



Embroidery Design Guide

Things to Avoid

1. FINE LINES AND DETAILS

It's important to remember that your design is being physically stitched into the fabric and there is a limit to how small a single stitch can be! Small details and fine lines can often end up looking rough or messy. The one inch rocket on the right was too small for a thin outline and small flames!

We recommend a line thickness of no less than 2mm (6px) Lines thinner than this recommendation will be done as a running stitch. For more information on types of stitches, see Page 2.



2. SMALL LETTERING

Small lettering requires fine detail! As you can see in the image to the right, when text becomes small enough it's barely legible and does not look very crisp. Compare the small text to the large bold letters above it and you can see the difference immediately!

We recommend a minimum letter height of 7mm (26.5px)



What Design Elements Work Best?

BOLD, CRISP SHAPES!

We always recommend bold, crisp shapes. Not only will the embroidery look its best, but your design will be more distinguishable! Most folks aren't going to be standing close enough to see tiny details so go with something that can be recognized from a few steps back!





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Stitch-count and Pricing

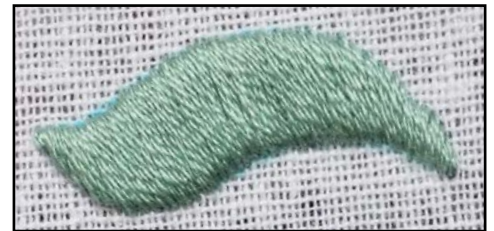
HOW MUCH WILL MY EMBROIDERY COST?

Embroidery pricing is determined by the number of stitches required to sew out your design. In order to provide you with a quote, we will need to see a copy of your design and we will need to know what size you would like it to be. With that information we can determine the stitch-count of your logo. It should go without saying that larger logos will require more stitches and therefore will be more expensive.

Types of Stitches

1. SATIN STITCH

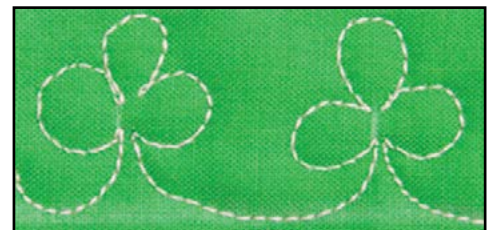
A satin stitch is what most people think of when picturing embroidery. It is the classic back and forth pattern. Satin stitches are one of the nicest looking but when they span too wide they are prone to snags. (Image 1)



Img 1 Satin stitch example

2. RUNNING STITCH

A running stitch is a narrow, straight stitch used for fine lines and small details. While not uncommon, we recommend trying to avoid details that require a running stitch as they don't look as clean as the other forms of stitching. (Image 2)



Img 2 Running stitch example

FILL STITCH

Fill stitches are used to cover large areas. There are many different "Fill" stitch patterns and they can differ in direction, angle, and pattern. They are often bordered with a satin stitch. (Image 3)



Img 3 Fill stitch example



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Limitations Based on Design Size and Hooping

WHAT THE HECK IS A HOOP?

Hoops are devices that are placed around the area of your garment where the logo will be embroidered. There are different shapes, sizes, and styles but they all work very similarly and serve the same purpose. To keep the fabric taught as the machine stitches through it. It's made up of two pieces. One that goes on top of the garment and one that goes behind or inside the garment. We are, of course, limited to the size of hoop that we can fit in certain spots!



WHY DOES IT LIMIT MY DESIGN SIZE?

Your design must fit inside of the hoop and although we have many hoop sizes, there must be room inside the item for the back piece of the hoop. An example would be embroidering a wide name onto the sleeve of a small sweater. The back piece of our hoop must fit inside the sleeve so it can only be so big. The name must be small enough to fit inside that size of hoop. Hats use a slightly different device but similar principles apply.

