



What is the minimum order?

Our standard minimum order is 15 pieces per custom item, per gender. However, if your team orders 15 pieces of a core custom item, we are able to drop the minimum on an additional core item to 10. For example, if you order 15 men's jerseys, you can order 10 women's jerseys or 10 pairs of shorts. Shorts and bibs may be combined to meet minimum order requirements.

What is the turnaround time on my custom order?

Turnaround times may vary depending on the time of year an order is placed. Your Primal Custom Account Specialist will work with you to build a timeline and order deadline based on your need by date. Contact Primal today to get started!

Do I have to provide my own artwork?

We are able to work with anything from a sketch on a napkin to fully laid-out vector artwork. Primal has an entire Creative Department with more than 10 artists who are able to turn your ideas into an amazing jersey design. You will work with a Custom Account Specialist who will help you create an initial design concept and act as an expert liaison between you and the artist. There are no fees for design work and no upfront cost to get started.

What is the preferred file format for my logos or artwork?

The preferred file format is vector files, such as .ai, .eps or .pdf, however these files are not always vector. All vector files containing text must have the fonts outlined. We do accept high resolution bitmap files such as .jpg, .psd, .png or .tiff. The required resolution is at least 150 ppi at scale. If we are not provided with camera ready art, there may be an additional cost to rebuild the design. If you aren't sure what any of this means, please don't hesitate to ask.

Can you match my previous jersey?

If you own the artwork design of your current jersey, we are able to match the design although there may be slight adjustments due to pattern constraints. We can match colors on a provided sample or Pantone number within a 10% margin. We print using a CMYK process which allows us to offer unlimited color options at no additional charge.

Are there any additional fees for set up or art?

Primal's pricing is all inclusive. There are no additional fees for design, set up or domestic ground bulk shipping.

What is the Primal Gives Back program?

Through this program, Primal will donate 15% of your total custom team order directly back to your team's Bike MS fundraising account. All Bike MS custom team orders at standard pricing are eligible for this program.

Any other questions? Contact us at 303-745-8442 or danielle.h@primalwear.com