

Tips for the Best Embroidery

1 Artwork

It all starts with your logo artwork file. Provide a vector file or a quality (300 dpi) bitmap. (The small logo from your website is NOT suitable).

Low quality website logo



Unusable when enlarged to left chest size



A low resolution or web resolution file has 72-96 DPI, not ideal for embroidery.



A high resolution or print resolution image has more pixels at 300 DPI and enough detail to be recreated for embroidery.



A pixel is much smaller than a stitch. Some graphical detail may have to be simplified or changed when embroidered.

The difference between a **bitmap/raster** and a **vector** image

Bitmap/Raster image
Preferred formats: .jpg, .jpeg, .bmp



Bitmap images are made up of tiny dots called pixels. The number of pixels in an image will determine its resolution. When you zoom in or enlarge a bitmap image, you will see the individual pixels. The more you enlarge it, the blurrier it becomes, often referred to as 'pixelated'.

Vector image
Preferred formats: .ai, .eps, .pdf, .cdr



Vector images consist of lines and curves. It remains sharp when you zoom in or enlarge it. A vector image is entirely editable and scalable in graphical programs such as CorelDRAW® Graphic Suite and Adobe® Illustrator.

2 Cost of Quality

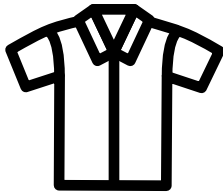
Why do I get charged if I already have a logo?

Your logo or design is recreated for embroidery in a highly specialized process called digitizing, where qualified embroidery personnel re-design your logo to allow embroidery machines to understand the required needle paths.

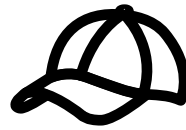
3 Logo Size

Each product has an average or maximum height requirement because of the product's physical size limitations or simply for aesthetic reasons.

Different embroidery files are created for each product type. The designs vary in size, stitch density, and embroidery sequence. Your one graphic logo can have multiple embroidery design files.



Shirt
avg. height:
2-3.5 in. (5-8 cm)



Cap
max. height:
2-2.25in. (5cm)



Large Chest or Rear
max. height:
11in. (27cm)

4 Letter Size

The minimum height for quality embroidered lettering is 0.2in. (4-5mm).

The letters or words in your logo may need to be increased in size to accommodate the minimum height requirement.



5 Colors in Your Logo

ALWAYS provide Pantone colors for both white AND black backgrounds to ensure the design is structured to support embroidery on light and dark garments. If not, your job may have to return to the digitizer for changes and be removed from the production schedule, causing delays.

The color information is necessary to digitize the design sequence correctly.



On-screen colors are unreliable as an exact color match.



Keep in mind that not all Pantone colors have an exact thread match



6 Logo Position Options

Traditionally, logos are embroidered on the left chest. You can also choose the right chest, below the rear collar, or larger back embroidery. If budget allows, consider embroidering more than one position, such as the logo on the left chest and the anniversary date on the sleeve.



Have you considered rear trouser embroidery? It's just above the back pocket. You could also decorate the front and back of a cap.

7 Deadline

When is your order required?

Provide a clear deadline and always consider scheduling or delivery requirements. Give us time to digitize an excellent, quality-tested embroidered design. Remember, it is not the same or as quick as printing.

