DESIGN GUIDELINES & BEST PRACTICES
(Embroidery)

When creating artwork for use in embroidery decoration, it's vital that you consider the decoration method. Embroidery looks best with large, solid designs with thick lines -- it's less able to include intricate details than decoration methods like sublimation or DIGISOFT™ printing. This document will outline our recommendations for creating an eye-catching design that will translate beautifully to embroidery.

The Process

When you sell an embroidered item from your store, your artwork goes through a "digitization" process to prepare the file for embroidery. In some cases, this may involve modification of the original design to simplify your image or modify the colors to the closest available embroidery thread color (see below for available color options & examples of design modification). This process takes 24-48 hours. Once your file has been digitized after your first sale of a product using that file, it will not need to be digitized again. Each subsequent product sold will use the same digitized file & you can expect the same result.

Note: If submitting via CC's Manual Order function, **embroidery output will vary as the design will be re-digitized with each item submitted. Users will be charged a $10 digitization fee for all embroidered products submitted via CC's Manual Order function.

Embroidery Detail

There are physical limits to how intricate details can be within your artwork. The smallest a single stitch can be is 2mm or ~.07". If your artwork contains details smaller than 2mm, your order may be rejected. We are unable to process designs that are overly intricate for embroidery.

CustomCat reviews all art submitted for production & will notify you within 24-48 hours **only if there is an issue with your logo**. It is wise to order a sample of a product with your embroidery design prior to marketing the product to ensure it looks the way you envisioned.

We suggest using a simplified design. We've included pictures below to illustrate designs that are too complex for embroidery & how they would be modified to fit our design guidelines.

Stick to fonts that are larger than .18 inches (4.75mm) in height, solid font (no distressed fonts if smaller than 1"), No drop shadow or outlines around the text if it is smaller than .5 inches in height.

**NOTE: Distressed fonts may be simplified without notice to the seller or customer.

Make sure to fill all objects containing negative space under. 2"W x .2"H (transparencies) with a solid color. Leaving small areas of negative space in your design will produce poor results.

Recommended File Size / Type

We recommend you submit high-quality .png or .jpg files of at least 1200 × 720 pixels for hats.

Embroidery Size

For custom headwear, the size of the embroidery is limited to **4" X 2.4"**, because hats require special hooping which limits embroidery size.

Your design will be scaled to be as large as possible within that area while maintaining the original aspect ratio.

Embroidered Photos are <u>NOT</u> Recommended

Generally, photos will be rejected by our digitization team. *Even if accepted*, photos will be highly modified into simple shapes and **WILL NOT** resemble your original image. We recommend **NOT** submitting photos for use on embroidery garments.

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Embroidery Thread Colors

*Please use **only the colors listed** when designing for embroidery.*

*If others colors are used, they will be converted to their closest match based on their RGB values, **NOT** their visually perceived color.*

1. **Royal Blue:**
R:0 G: 85 B: 149
HEX #005595

2. **Athletic Gold:**
R: 249 G: 179 B: 36
HEX #F9B324

3. **White:**
R: 228 G:232 B:255
HEX #E4E8FF

4. **Forest Green:**
R: 45 G: 74 B: 56
HEX #2D4A38

5. **Orange:**
R: 237 G: 85 B: 46
HEX #ED552E

6. **Carolina Blue:**
R: 59 G:123 B:176
HEX #3B7BB0

7. **Red:**
R: 180 G: 34 B:50
HEX #B42232

8. **Purple:**
R: 106 G: 85 B: 149
HEX #6A5595

9. **Gray:**
R: 116 G: 125 B: 135
HEX #747D87

10. **Brown:**
R: 82 G: 56 B: 52
HEX #523834

11. **Navy Blue:**
R: 46 G: 60 B: 74
HEX #2E3C4A

12. **Black:**
R: 47 G: 48 B: 50
HEX #2F3032

13. **Kelly Green:**
R: 0 G: 124 B: 73
HEX #007C49

14. **Maroon:**
R: 108 G: 47 B: 65
HEX #6C2F41

15. **Silver:**
R: 169 G: 176 B: 177
HEX #A9B0B1

16. **Old Gold:**
R: 202 G: 140 B: 63
HEX #CA8C3F

Embroidery
THREAD COLORS
CUSTOMCAT

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Embroidery Design Simplification

Original Design

- **Too complicated for embroidery** – needs to be modified.
- This design has **a lot of details** in the background that need to be taken out.
- This design has **too many lines of text**.
- The **colors need to be changed** to match our embroidery thread colors.

Simplification (Option1)

- Background image & extra text were removed.
- All colors were modified to match our embroidery colors.

Simplification (Option2)

- Background image & extra text were removed.
- The "est. 1985" was made bigger & pulled out of the logo.
- All colors were modified to match our embroidery colors.

![CustomCat logo] **CUSTOMCAT**

Embroidery Gradient Simplification

Full Gradient

This image would be great if it were going to be digitally printed or sublimated. Unfortunately, gradients are not possible with embroidery.

Modified Gradient for Embroidery

In order to make this design work for embroidery, we've divided the individual colors & matched them to our available thread colors.