



# 10 Tips

to get the best embroidery logo result

created by  WILCOM®



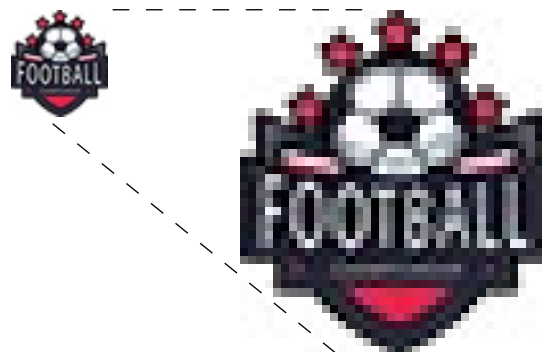


# 1 Artwork

It all starts with your logo artwork file. Please provide us with 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.

## What is 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** consists 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.



### Size matters in embroidery!

## 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: 2-3.5in.  
(5-8cm)

Cap



max. height: 2-3in.  
(6cm)

Large Chest or Rear

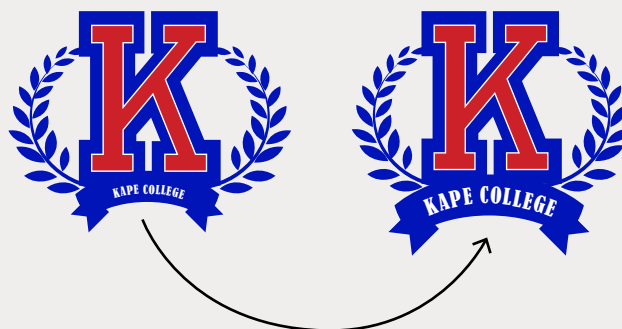


max. height: 12in.  
(30cm)

## 4 Lettering 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.



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

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



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

## 6 Stitch Count

**The stitch count is the number of stitches used to embroider a logo or design** and can be used to calculate your costs.

*Note: On average, an embroidery job can take 15 minutes to run. The larger your order, the more runs on the embroidery machine and the longer it will take.*



*If the garment or product color is the same as the logo background, consider allowing the garment color to show through, reducing the overall stitch count.*

Quantity:	76
Production price:	\$228.00 (\$3.00 each)
Digitizing price:	\$50.00
Est. stitch count:	8,792

## 7 Stitch Types

There are many different stitch types and stitch effects, below are the traditional stitch types:

**Satin Stitch** is used for letters and narrow columns and usually provides a luxurious sheen.

**Tatami Stitch** is used to cover larger areas, but if too large can be rigid. Tatami is denser and duller in appearance.

**Run Stitch** defines shapes and smaller detail.



## 8 Embroidery Techniques

### Will embroidery look the same as my printed logo?

Exciting detail that is impossible with print is achievable with embroidery. Extra height is possible with raised satin stitch, or an organic look is achieved with a hand stitch effect.

Creative stitch types, such as motifs or splits, can open up a design, reduce the stitch count or add texture. Let the digitizer experiment.



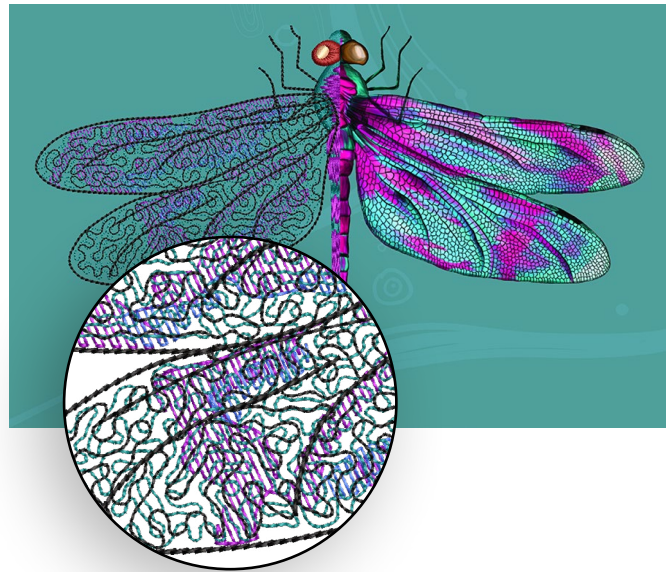
*Lower stitch count  
= decreased costs*



*Flexible designs  
are comfortable  
to wear*



*Uniqueness by  
adding texture*



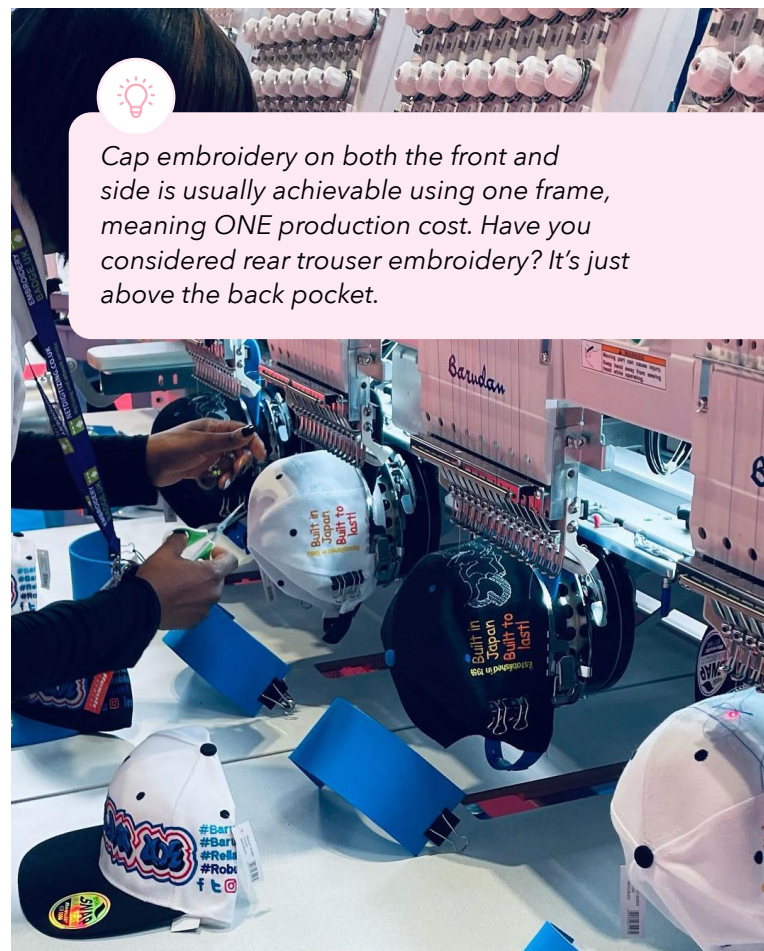
## 9 Logo Position Options

**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. Mix it up!

## 10 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.



Courtesy of Barudan UK