

## How this works:

### 1 COMPLETE THIS FORM

Please fill out your basic information below, and make sure to let us know the story of your arrow, if you're willing to share.

### 2 CREATE YOUR UNIQUE ARROW(S) USING OUR TEMPLATE

Print the arrow on page 3 of this PDF and then decorate, design, build, etc.

Or, if you're digitally minded, you can use the provided arrow templates (EPS, JPG, PNG), and start creating using those assets. To download the arrow in other formats, [click here](#).

Or, if working larger or dimensionally is your thing, feel free to make your own arrow... the sky is the limit, but the overall arrow shape should still closely mimic our arrow.

**Make sure to check out our helpful tips on the next page!**

### 3 SUBMIT COMPLETED FORM AND ARROW(S) TO PELOTONIA

Send completed PDF form and arrow to [arrow@pelotonia.org](mailto:arrow@pelotonia.org)

Acceptable arrow file types: JPG, TIF, PNG, GIF, EPS, PDF, GIF.

If you're working with a larger arrow, and would prefer to take a photo, you can upload to instagram, tag us ([@pelotonia](#)) and use the hashtag **#whatsyourarrow**.

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Name

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City

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State

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Email Address

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In what ways have you already participated in Pelotonia? *(Please mark all that apply)*

Rider

Volunteer

Virtual Rider

Donor

I've not yet participated

➔ *What's the story of your arrow?* (We'd love to know, if you are willing to share.)

We're looking for two different "types" of arrows:

## 1 2D ARROWS

Ideal arrow types for the marketing materials should only use 1-color, which allows us to colorize them in various ways as we develop signs, posters, shirts, banners, etc.

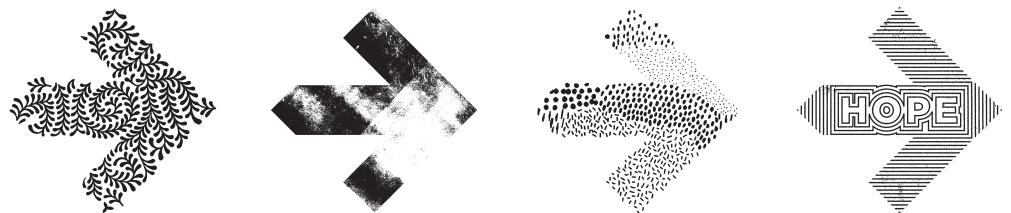
For example, if you make something in black marker, we can convert that to green for use in marketing. Even if you make your arrow multi-color, we still may be able to use it as a 1-color version. Check out some sample arrows below.

**SUBMISSION TIPS** A high resolution scan (300–600dpi) is the ideal format because it ensures that the overall shape of the arrow remains unaltered (not skewed due to a camera angle). If you need to take a photo, make sure you're shooting from directly above your arrow.

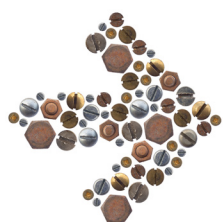
"2D" arrows that are submitted as a single color will most easily allow us to colorize them in various ways for marketing.



Arrows can be anything you want — decorative, textural, doodles, or even contain words or phrases. High contrast and bold designs work great!



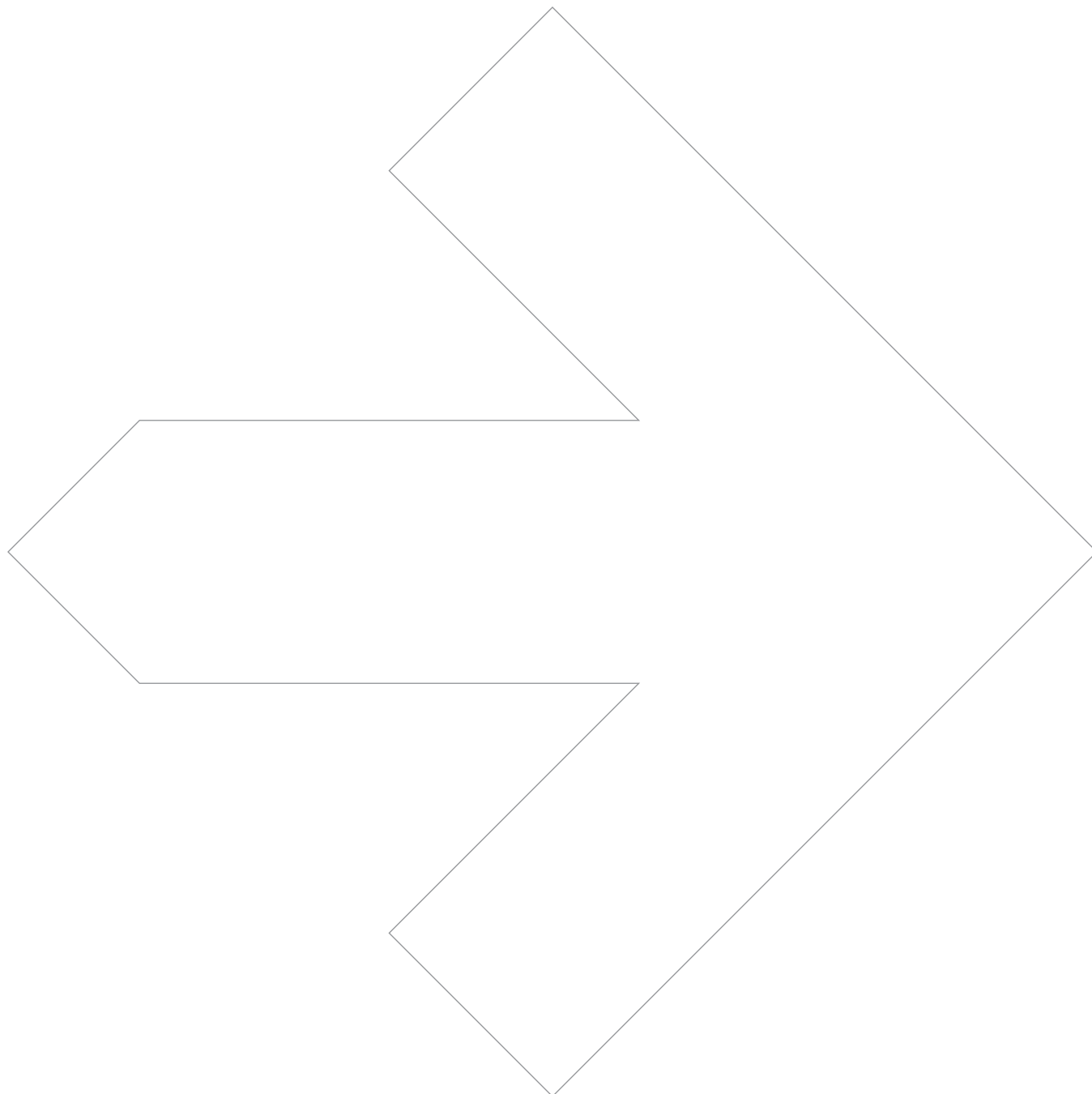
If you'd prefer to work large or dimensionally, that is great. Please remember that arrows don't need to be "perfect," but they do need to be photographed "straight on" (from directly above).



## 2 3D ARROWS

Arrows don't need to be confined to drawings on paper. ALL ARROWS ARE WELCOME. So whatever you want...build, construct, sew, bake, craft, assemble... it's up to you.

**SUBMISSION TIPS** It's important that your arrow is photographed from directly above. Photos taken with a mobile phone are okay, but please make sure your arrow is in focus so we can see it in all its glory! Don't be afraid to ask a friend or family member for help if you're doubting your photography skills.



Note: if you'd prefer to work digitally, you can download the arrow in other formats (EPS, JPG, PNG) [here](#).

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DISCLAIMER: By completing an arrow and submitting to Pelotonia, you are giving permission for Pelotonia to use your arrow and/or story in marketing materials, social media posts, or for promotional use. Not all arrows and stories will be used.