

Embroidery

Logo Embroidery is the most commonly used enhancements used for identification. A logo announces to the world who you represent and a strong first impression can make a big difference. We can handle all aspects of your embroidery needs. We can create a logo from scratch or digitize and re-work an existing image. We offer a wide selection of thread colors constructed from a 60% Poly/40% Cotton blend that insures vibrancy as well as colorfastness. Read on to see some of the options available within the world of embroidery...

SP50LT

SEG2LD



SP60MB

How to Request a Custom Logo

- **Call 1-800-680-4440** to discuss your logo image/artwork.
- **Formats** - Acceptable formats for artwork of logo include: .TIF, .BMP, .JPG, .EPS, or submit previously digitized file (tajima format preferred).
- **Color / Thread Limitations** - Custom logos are limited to 9 colors.
- **Size** - A typical left or right chest location is about 2 1/2" x 3 1/2". Small detail in a logo design may require resizing or an adjustment so that detail can be seen. See following pages for size guidelines on garments and locations.
- **Digitizing Fees** - **\$82.50** per logo*
- **Timeline** - Please allow up to 5 days to receive a sew-off of custom logos. Logos in excess of 20,000 stitches may require longer.

* Prices subject to change without notice.

Embroidery Locations



SHIRT FRONT



SHIRT BACK



LEFT SIDE



RIGHT SIDE



CHEF COAT

APRON



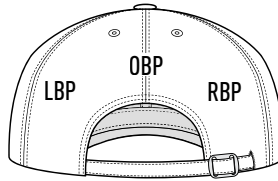
POLO FRONT



POLO BACK



BALL CAP FRONT



BALL CAP BACK

Embroidery Guidelines and Success Tips

- Placement and size can differ based on the garment they will be sewn on. These pages show placements and size guidelines for various garment types.
- Embroidering on a garment with textures, prints or patterns can often make part of a logo difficult to see. Ask for a sew-off prior to placing orders to be certain that all words are legible and colors are visible.
- To determine the best size and placement for embroidery, photo copy the logo to the desired size, cut it out and place it on the garment in various locations until the best size and location is determined.
- If grommets, eyelets or badges will be going on the same side of a garment as embroidery, be sure to leave the appropriate space for the badge when specifying embroidery location.
- Embroidery requested on a pocket will render the pocket non-functional.

EMBROIDERY CODES WITH SIZE GUIDELINES

All sizes below listed as inches.

BBC - Back Below Collar	1 x 4
CBC - Center Back Collar	1 x 1
CMB - Center Middle Back	10 x 10
CMF - Center Middle Front	8 x 8
FF1 - Shirt, Fly Front (pgs. 8-9)	1 x 8
FPL - Front Panel, Cap	2 1/4 x 4
LBP - Left Back Panel, Cap	1 x 1 1/2
LCC - Left Cuff Centered	2 x 1
LFP - Left Front Panel, Cap	1 x 1 1/2
LLB - Lower Left Bottom	4 x 4
LRB - Lower Right Bottom	4 x 4
LSC - Left Side Collar	1 x 1
LSH - Left Short Sleeve at Hem	4 x 4
LSP - Left Side Panel, Cap	1 x 1 1/2
LSS - Left Sleeve at Shoulder	4 x 4
LUF - Left Upper Front	4 x 4
MUF - Middle Upper Front	4 x 4
OBP - Over Back Panel, Cap	1 1/4 x 4
RBP - Right Back Panel, Cap	1 x 1 1/2
RFP - Right Front Panel, Cap	1 x 1 1/2
RSC - Right Side Collar	1 x 1
RSH - Right Short Sleeve at Hem	4 x 4
RSP - Right Side Panel, Cap	1 x 1 1/2
RSS - Right Sleeve at Shoulder	4 x 4
RUF - Right Upper Front	4 x 4

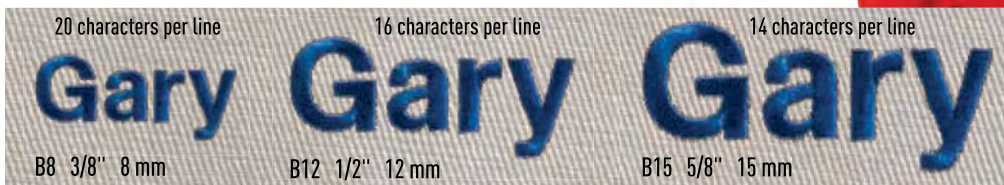
Direct Embroidery

Four fonts are offered for direct embroidery with several sizes in each (3/8" - 1"). Embroider text either directly on a garment or to an emblem. This option is most often used for names, titles, accredits, etc. and can be done easily without the need for digitization.

- Multiple lines of type, in the same or different sizes, can easily be added to a garment. To add more than one line, please contact program management at 1-800-680-4440 to discuss this option.
- Please specify if all CAPS are required.

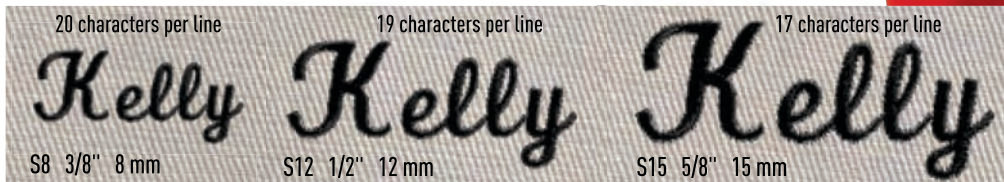


BLOCK



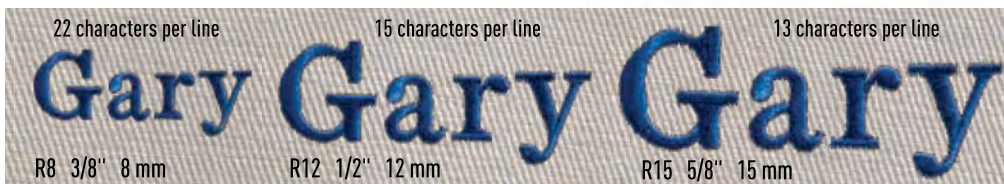
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz '.,:;""!#& 1234567890

SPORTS SCRIPT



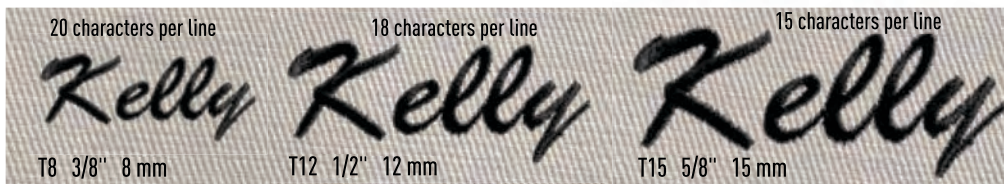
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
'.,:;""!#& 1234567890

VERTICAL ROMAN BLOCK



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
'.,:;""!#& 1234567890

BRUSH SCRIPT



ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
'.,:;""!#& 1234567890



Gary

B18 3/4" 18 mm 11 characters per line

Gary

B25 1" 25 mm 8 characters per line

Kelly

S18 3/4" 18 mm 12 characters per line

Kelly

S25 1" 25 mm 8 characters per line

Gary

R18 3/4" 18 mm 10 characters per line

Gary

R25 1" 25 mm 6 characters per line

Kelly

T18 3/4" 18 mm 11 characters per line

Kelly

T25 1" 25 mm 7 characters per line

All embroidery shown at actual size.

- Include spaces and punctuation in characters per line.
- Collar tip and cuff embroidery locations require 8mm font and are limited to 3 characters.

Emblem Embroidery

The same font selections and sizes shown on the previous page can also be applied to emblems. We offer a wide selection of emblem background and border combinations to complement whatever the garment color or pattern may be. Emblems are a great choice for striped or patterned shirts where direct embroideries can often blend in. Another benefit of selecting to embroider on emblems is the flexibility they provide should an employee's position or name change.

2 1/2"



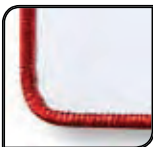
Large Emblem
Shown Actual Size

Font Size:
5/8" 15 mm
10 characters
per line

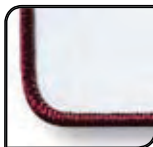
4 1/2"



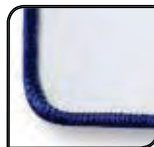
White, White Trim
EMR2WW



White, Red Trim
EMR2WR



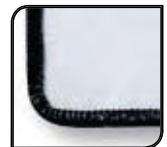
White, Maroon Trim
EMR2MR



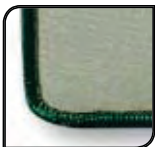
White, Blue Trim
EMR2WB



White, Navy Trim
EMR2WN



White, Black Trim
EMR2WK



Light Green, Green
Trim EMR2GG



Tan, Black Trim
EMR2TB

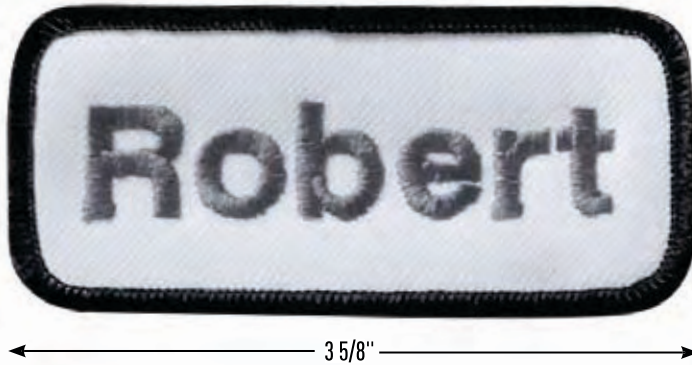


Grey, Black Trim
EMR2GN



Navy, White Trim
EMR2NW

1 5/8"



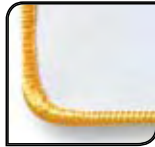
Small Emblem
Shown Actual Size

Font Size:
5/8" 15 mm

7 characters
per line



White, White Trim
EMR1WW



White, Yellow Trim
EMF1GW



White, Red Trim
EMR1WR



White, Green Trim
EMF1GR



White, Blue Trim
EMR1WB



White, Navy Trim
EMR1WN



White, Black Trim
EMRIWK



Light Green, Green
Trim EMR1GG



Tan, Black Trim
EMR1TB



Grey, Black Trim
EMR1GN



Red, White Trim
EMR1RW



Red, Black Trim
EMR1RB



Royal Blue, White
Trim EMF1RB



Navy, White Trim
EMR1NW



Royal Blue, Chevron
Blue Trim EMF1MS

Stock Emblems

The possibilities are endless! Whether you choose from one of the emblems displayed here or supply us with your own emblems, our sewing associates can apply almost any shape emblem to your garments at time of order. There is no charge to store your emblems at our warehouse. Emblems are kept in a secured area and are applied at time of order, giving you the flexibility to decorate garments with different combinations and placements of emblems. We can also assist you with the development and procurement of new emblems. Lead time for custom emblems is 6 to 8 weeks.



American Flag with Gold Trim 4" x 2½" EMR1AF



American Flag with Gold Trim 3½" x 2" EMR037



American Flag with White Trim 3½" x 2" EM2H37



KE81WH



American Flag
1 3/4" x 1
EHP016



Italian Flag
1 3/4" x 1
EHP019



Canadian Flag
1 3/4" x 1
EHP020



British Flag
1 3/4" x 1
EHP018



German Flag
1 3/4" x 1
EHP017



Customer Supplied Emblems



Mexican Flag
1 3/4" x 1
EHP082



French Flag
1 3/4" x 1
EHP021

*All stock flags
shown at actual size