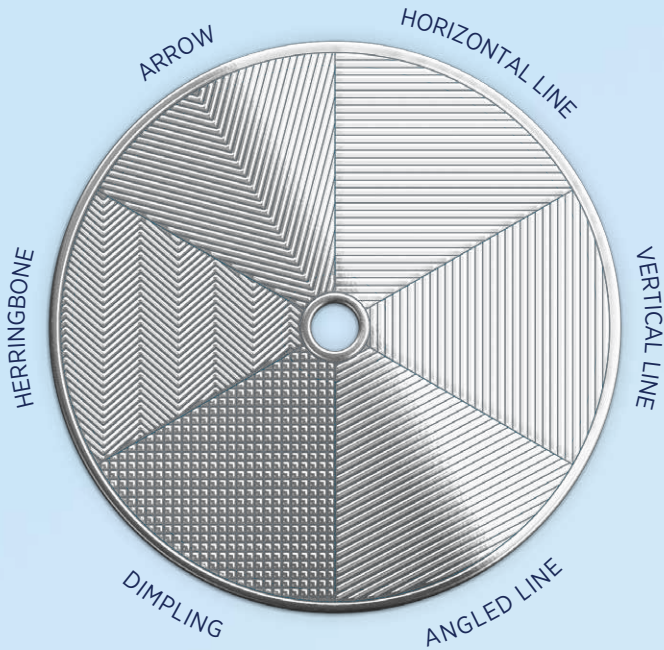


### ...CREST IT!

Get a distinctive crest feel for your logo with a base mount with multiple outer channels – and don't forget some texture fill.



TEXTURING



FINISHING

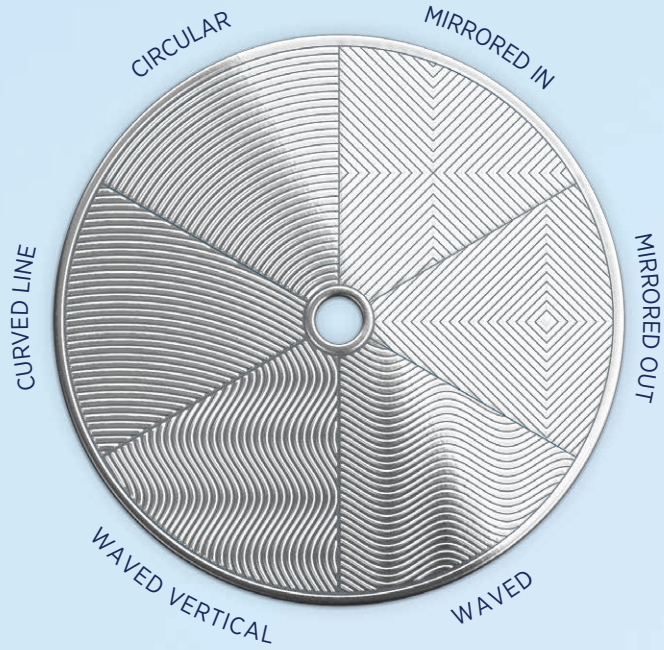


STANDARD  
MATTE FINISH



COMBINATION  
STANDARD + METALLIC

COLORS

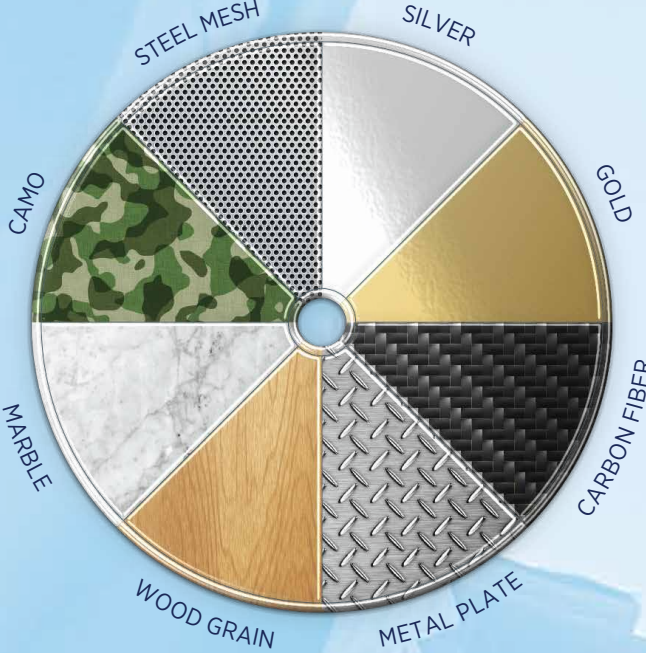


METALLIC  
ALL LUSTER



SPECIALTY  
SOMETHING DIFFERENT

SPECIALTY COLORS



\*displayed in chrome





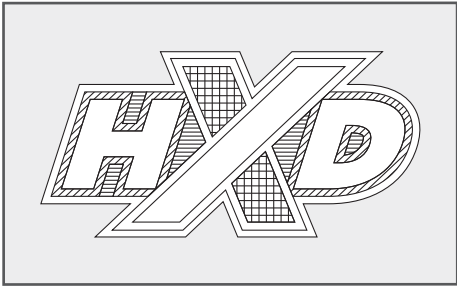
CREATE A BOLD LOOK FROM HEAD TO TOE WITH HXD. AS THE EXCLUSIVE PROVIDER OF THIS PATENTED MANUFACTURING PROCESS IN THE UNITED STATES AND CANADA, ONLY PCNA CAN MAKE IT HAPPEN.

# HXD PROCESS

The dimensioning process prepares your art for reproduction in HXD. There are three steps combining artistic design, expertise and high-tech mechanical processes. Dimensioning is done by skilled designers who've been trained in the process, and there is an associated fee.



You send us your vector art file.



Our team creates a "two dimensional" line art representation of the logo.

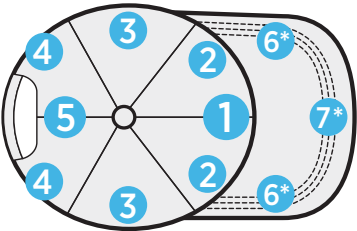


A "3 dimensional" color rendering is created to bring the HXD to life

# HXD POSSIBILITIES

If you really want to make the most out of HXD, the possibilities are endless.

## HEADWEAR



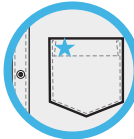
MAX HEADWEAR HEIGHT  
2.4"

\* Peak locations are non standard

## ACCENT



COLLAR



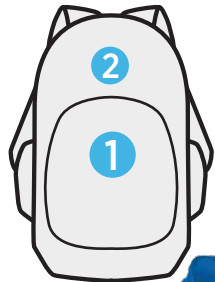
POCKET OPENING



CUFF OPENING



## IMPACT



\* Impact size will vary according to product

For more ideas about how you can use HXD, contact your sales representative or go to PCNA.com

