

YOUR GUIDE TO EMBROIDERY



FREE LOGO SET-UP FOR NEW CUSTOMERS!

New customers receive one free logo set up.
12 Piece Minimum; mix and match styles. A \$75 savings.

Trusted for 25 Years.

Businesses trust Stitch Logo to expertly translate their digital logos into high quality, durable embroidery.

We get it right the first time.

We'll create multiple files to accommodate different fabric types.

Consistent branding.

We keep your logo on file forever and note which thread colors are used on different product colors.

State of the Art Equipment.

As new technology is released we upgrade our machinery to ensure the best result.

Quality Control.

All orders pass through 4 stages of quality control resulting in a high quality product every time.



Custom Logo Embroidery

We guarantee a consistent, premium look across all your branded gear—from daily uniforms to promotional products.

New Logo Embroidery Orders

- Free sew-out proof.
- PMS (Pantone) color matching. Not all PMS colors are available in thread, but we do our best to match closely.
- Choose thread colors for light and dark products.

Logo Embroidery Re-Orders

- Same thread colors used for consistent branding.
- No minimum order required.
- High quality embroidery every time!

Embroidery Set-up Fees	Cost
First Embroidery Design	\$75.00 (Free with a 12 piece embroidered order)
Additional Embroidery Designs	\$50.00
Logo Edit for Hats	\$50.00
Basic Text Design	\$30.00
Customer Provided DST File Proof Fee	\$30.00

Standard Embroidery Application Fees

Our easy flat rate embroidery fees make staying in budget easy. Our standard embroidery rate includes up to 10,000** stitches. We set our standard stitch count high so that it fits most chest size and cap size logos.

Our six standard thread colors are Black, White, Yellow, Gold, Red, Royal Blue. We offer up to 4 additional colors at no cost. If you require more colors, request a free quote.

1-49	50-99	100-199	200-299	300-399	400-499	500+
\$8.50	\$7.50	\$7.00	\$6.50	\$6.00	\$5.50	\$5.00

Don't worry about hunting for deals! We check every order and make sure any eligible discounts are added for you.

*A **Complex Placement Surcharge** of \$2.00 will apply to Thick Jackets, Blazers, Suit Jackets, Visors, Full Brim Beach Hats, Open Cardigans, and Complex Bags.

**Prices vary for designs over 10,000 stitches. Additional charge for additional work.

Personalized Text (Name) Embroidery

Stitch Logo offers easy to order name and personalized text embroidery.

Standard Personalized Text Embroidery

- Easy to read block font included.
- No set-up fees.
- Up to 3 lines of text with a maximum of 24 characters per line.
- Black or white thread. You may request a different color at checkout.

Personalized Text Embroidery	Cost
1-3 Items with the same name.	\$12.95
4+ Items with the same name.	\$10.00

Standard Block Font (Included)

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Script Font (Available Upon Request)

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Embroidery Sizing (Examples)

Text size will vary depending on the width of the characters and the number of characters per line. If you are ordering multiple names, we will make every effort to make them look uniform and if there is an issue with layout, we will contact you.

Bob Smith

Bob

(We will increase the text size on very short names.)

**Rebecca Smith
Registered Nurse**

**Rebecca Smith
Trauma Nurse Practitioner**

(Max characters will require small text on that line approximately .25" high. 24 characters = 3.75-4" wide)

Embroidery Placement

Standard Hat & Visor Embroidery Placement

- Standard Placement: Front Center
- Hat Max Size: 2.1" h x 5" w
- Visor Max Size: 1" h x 4.5" w
- Minimum Text Height: 0.25"
- Additional Placements: Lower Left, Lower Right, Left Side, Right Side. Back embroidery depends on the type of hat. Logo may require an edit to fit alternate placements.



Standard Shirt & Jacket Embroidery Placement

- Standard Placement: Left Chest
- Max Size: 4" wide
- Blazer & Open Cardigan Max Size: 2" wide
- Minimum Text Height: 0.25"
- Additional Placements: Right Chest, Left Sleeve, Right Sleeve, Back Yoke



“FR” Flame Resistant Embroidery

At Stitch Logo, Inc., we know that in your line of work, a standard logo isn't just insufficient—it's a safety risk. That is why we offer embroidery services that include certified flame resistant thread, backing, and bobbins.

We utilize specialized Fire Fighter thread, engineered to perform under pressure where standard polyester fails.

- **Advanced Flame Resistance:** Our thread is made of 100% Aramid fibers containing Nomex® by Dupont.
- **Heat Integrity:** These stitches will not soften, melt, or ignite, and are temperature resistant up to 347°F.
- **Total FR Compliance:** To ensure your designs are 100% fire-safe, we use Aramid bobbin thread for a fully compliant finish from the front to the back of the garment.

Who we serve:

Public Safety	Industrial & Energy
Fire & Emergency Services	Chemical & Petroleum
Municipal Services	Construction & Manufacturing

Don't settle for "standard" when your environment demands more. Stitch Logo, Inc. provides the specialized gear and technical expertise your crew relies on.

Request a free quote today!

Embroidery F.A.Q.'s

Backing showing through the fabric.

We want your embroidery to look its best! To keep your design from shifting, we use a stabilizer (backing) behind every stitch. On thin, light-colored shirts, this can sometimes be visible through the fabric. If you're worried about the 'show-through' effect, we recommend opting for a darker shirt color or pairing your light top with an undershirt.

Embroidery care instructions.

Your brand deserves to stay crisp. Follow these three simple steps to keep your custom embroidery looking brand new:

- **The Wash:** Turn the garment inside out. Use cold water and a mild detergent. Avoid bleach at all costs—it's the enemy of vibrant thread!
- **The Dry:** For the best results, hang to dry. If you must use a dryer, stick to the lowest heat setting to prevent the fabric from shrinking and "puckering" around the logo.
- **The Finish:** Never iron directly on the stitches. If the logo needs a touch-up, iron on the reverse side to keep the embroidery flat and professional.

Pro Tip from Stitch Logo: Treat your threads well, and they'll keep your brand looking sharp for years to come.

Embroidery on Your Items

Stitch Logo does not offer this service.