



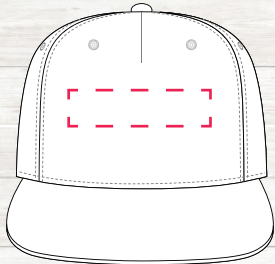
TEAM PHUN
 CUSTOM MERCH * SIGNS AND DISPLAYS
 BRANDED APPAREL * DIGITAL SERVICES

EMBROIDERY PLACEMENT GUIDELINES

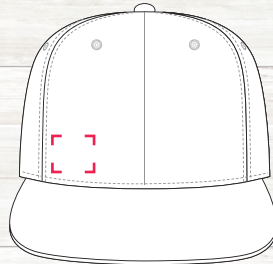
Flat Embroidery minimum text thickness: 1.3mm or 0.05"

Puff Embroidery minimum text thickness: 2mm or 0.2" and maximum is 12.5mm or 0.5"

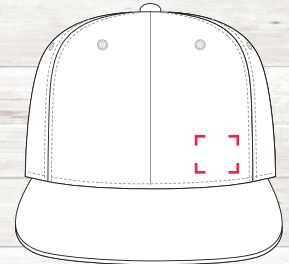
HEADWEAR



Front Center



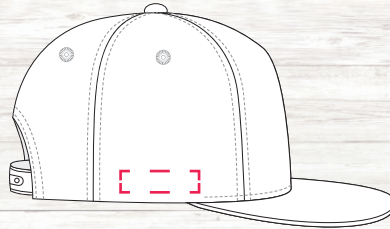
Front Right Panel



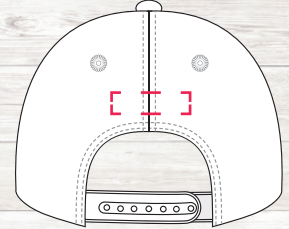
Front Left Panel



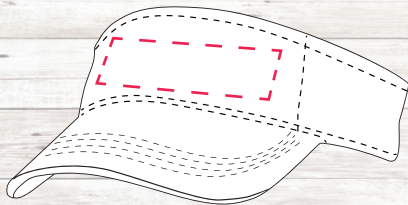
Left Side Panel



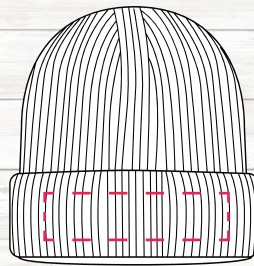
Right Side Panel



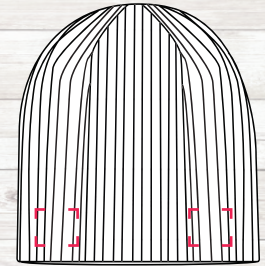
Back Panel



Front Center

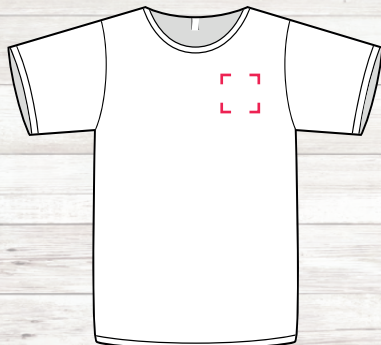


Front Center

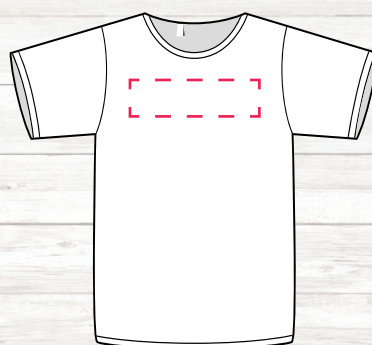


Left or Right Side

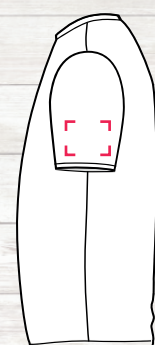
APPAREL



Left Front Chest



Front Center Chest



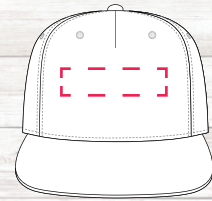
Sleeve



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1. FRONT CENTER

The classic, and the go-to location for your logo when you're providing hats for selling, company branding, employees, or event staff.

With embroidered hats, we are mostly restricted by height. Meaning, the embroidery can be wider than it is high.

One thing to pay attention to especially for the front of the hat is the detail of the logo. Avoid small detailed designs, as those are difficult to embroider and will sometimes require us to fill in the background

MAX EMBROIDERY SIZE: STANDARD

- **Height: 2.5"H**
- **Width: 4.25"W - 4.5"W (depending on the kind of hat)**

**note, some can be larger or smaller depending on crown size of hat



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2. FRONT RIGHT PANEL

The right front panel is also another popular embroidery choice. The design looks best when it does not involve a lot of text, since the sewing field is restricted by size. The typical design you want at this location is a simple logo whether that be circle, square, triangle - just make sure it is not flooded with text.

Secondary logos, smaller logos or less text are great for this placement.

MAX EMBROIDERY SIZE: STANDARD

- Height: 2.25”H
- Width: 2.75”
- Minimum text size: 1/4”H



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3. FRONT LEFT PANEL

The left front panel shares all the characteristics of the right panel.

MAX EMBROIDERY SIZE: STANDARD

- Height: 2.25”H
- Width: 2.75”
- Minimum text size: 1/4”H



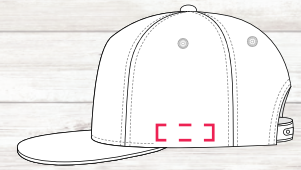
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4. LEFT SIDE PANEL

Side locations are best for smaller logos and are a great place to highlight hashtags, phone numbers, or even catch phrases.

MAX EMBROIDERY SIZE: STANDARD

- Height: 2”H
- Width: 3”W
- RECOMMENDED: 2.5”W x 1”H



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5. RIGHT SIDE PANEL

Follows the same sizing parameters of the left side panel. The difference with the right side, is this is usually where customers will place a flag or a badge rather than text. If placing a flag or badge in this location, sizing needs to be reduced to 2"W x 1"H to get the best look in this location.

MAX EMBROIDERY SIZE: STANDARD

- Height: 2"H
- Width: 3"W
- RECOMMENDED: 2.5"W x 1"H



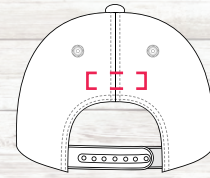
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6. BACK PANEL

1a. Fitted Hats - In this location you can embroider a design with your company name, a short slogan, small logo or badge, or any highlight that fits the occasion. This area is great for straight across text.

1b. Snapback or Adjustable hats - For this location, you can embroider above the arch or keyhole. Here you can use text, slogan, badge, or small logo. Best quality would be text that is arched around the keyhole itself to flow with the natural arch of the hat.

MAX EMBROIDERY SIZE: STANDARD

- Height: 2”H
- Width: 3”W
- RECOMMENDED: 2.5”W x 1”H



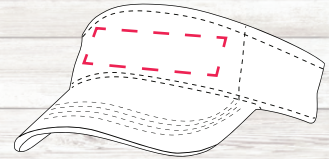
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7. FRONT CENTER OR SIDE PANEL

With visors, text based logos or horizontal logos are best because we are limited by the height.

Visors make for great merch or employee uniforms!

MAX EMBROIDERY SIZE: STANDARD

- Height: 1”H - 1.5”H
- Width: 4.25”W - 4.5”W (depending on the kind of hat)

**note, some can be larger or smaller depending on crown size of hat



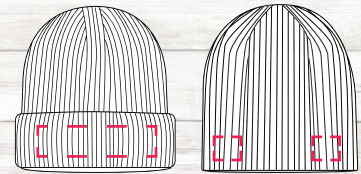
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8. FRONT CENTER, LEFT, OR RIGHT SIDE

Some things to note about beanies before embroidering them:

- 1) They are very stretchy which can affect the way your embroidered graphic looks, so remember that when sizing.
- 2) They are ribbed. Most beanies are ribbed which makes very detailed designs tough to come out clean. We suggest staying away from designs that have small negative spaces because they will most likely be filled in.

MAX EMBROIDERY SIZE: STANDARD

- Height: 3”H
- Width: 4.25”W - 4.5”W

**note, some can be larger or smaller depending on crown size of hat



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1. FRONT LEFT CHEST

Left chest is the most popular location for embroidering a shirt.

Remember, embroidery can get pretty expensive when it comes to stitching, and the more detailed the graphic the higher risk you have of it filling in.

The best embroidery design will either be a company name or a simple symbol or logo.

We can embroider up to 4"W max for the left chest, but typically want to stay around the 3-3.5" range depending on the type of graphic that we are using

MAX EMBROIDERY SIZE: STANDARD

- Height: 3"H
- Width: 4"W



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2. CENTER CHEST

Center chest embroidery has become an increasingly more popular style with retail/lifestyle brands. Although there is more space, we would suggest sticking to more simple designs because of how expensive embroidery can get.

This location is great for script text whether it be a t-shirt, sweatshirt, or jacket.

MAX EMBROIDERY SIZE: STANDARD

- Height: 2.5”H
- Width: 8”W



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3. RIGHT OR LEFT SLEEVE

The sleeve is another great place for embroidery. Like screen printing, the best types of graphics for this placement are company names, event dates, secondary text logos, and simple less detailed logos.

Some popular areas to embroider on the sleeve are either above the cuff/seam or closer to the shoulder seam.

Standard max embroidery size for the sleeve is 3.5"W x 3.5"H and about 1" away from the seam.

MAX EMBROIDERY SIZE: STANDARD

- Height: 3.5"H
- Width: 3.5"W



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