

## Embroidery, Print \& Logo Guidelines

## Embroidering your existing logo

For us to embroider your logo on your chosen garments, we need to convert (digitise) it to work out the number of stitches. This service is included in this bundle deal for logos up to 20,000 stitches (most logos don't exceed this) and for every different size of logo. For example, the size of your logo on a cap will be different to a polo shirt, hoody, jacket or saddle cloth.

Please note - if your logo is highly detailed and exceeds this number of stitches an additional charge will be made, the details of which we will email to you before processing your order any further.

I don't have a logo, can you help? Yes! We are happy to create for you 1 logo concept in 3 different layouts FREE OF CHARGE. We will also make 1 set of amends for text changes or colours. Any further changes will incur a $£ 25$ per hour charge. Drop us an email to jane@jsteamwear.co.uk with details of the logo you're looking for.

Do I get a proof of my logo/text? Yes, we will send you a pdf of your digitised logo and/or text to approve along with a pdf mock up of the approx location and size of your logo and/or text before processing your order.

Will you match the colours of my logo? Yes, we will compare the Pantone references of your logo to our embroidery thread and match as close as possible.

I only want text embroidered or printed That's fine, just complete the box next to the garment on our website with the text you would like to have. Our default font is Arial Bold, other fonts subject to availability.

## Embroidery - logo sizing

Below are examples of how logos work on a left chest given the space allowed which is always 80 mm high or wide dependent on best fit. Each square in the grid represents 1 cm so consider how your brand would be best represented.

$80 \times 71$

$80 \times 43$


The Bicycle Repair Shop
$80 \times 68$ text 20mm high

$80 \times 48$


The Bicycle Repair Shop
$80 \times 52$


The Bicycle Repair Shop
$80 \times 68$ text 25 mm high

