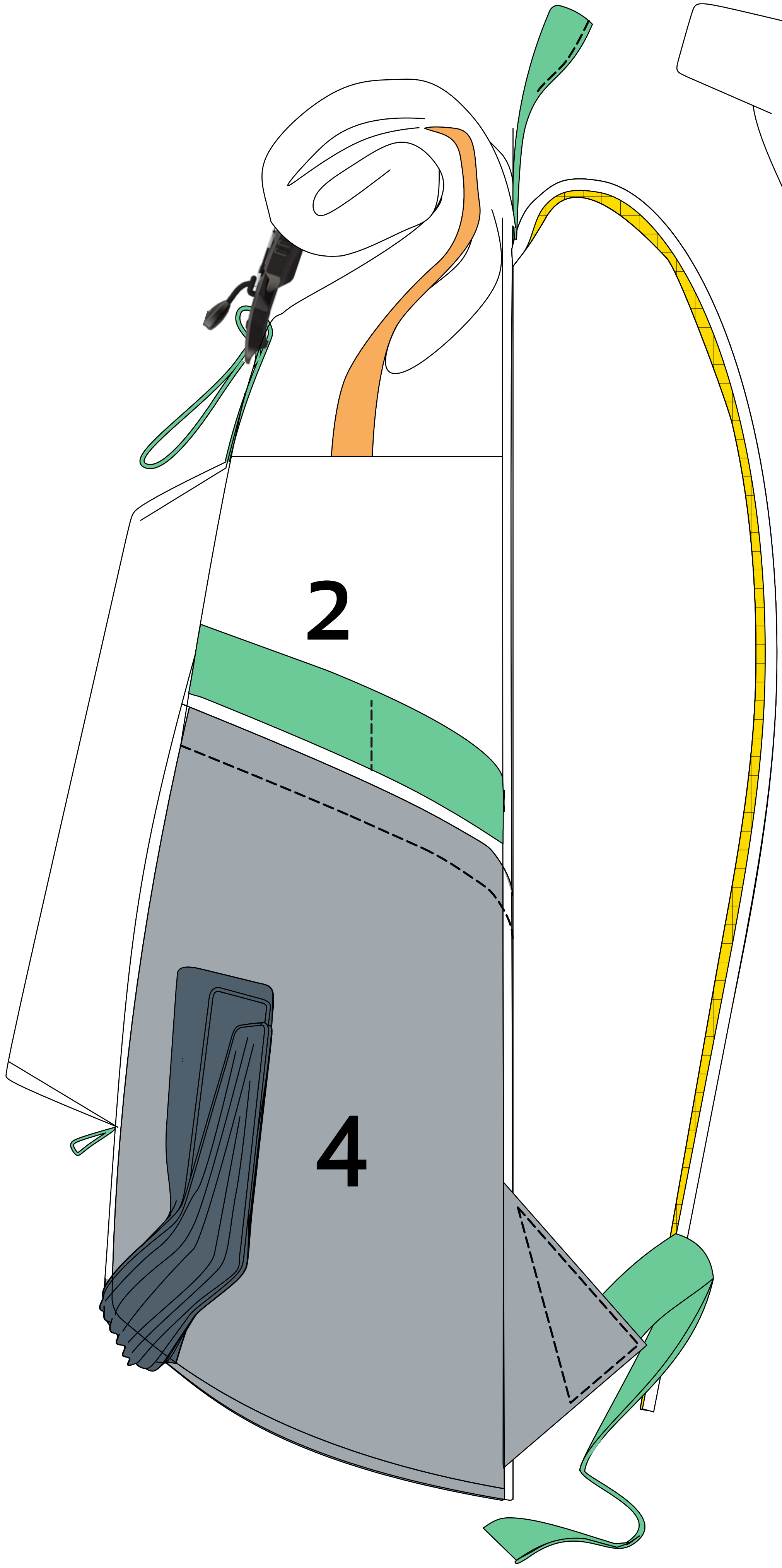
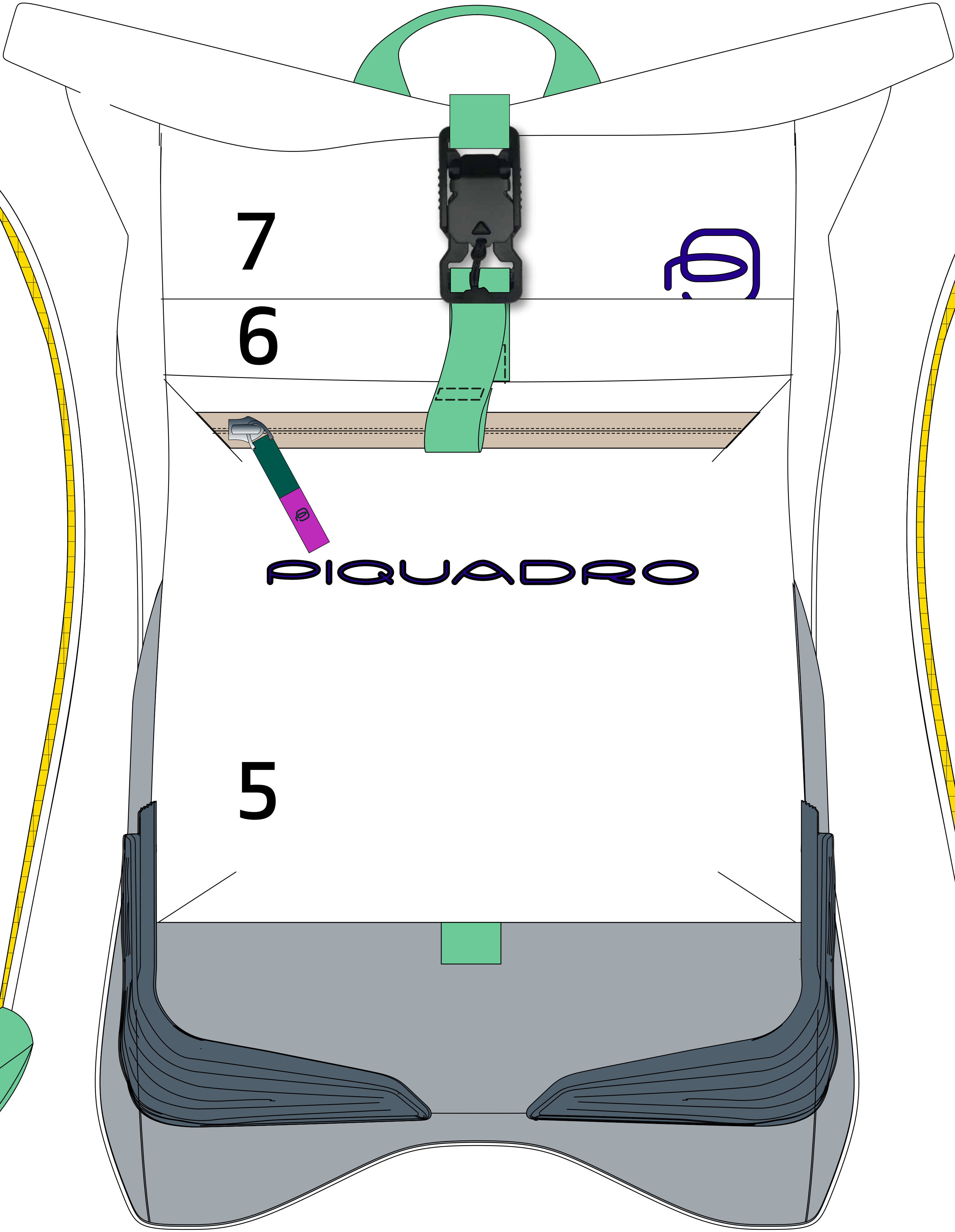


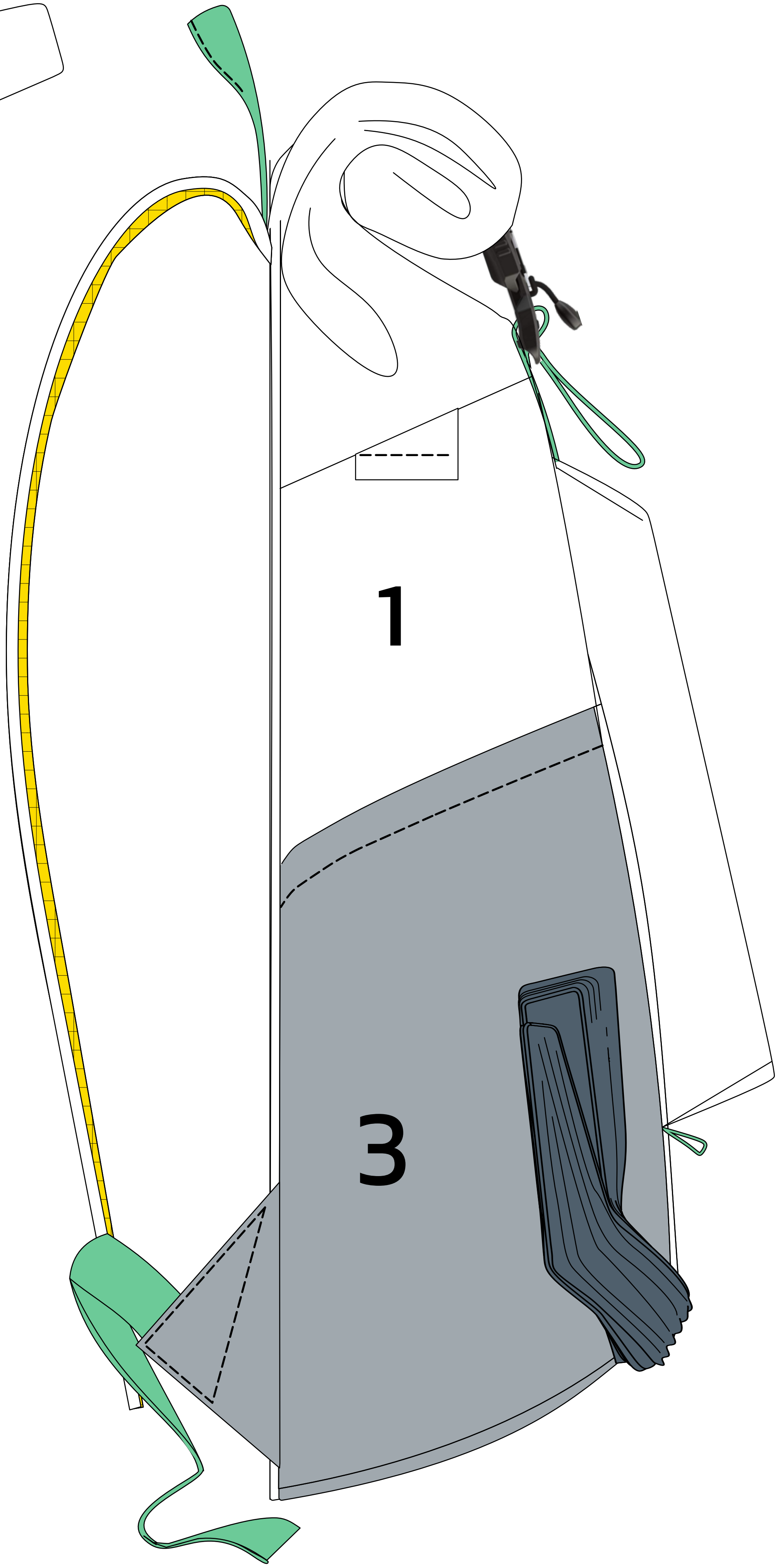
RIGHT VIEW



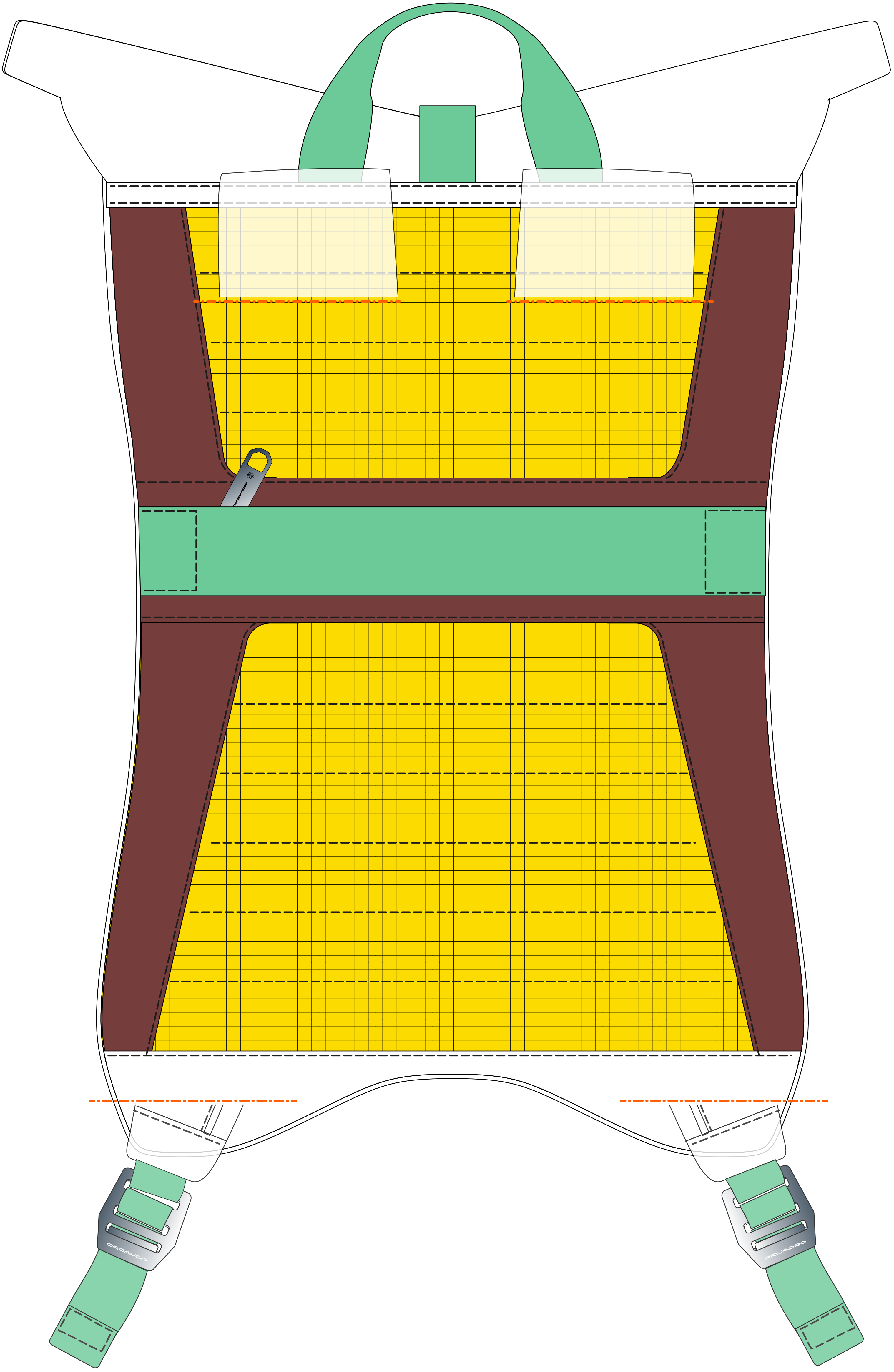
FRONT VIEW



LEFT VIEW

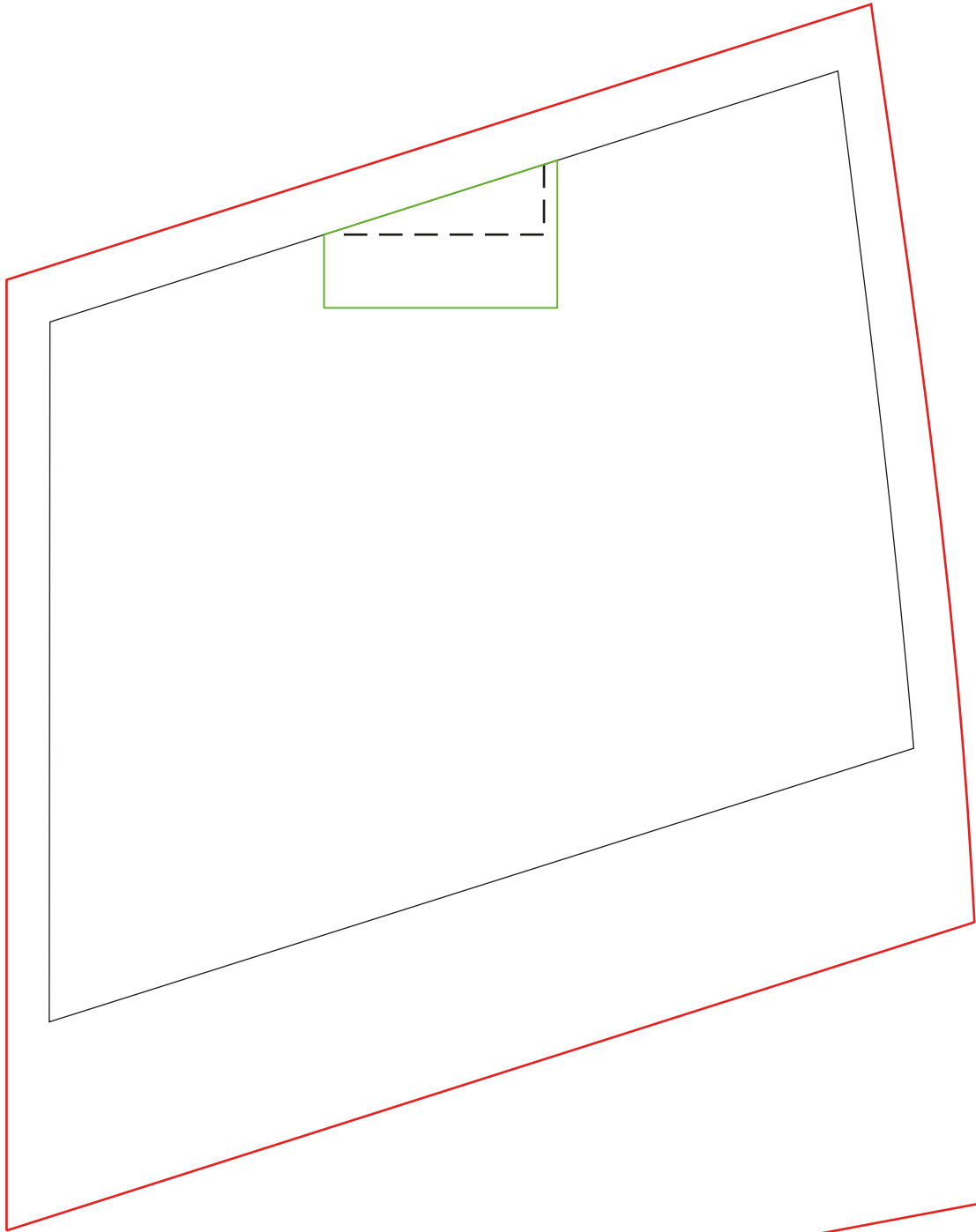


BACK VIEW

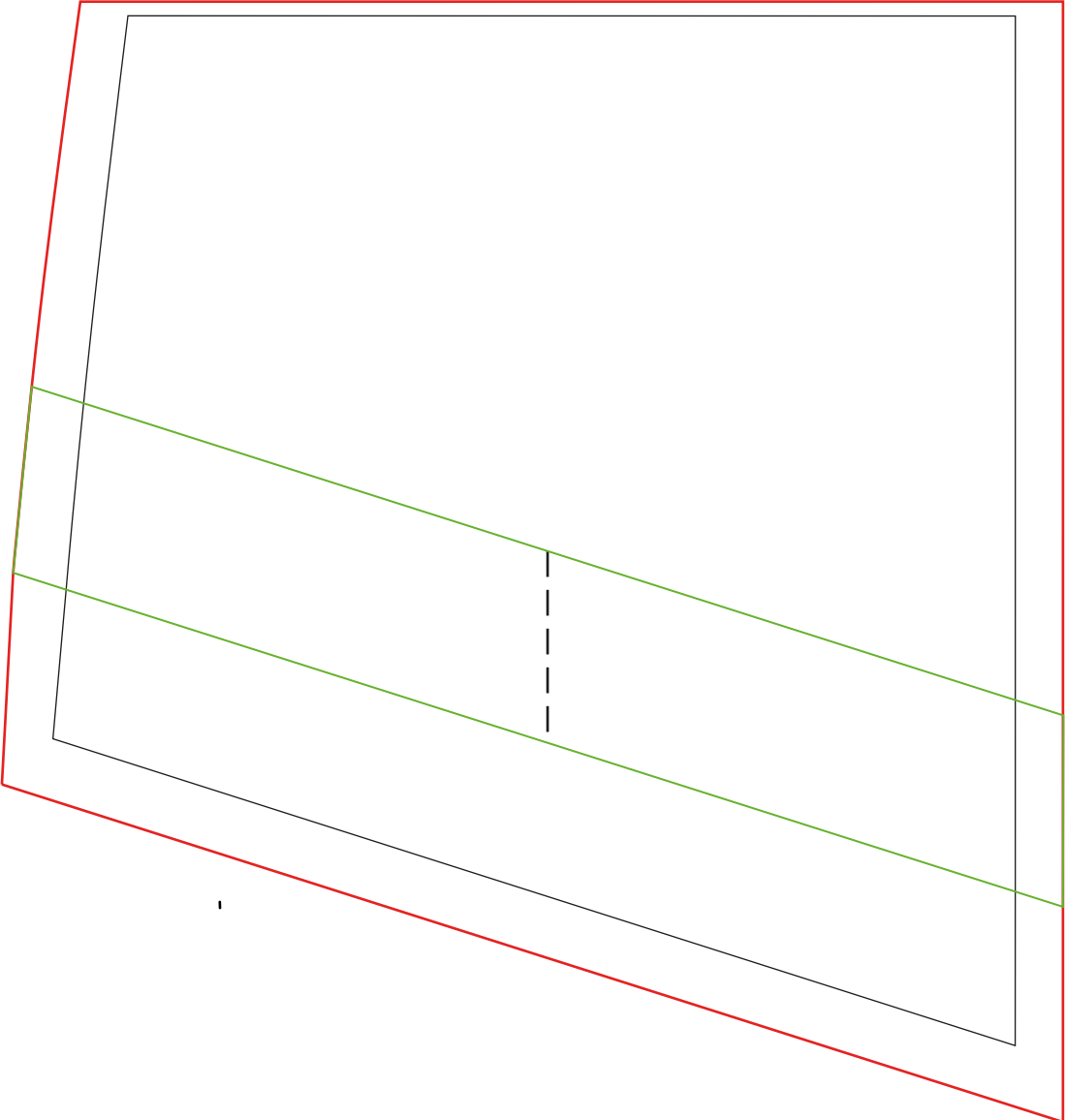


SIDE PANELS

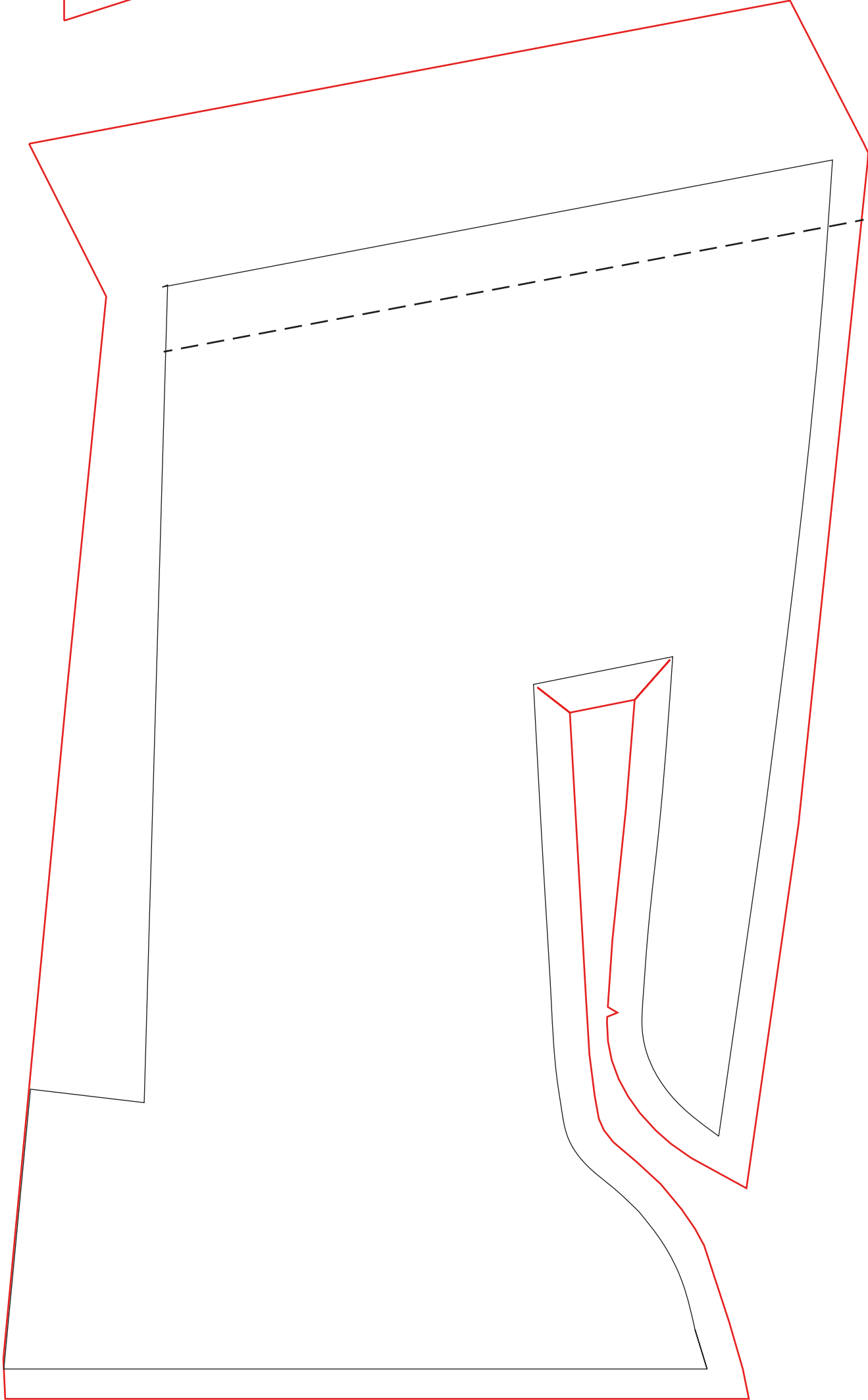
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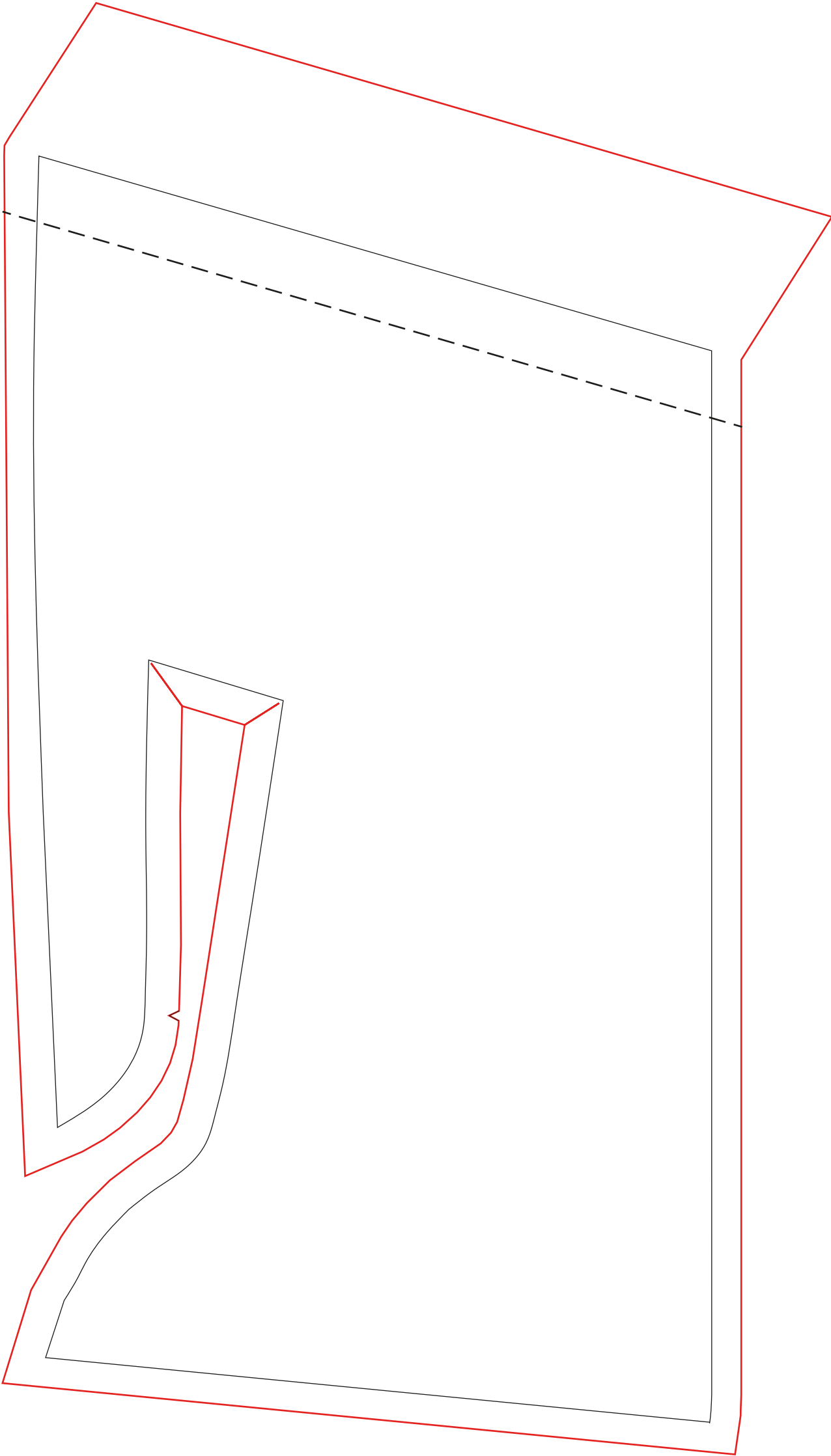
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3

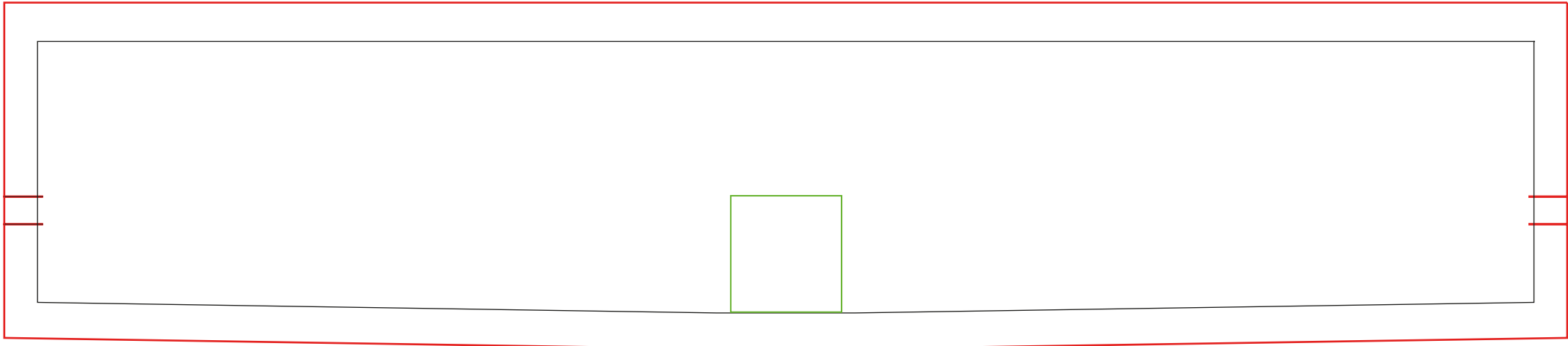


4

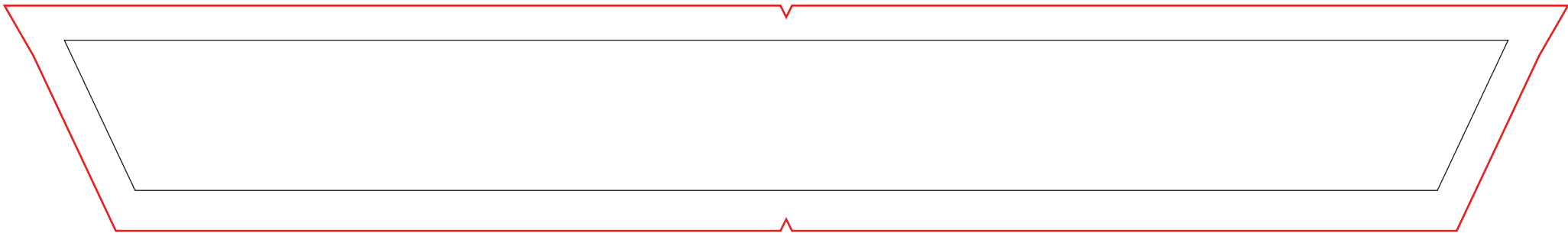


FRONT PANELS

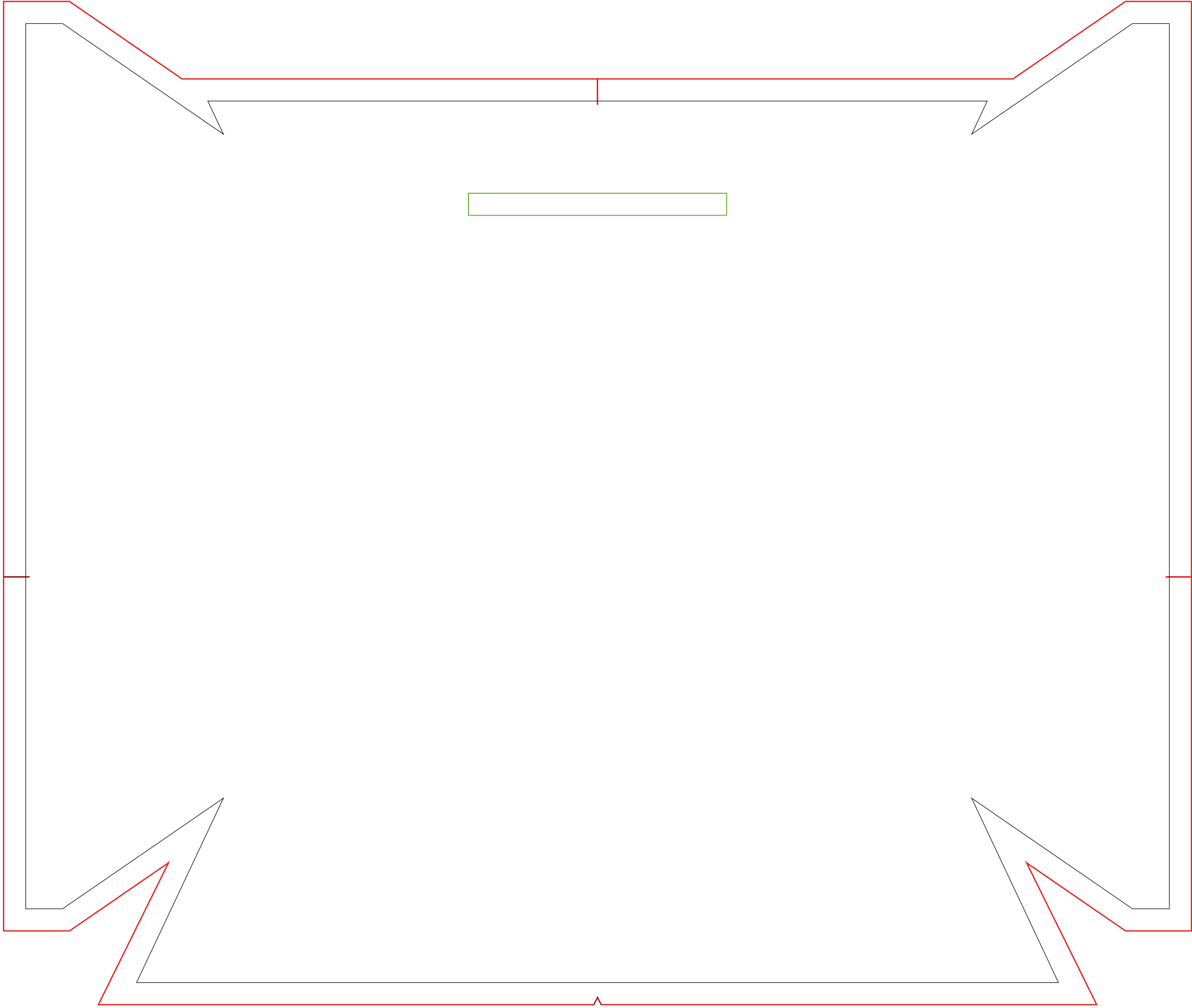
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6

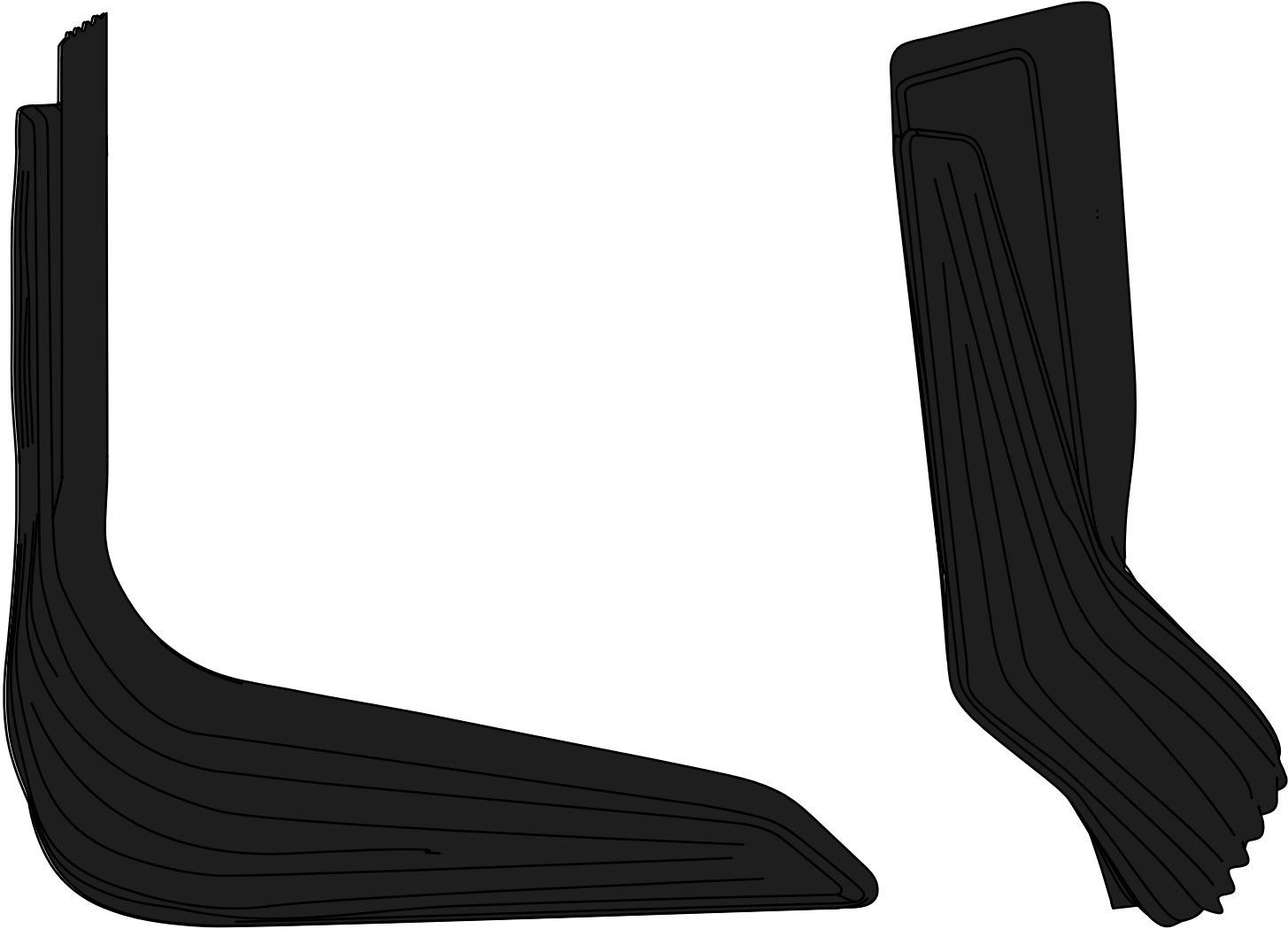


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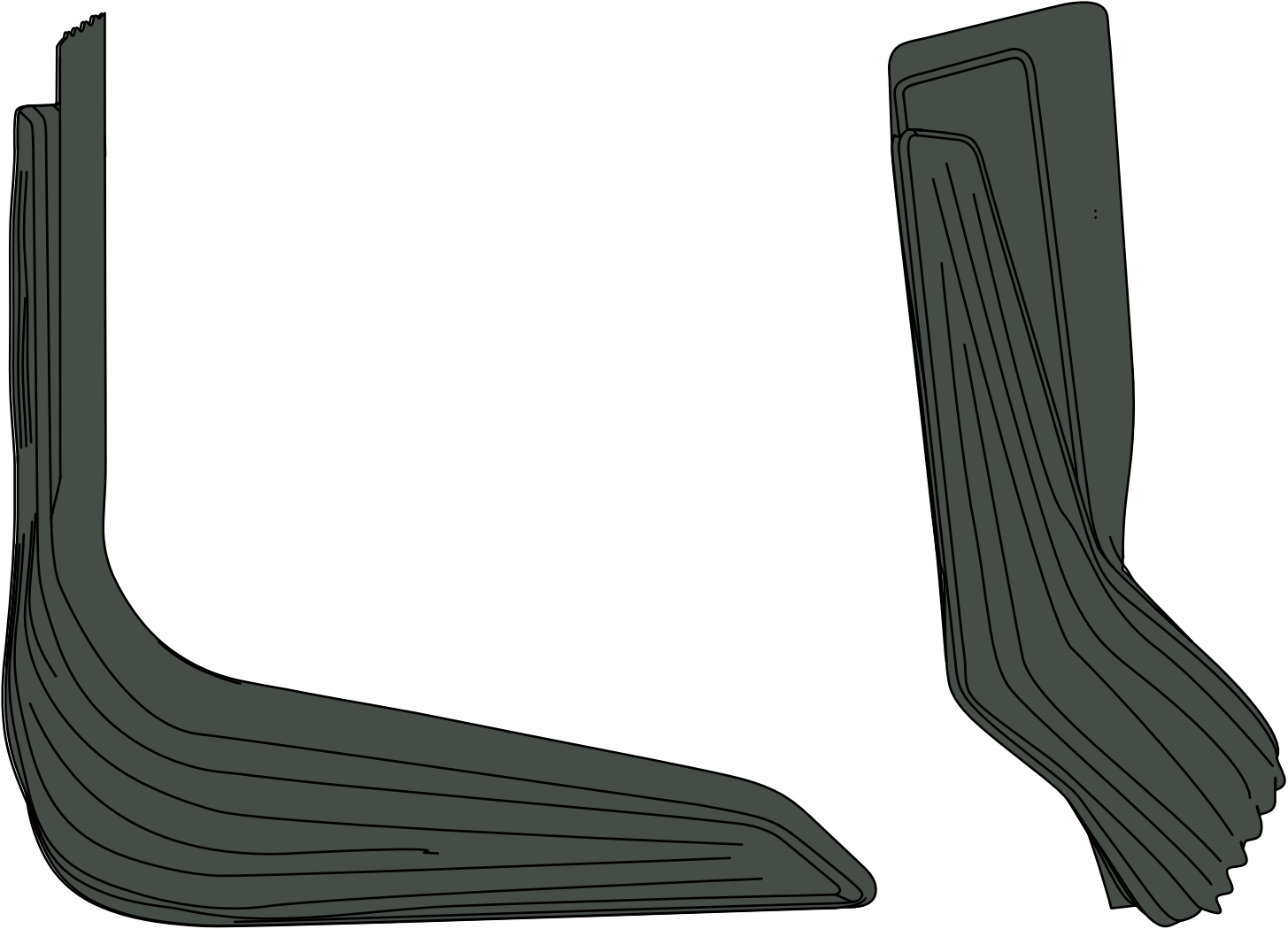


CORNER STOCK

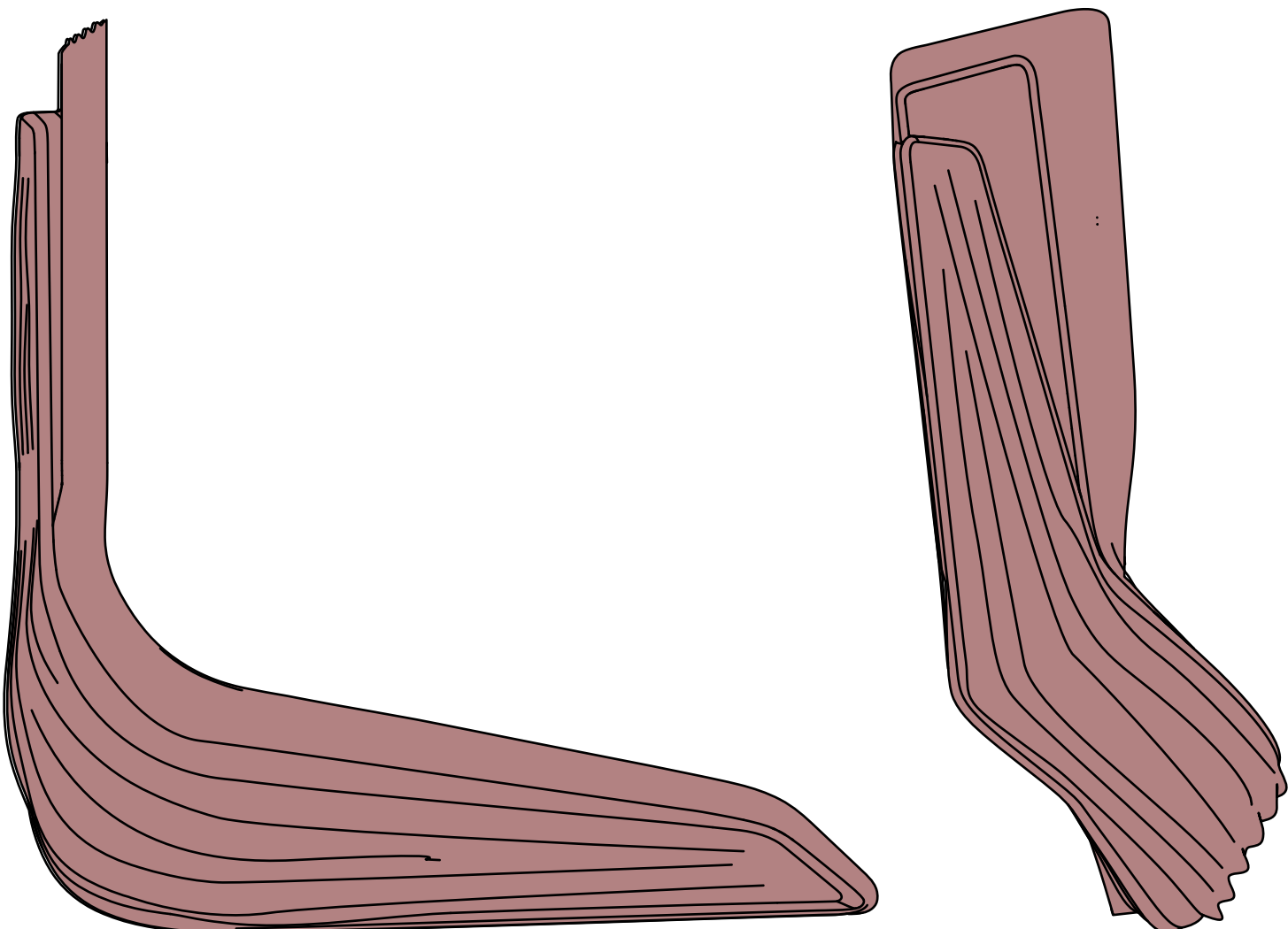
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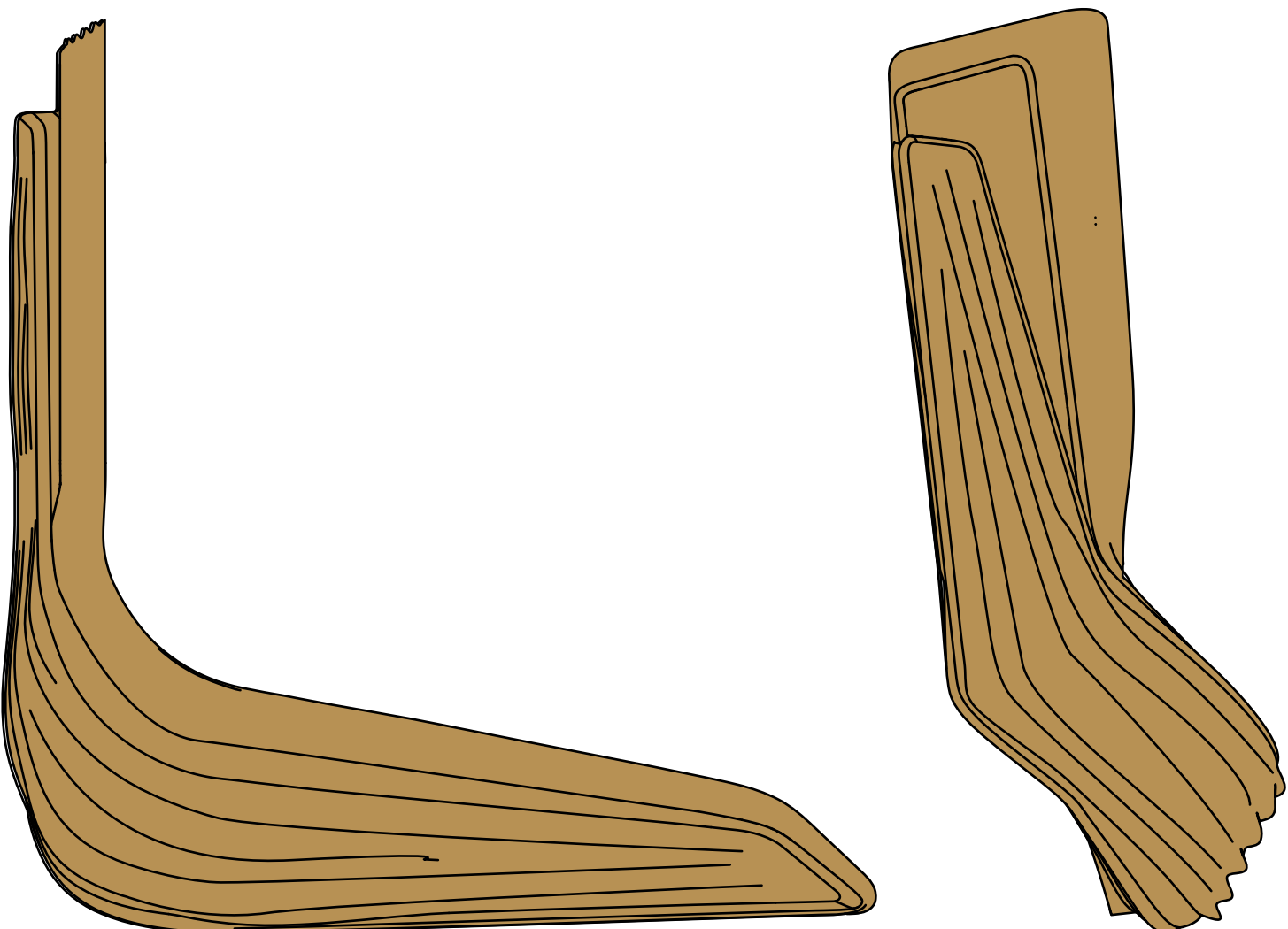
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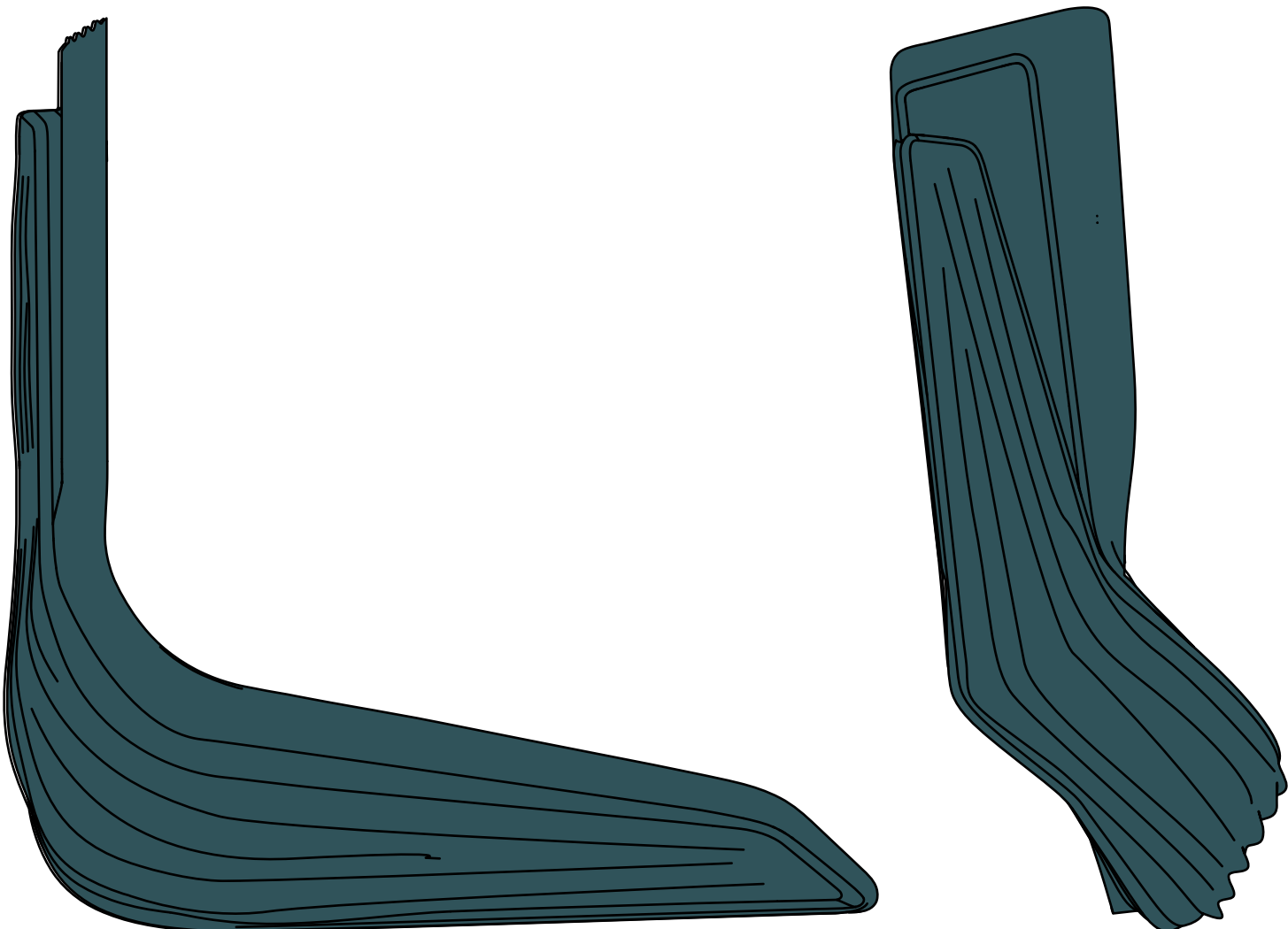
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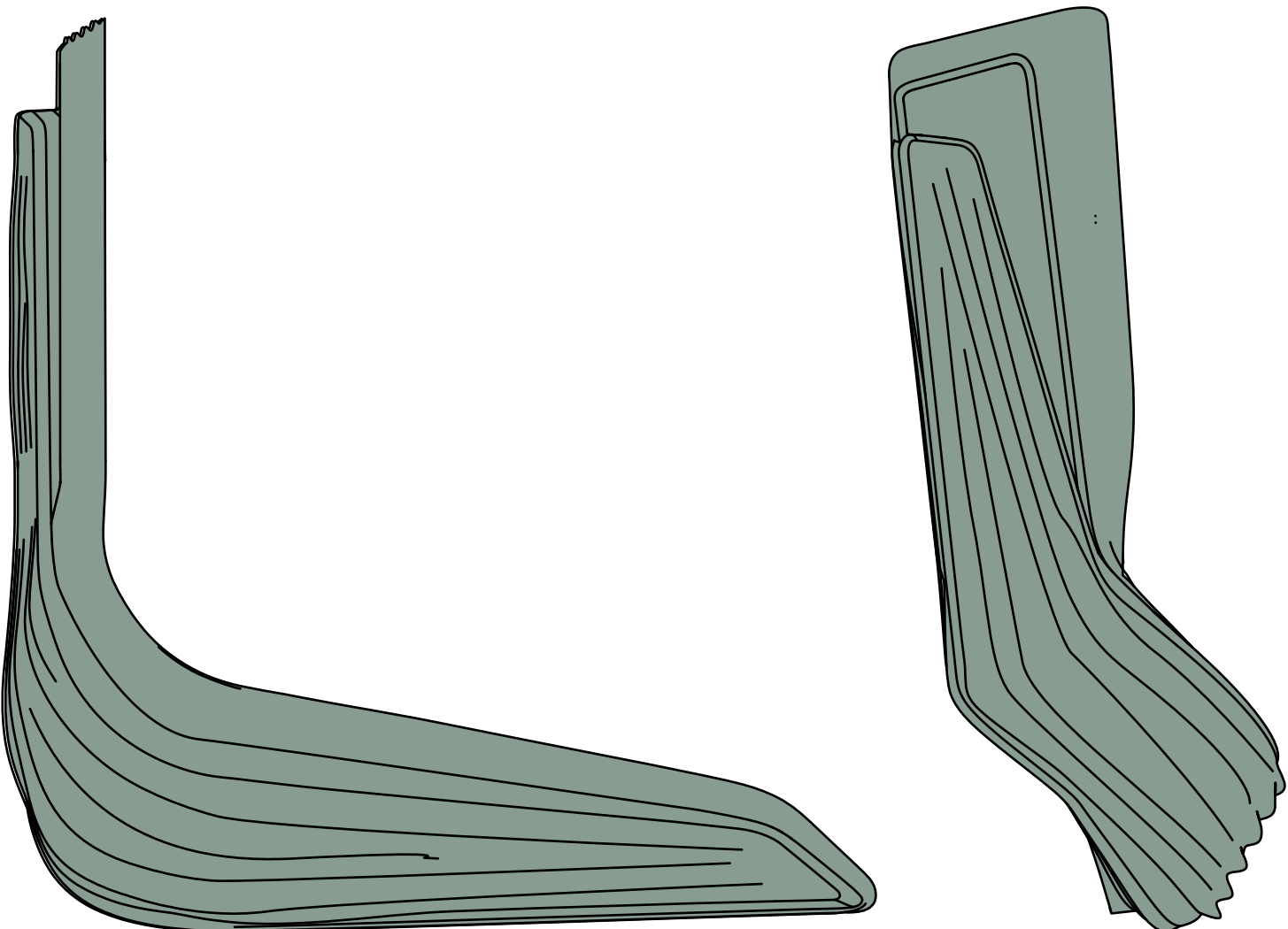
G



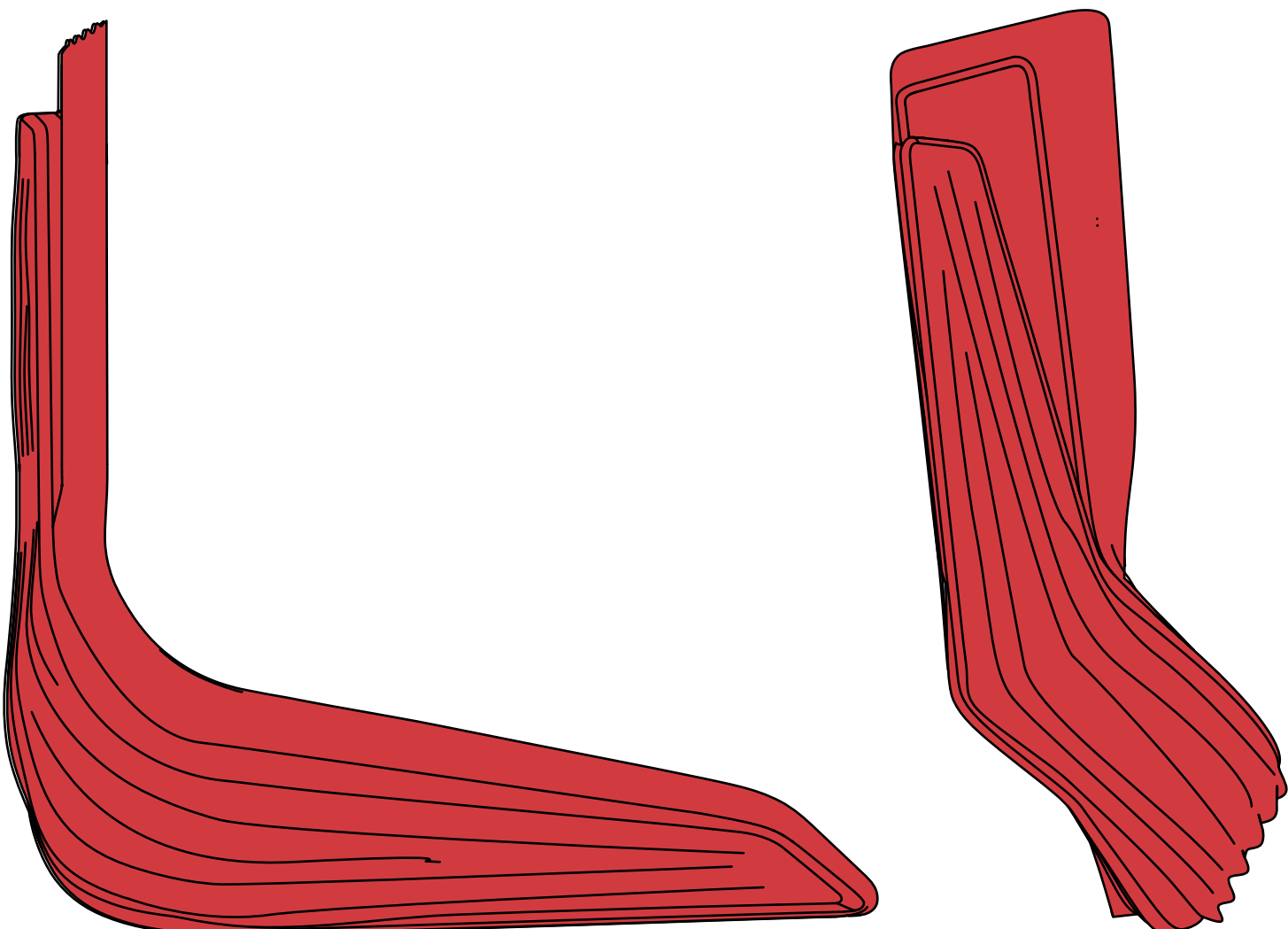
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VE2

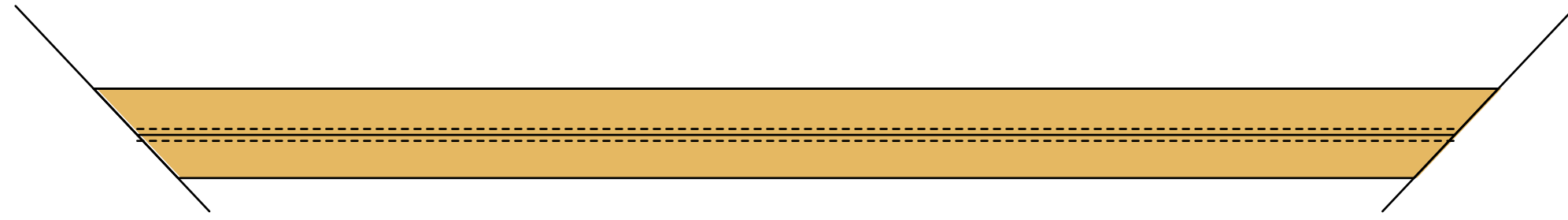


R

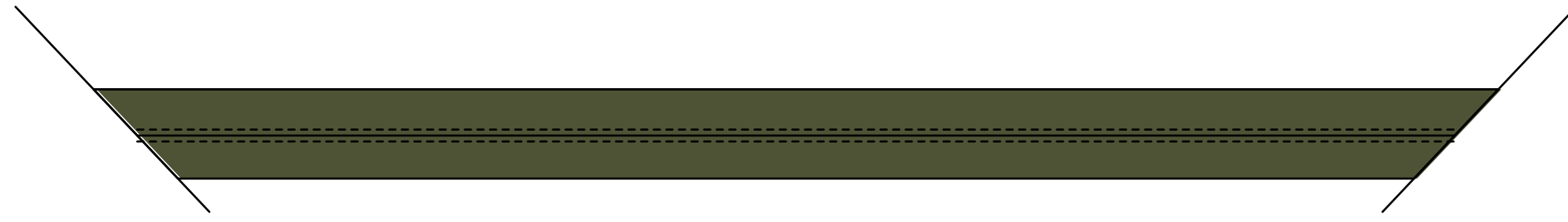


COATED ZIP STOCK

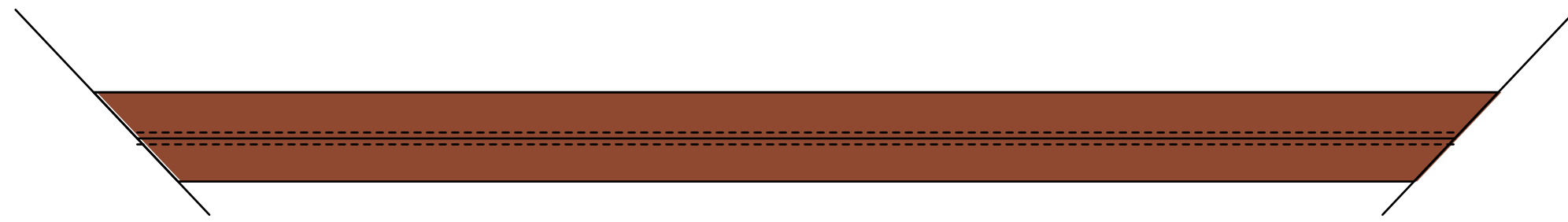
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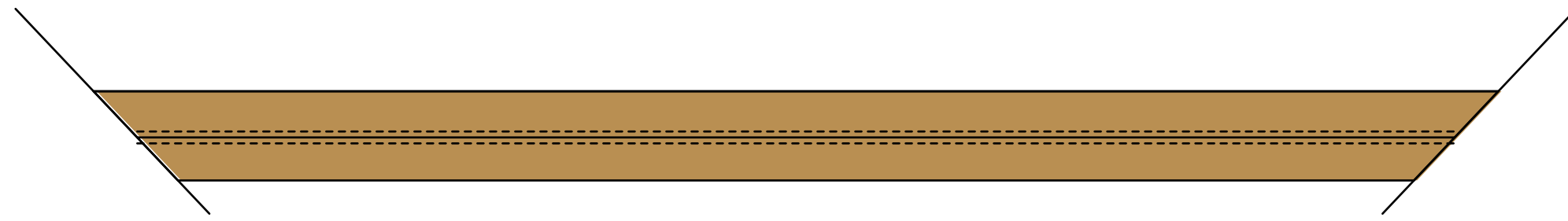
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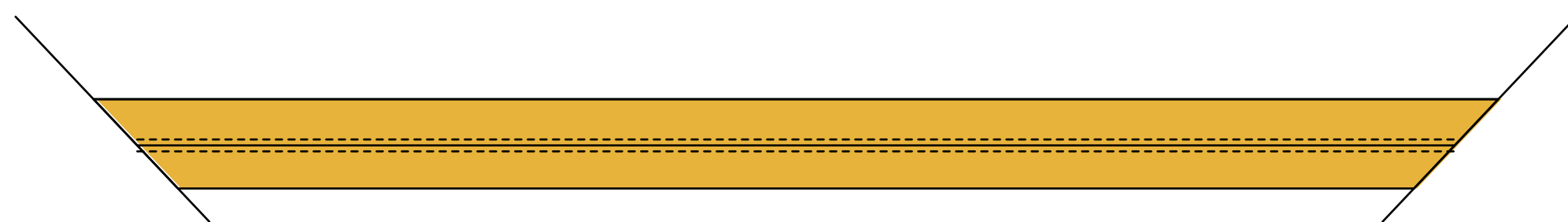
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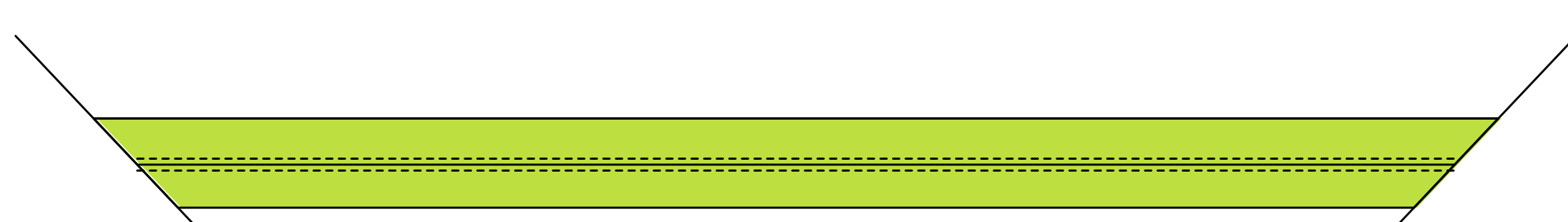
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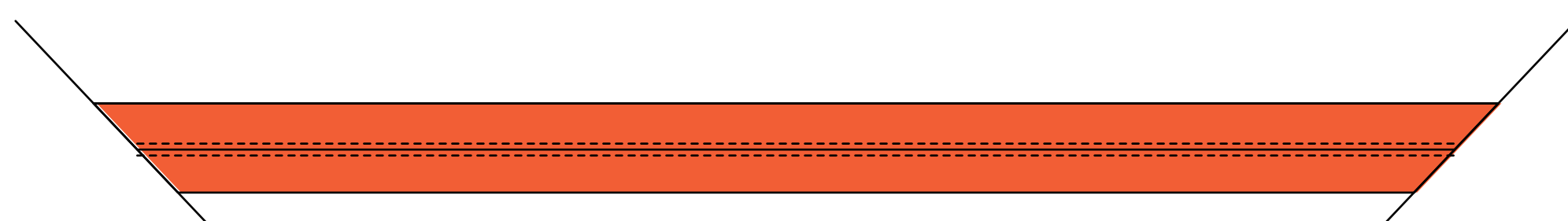
5



6



7



8



C2OW CUSTOMIZATION – MONZA GP EDITION

DESIGN GUIDELINES & CREATIVE DIRECTION

You are about to customize the Piquadro C2OW backpack for the Monza Grand Prix.

Use the file **A6291C2OW_CONTEST.pdf** as your starting point.

File structure:

Your working file is organized into clear layers:

Text (Blue) – Notes and descriptions (non-printable, for reference only).

Elements (Magenta) – Fixed elements such as the Piquadro logo, monogram loop, right side webbing. These cannot be customized.

Stitch (Blue) – Stitching lines. For production reference.

Clean (Green) – The net line, defining the visible area of the design.

Gross (Red) – The gross line, showing the sewing allowance. This part will be folded and stitched.

Base color:

The product base is **white**.

You can either leave it visible or completely cover it with your design.

Design execution:

All-over graphics:

Extend your artwork at least 3mm beyond the Clean (net) line to ensure full coverage after stitching.

Continuous graphics across panels:

Align the net lines, but always add extra design area (+3mm) outside the net to avoid gaps due to sewing tolerances.

Customization Options:

Corners & Zips

In addition to graphic customization, you can select both corner colors and zip options from Piquadro's Corner Backpack.

Your design should consider how these elements interact with the overall graphic concept to maintain a coherent and impactful result.

Creative direction:

Your design should reflect both the spirit of the Italian Grand Prix and the Piquadro heritage.

Some creative cues:

Speed & Performance: Inspired by Monza home of the fastest F1 race. Think motion, precision, energy.

Italian DNA: Reference Italian design culture, craftsmanship, or boldness in subtle and elegant ways.

Technical Aesthetic: Piquadro is about high-performance accessories. Use technical graphics, patterns, or typography that convey smart design and functionality.

Urban Functionality: The C2OW is made for city life. Imagine a crossover between race adrenaline and everyday practicality.

Keep your design bold but minimal, functional yet iconic, and aligned with both the Monza moment and Piquadro's values.

Production note:

Any file that doesn't follow these specs will be automatically adjusted for production.

For example, if your design stops exactly at the net line, we'll scale it up by 3mm all around to make it work. 😊

Let's create something unforgettable for Monza.