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THE EMBROIDERY COACH

Embroidery Design Placement for Garments

In this Placement Guide I am covering the following areas. I do not have all of the images in here as of yet, I will update it when they are ready.

- T-Shirt/Polo Shirts/Dress Shirts
- Jackets
- Sweatshirts
- Infant Onesies
- Robe
- Bags
- Caps

Basic Guidelines

There are some basic guidelines that need to be followed with many variables that you need to be aware of. This works for infants garments all the way through the larger adult sizes.

The placement of a monogram or an embroidery design on any garment is subject to many variables. There was a time when tradition was very important, but in today's world that is not always a big factor, but for the most part, placements are all over the place. When you work with the basics you cannot go wrong. Keeping it simple is always the best way to work with clients.

Your customer's preference always needs to be taken into consideration, but for the most part the customer is trusting in you to make that right decision because you are the professional with the experience. It is best to make placement suggestions and then the customer should be responsible for making the final choice.

If the shoulder seam is not in the normal position, lay the garment down flat. Run your hands over the garment to make sure that nothing is folded under

and measure from the top of the fold at the neck edge.

If the garment is slightly higher on one side at the neck edge than the other side, use the higher side for the correct measurement. DO NOT measure from the armholes. They may not be the same length on both sides of the garment, especially on T-shirts, sweatshirts and lower quality garments.

The Center Front is determined in various ways depending on the garment. If it is a sweatshirt or t-shirt, fold the garment in half matching up the shoulder seams at the neck edge. Do not follow the side seams. One side may be wider than the other and the garment will center on the body at the neck. Measure from the folded edge over to the center of the design. A placket shirt or jacket should be measured from the center of the buttons, zipper, snaps or flap.

Variables

There are many factors to be taken into consideration when placing logos on the left or right chest of shirts, jackets and sweaters. Here are a few of the situations that can cause hooping placements to be adjusted.

Attention to all of the details is extremely important when you are placing your logo, lettering or monogram on either the left or right chest of any garment.

- Are there any diagonal, horizontal or vertical seams in the area that the logo would normally be placed? The design may have to be moved to the left, right, up or down according to how the seams are laid out.

Discuss the options with your customer. He or she needs the final say



so in this placement. If they say it is your decision, then it is your decision

- Are there any inside zippers? The design may have to be moved to avoid the zipper. Sometimes you can hoop over the edge of the zipper, but not always. Try to avoid this if possible.
- Are there any inside pockets? The design may have to be moved to avoid the pocket and sometimes it will have to be moved to the other side of the jacket. Inform your customer about this issue.
- Is there a removable lining? If so, remove it before you hoop your jacket and make sure that the facing is not caught in the hoop.
- Are there any stripes? If there is a stripe you must make sure that you hoop according to the stripe even if it appears to be slightly crooked. It really does not matter what type of garment it is when you have stripes.

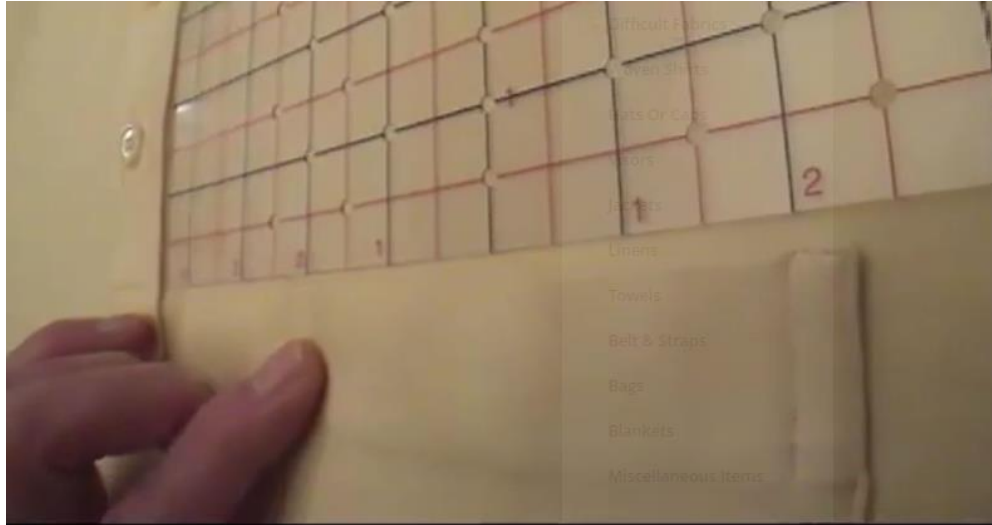
When hooping any type of garment, line the stripe up with the placement center guidelines in your hooping frames. Here is an example of 3 shirt cuffs with stripes or checks and the monogram must sit perfectly in line with the stripe.



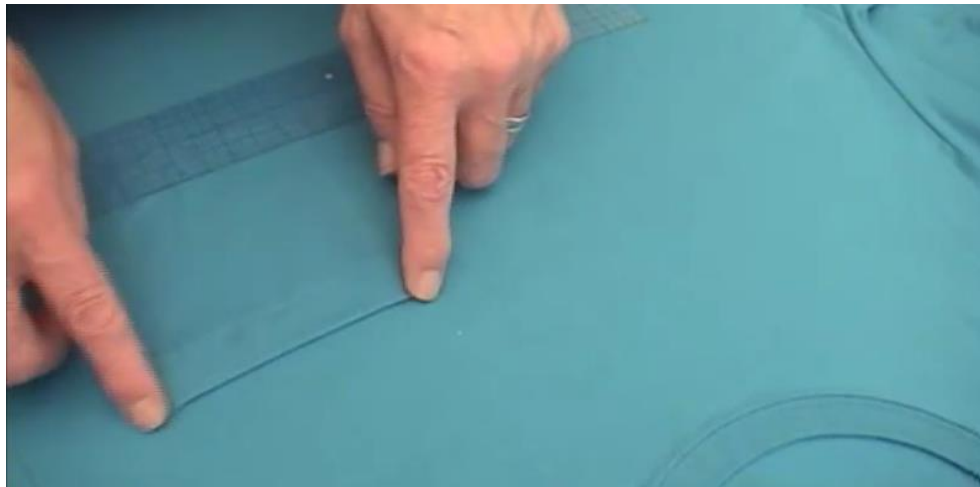


- Is there an access zipper inside? These zippers are placed inside of the lining for you to be able to embroider the outside shell of the jackets without having to go thru the lining. Most of these are very difficult to use. Many times, they are impossible because of their placement or the size of the zipper. If they are not easy to work with, embroider right through the lining as if they were not there. Some of these access zippers make the hooping a real hassle and are not cost effective. Again, make sure you discuss this with your customer.
- Is the lining larger and wants to bunch up? Make sure that you smooth it out; sometimes you will have to pin it down to ensure that it is straight and not bunched.
- If a name is going to be placed across from the logo, the logo will go on the left and the name on the right. Make sure that the name is centered with the logo.

- If there is an outside pocket you must place the logo in line with the pocket and never in line with the placket of the shirt. If the pocket line is slightly crooked, then the logo must be placed according to the pocket line. If it is not, it will appear crooked when the person is wearing the garment.



- The logo should never extend out past the edges of the pocket and must always be centered with the pocket.



- If there is a pocket on the left side and the logo is too large to go above the pocket, place the logo on the right side. Make sure that the logo on the right side is centered with the pocket on the left.
- If there is a logo or lettering on the shirt or jacket already and you have to add an additional line, line it up according to the line that already exists even if it is crooked. It will make the existing lettering less noticeable if it is in fact crooked.

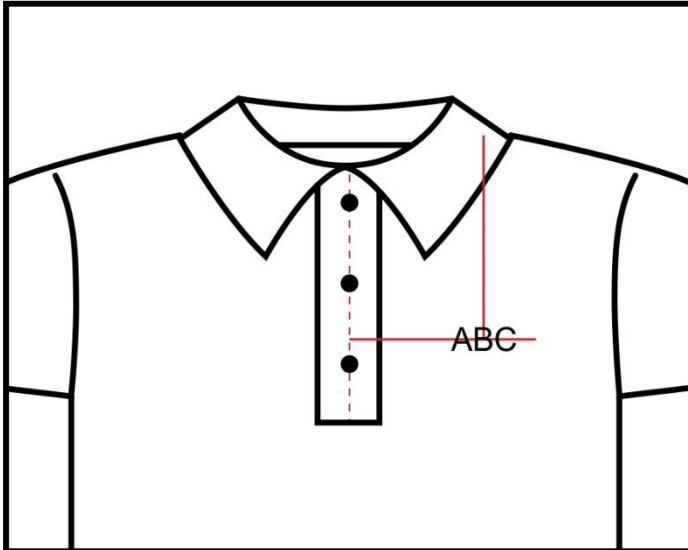
T-Shirt / Polo Shirt / Dress Shirt Left or Right Chest Placement

Size	Down From Neck Edge at Collar Seam	Over From Center Front
Infants		
6 Months	3 inches	1.50 inches
12 Months	3 inches	1.50 inches
18 Months	3.25 inches	1.75 inches
24 Months	3.5 inches	1.75 inches
Toddlers		
2T or 2	3.75 inches	2.00 inches
3T or 3	4 inches	2.00 inches
4T or 4	4.25 inches	2.25 inches
Youth		
XSmall - 5	4.5 inches	3.00 inches
Small - 6/8	4.5 inches	3.25 inches
Medium - 10/12	5 inches	3.50 inches
Large - 14/16	5.25 inches	3.50 inches
Xlarge - 18/20	5.75 inches	3.50 inches
Women's		
XSmall	6.5 inches	3.50 inches
Small	6.5 inches	3.50 inches
Medium	6.75 inches	3.50 inches
Large	7.25 inches	3.50 inches
Xlarge	7.5 inches	3.75 inches
2 Xlarge	7.5 inches	4.00 inches
3 Xlarge	8 inches	4.25 inches
Men's / Unisex		
Small	7.5 inches	3.75 inches
Medium	7.75 inches	3.75 inches
Large	8.25 inches	3.75 inches
Xlarge	8.5 inches	4.00 inches
2 Xlarge	8.75 inches	4.25 inches
3 Xlarge & Above	9 inches	4.50 inches

T-Shirt & Polo Shirt

The most popular placement for a t-shirt or polo shirt is the left chest, but you also have the option of the sleeve end, the top of the sleeve, a locker patch on the top back neck. If the shirt is used as a bowling shirt, it can be a full back placement such as a sweatshirt full back placement.

Left Chest Placement



Here is a typical of what you find on line. For a polo shirt they say, 7"-9" down from left shoulder seam centered between placket and side seam or 3"-5" from center. To me that is extremely confusing. I assume they mean 7 to 9 down inches depending on the size and 3 to 5 inches from the center, also depending on the size.

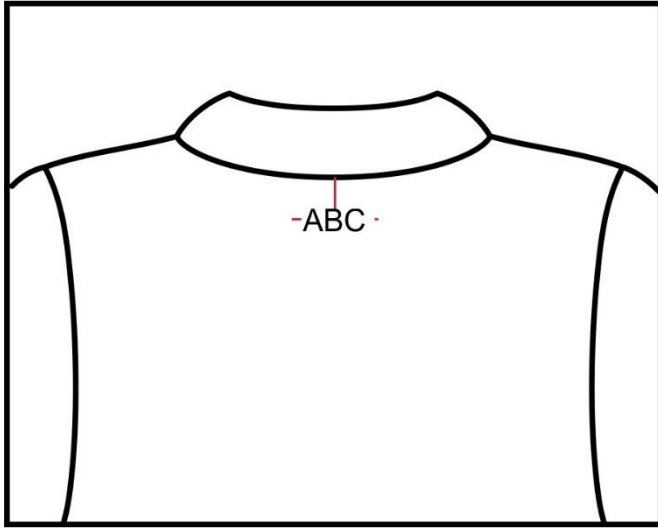
Actually, on a shirt, the center of the design should fall between the edge of the collar seam and 1 inch over to the outside edge of the shoulder. Never center the logo between the center front and the edge of the sleeve seam. This makes it over too far to the sleeve seam and will sometimes fall into a fold in front of the sleeve seam. You want it to be closer to the center front than the sleeve seam.

For a men's large shirt, it would be 8.25 inches down from the neck and 3.75 inches over from the center. For a lady's large shirt, it would be 7.25 inches down and 3.50 inches from the center. For a youth, large it would be 5.25 inches down and 3.50 inches over from the center.

If you are working with a T- Shirt or a Sweatshirt, you will need to fold your shirt in half to find the center line, but the placement will be the same and the Polo shirt if you are placing your design on the left chest.

These measurements are to the center of the design or monogram on the left or right chest. If you are going to add a name, you will place that directly across on the opposite side of the shirt in the center of the design. The logo usually goes on the left and the name would be on the right.

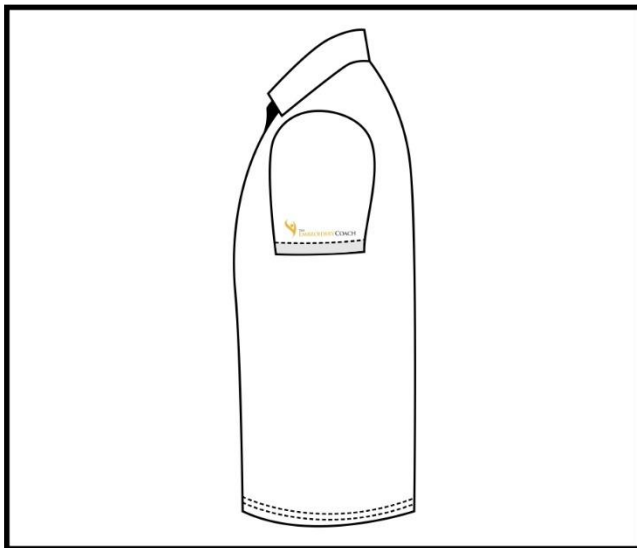
Back Locker Patch Placement



The Top of the design is placed 2 to 3 inches down from the collar edge, depending on the size of the garment and the tag sewn in the back. For Youth garments, it would be about 2 inches and if it is an adult size, it would be about 3 inches.

You do not want to sew through the tag. If the tag is in the way, you must move your design a little lower.

Sleeve End Placement

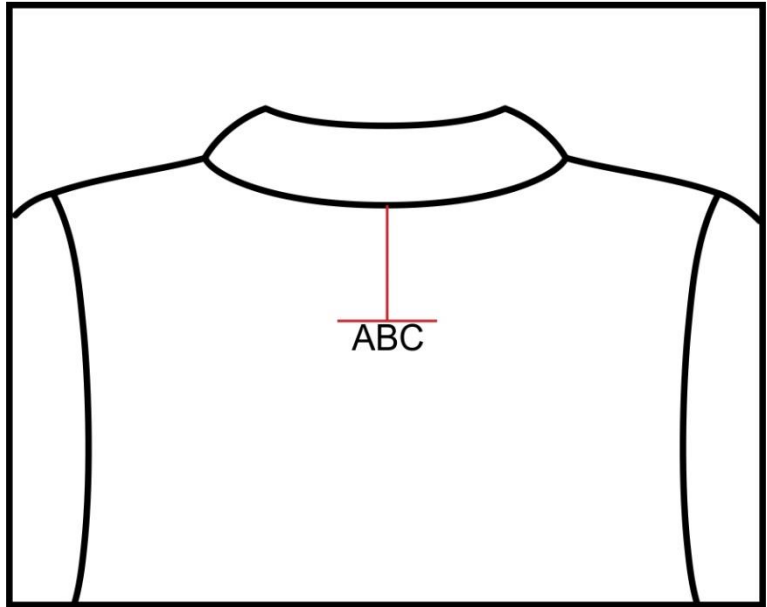


The bottom of the logo should be about one-half inch up from the edge of the seam if there is a ribbing sewn onto the end of the sleeve. If it is a hemmed edge, the bottom of the logo should be one half inch up from the edge of the hem.

If you are sewing a military patch on the sleeve, it will be sewn 1 inch to 2.5 inches down from the shoulder.

Full Front or Back Placement

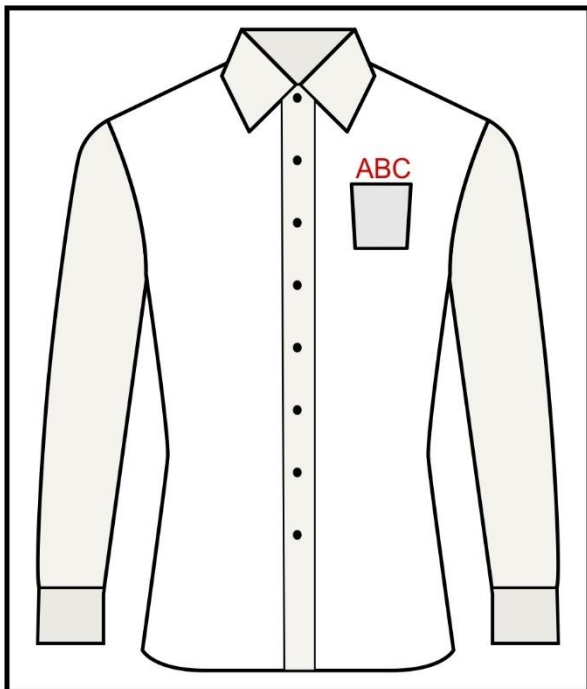
The top of the design on a t-shirt would be about 2 inches down for an infant t-shirt or onesie, 3 inches down for a youth garment and 4 inches down for an adult garment.



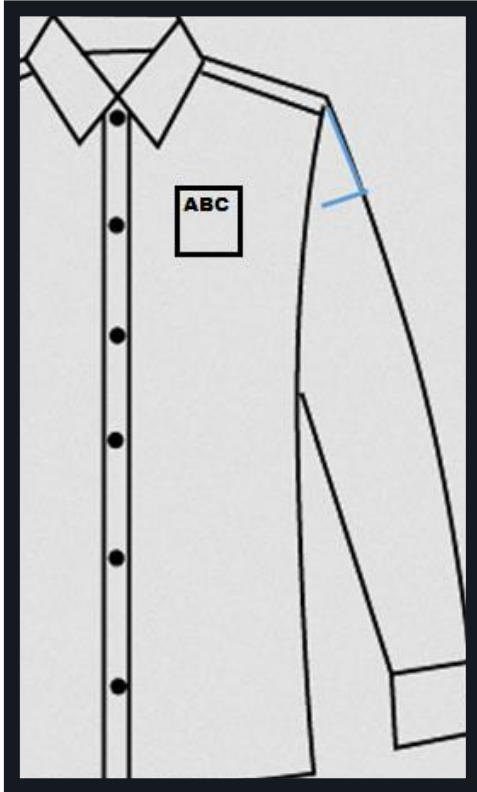
The top of the design is measured from the seam where the rib neckline and the body of the t-shirt is sewn together.

If the customer would like to see it farther down, then place it where the customer is requesting.

Dress Shirts



There are several placements for a dress shirt, but the most popular is the left chest or the sleeve cuff, however, you also have the option of the top of the sleeve. If it has a pocket on it and the logo is small enough, it can go above the pocket. If not, it will need to go on the right side.



Top of Sleeve Placement

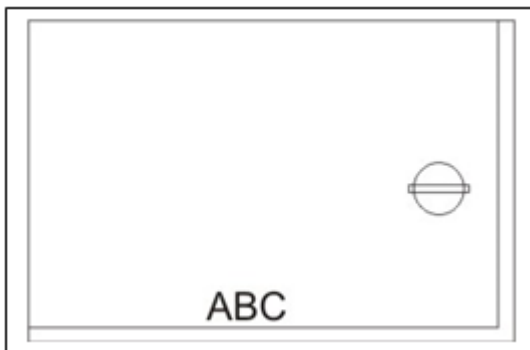
The top of the design should be 3 or 4 inches down from the shoulder seam. If it is a Raglan sleeve, it should be 9 inches down for a small shirt and 11 inches down for a large shirt.

If it is a military patch or flag, the top of the patch should be sewn 1 inch to 1.5 inches down from the shoulder seam.

Monogram On Pocket

If the shirt has a pocket and the customer wants a monogram on it, the top of the monogram is placed .25 inches down from the top of the pocket in the exact center.

Men's and Ladies Shirt Cuffs



Your finished monogram should fall directly in the center of the persons hand as they are wearing the shirt right over their watch. Most men's monograms are place on the left cuff, but if they wear their watch on the right hand, you will monogram the right cuff. Fold cuff in half and then in quarters. The bottom of the monogram is sewn 1/8th inch up from the top stitching on the cuff and the

center of the monogram in on the quarter mark of the cuff.

If you are placing a logo on the cuff, it should be moved up closer to the center of the cuff across from the button. The exact placement depends on the size of the logo.

The next Chart is the Sweatshirt, Jacket and Sweater Left or Right Chest Placement

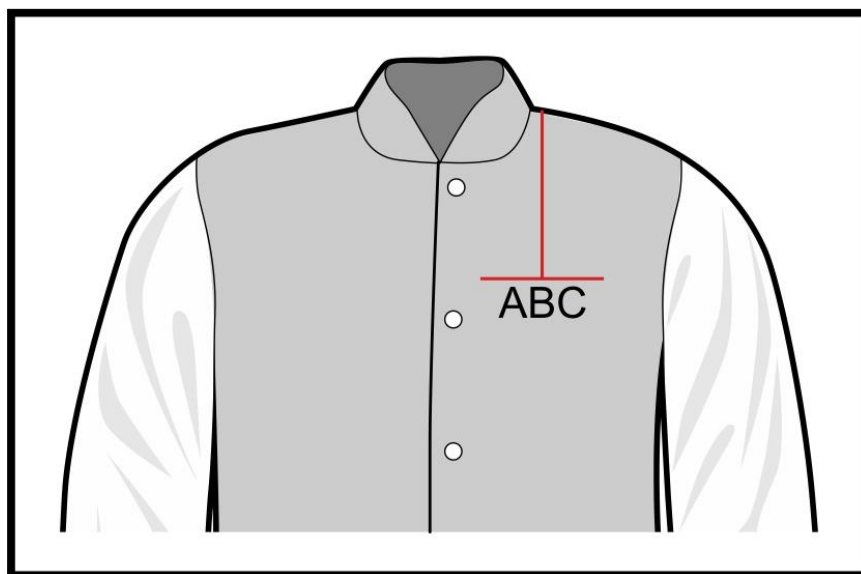
Sweatshirt / Jacket / Sweater / Robe Left or Right Chest Placement

Size	Down From Neck Edge at Collar Seam	Over From Center Front
Infants		
6 Months	3.25 inches	1.50 inches
12 Months	3.25 inches	1.50 inches
18 Months	3.50 inches	1.75 inches
24 Months	3.75 inches	1.75 inches
Toddlers		
2T or 2	4 inches	2.00 inches
3T or 3	4.25 inches	2.00 inches
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Xlarge	8 inches	4.00 inches
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Small	8 inches	4.00 inches
Medium	8.25 inches	4.00 inches
Large	8.75 inches	4.00 inches
Xlarge	9 inches	4.25 inches
2 Xlarge	9.25 inches	4.50 inches
3 Xlarge & Above	9.50 inches	4.75 inches

Jacket

Jackets have many placement possibilities. The most common is the left chest, but you also have the full back, full front that is split for center opening, the top of the sleeve or vertically down the sleeve and even on the edge of the front pocket.

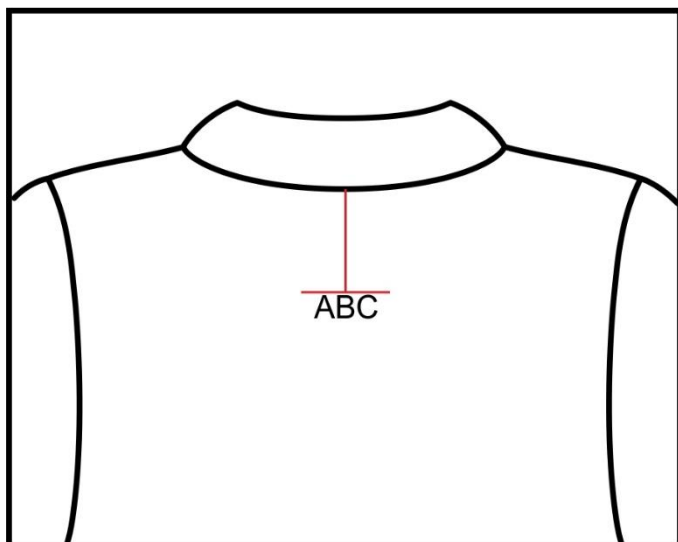
Left Chest Placement



The basics of jacket left chest placement is between the seam edge of the collar and 1 inch over depending on the size of the jackets. The adult sizes would be 1 inch over. The Youth sizes would be about .50 inches over and the Toddler or Infant Jacket would be at the collar seam.

As a general rule the logo is placed on the left chest with the name going under the logo on the left chest or on the right chest directly across from the logo on the left chest. The name should be centered with the logo.

If you have a pocket inside with a zipper on it or a port pocket that you have to hoop inside of on the left chest, you may need to adjust where you place the logo. It is not a good idea to hoop through the port pocket.

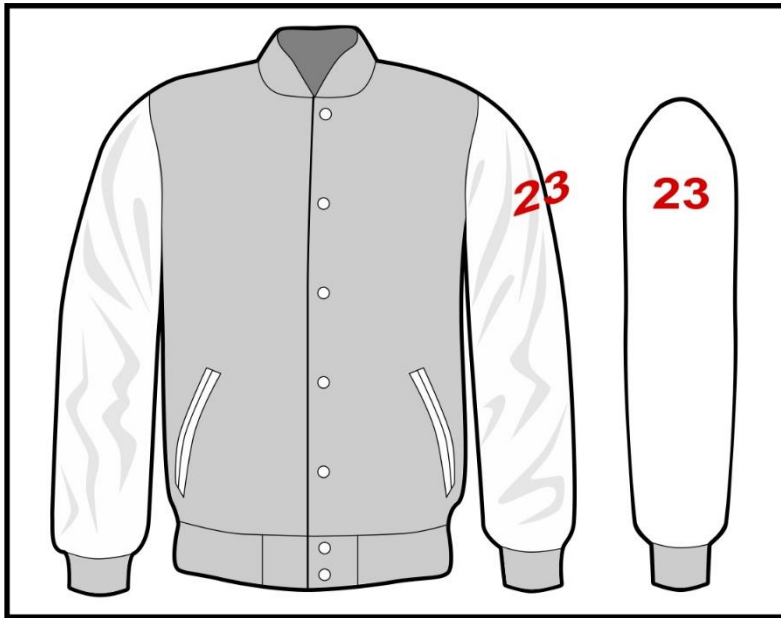


Jacket Back Placement

The top of a full back design is placed 4 inches down from the collar or the back-neck seam edge. If it is only one line of lettering, you may want to place it a little lower.

If there is a hood on the jacket, it would be about 2 inches lower.

Jacket Sleeve Number Placement



The top of the number should be about 3 inches down from the shoulder seam. If it is a Raglan sleeve, it should be 11 inches down. If you are stacking numbers on top of each other, such as a 23 and then under the 23 you place another number such as 54, place the second number one half inch under the first number.

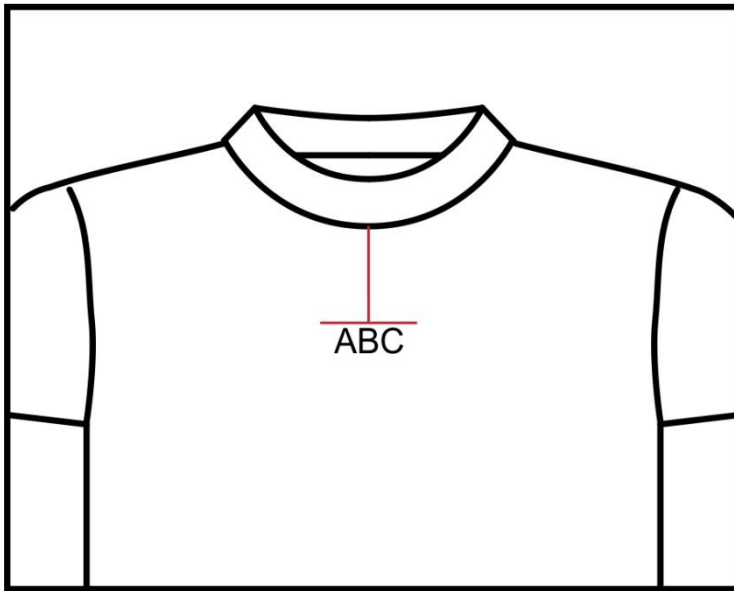


Embroidery Placement on front pocket edge.

This can be a name, graduation year, sports position or anything else that you can think of.

Sweatshirt Placement

The sweatshirt has several different placements. It can be on the left chest, full center back, full center front, top front just below the neckline seam, vertically down the sleeve, and horizontally at the top of the sleeve. It if is a



hooded sweatshirt, it can be on the hood in the back, on the hood at the top front, on the side of the hood and even centered on the pouch in the front.



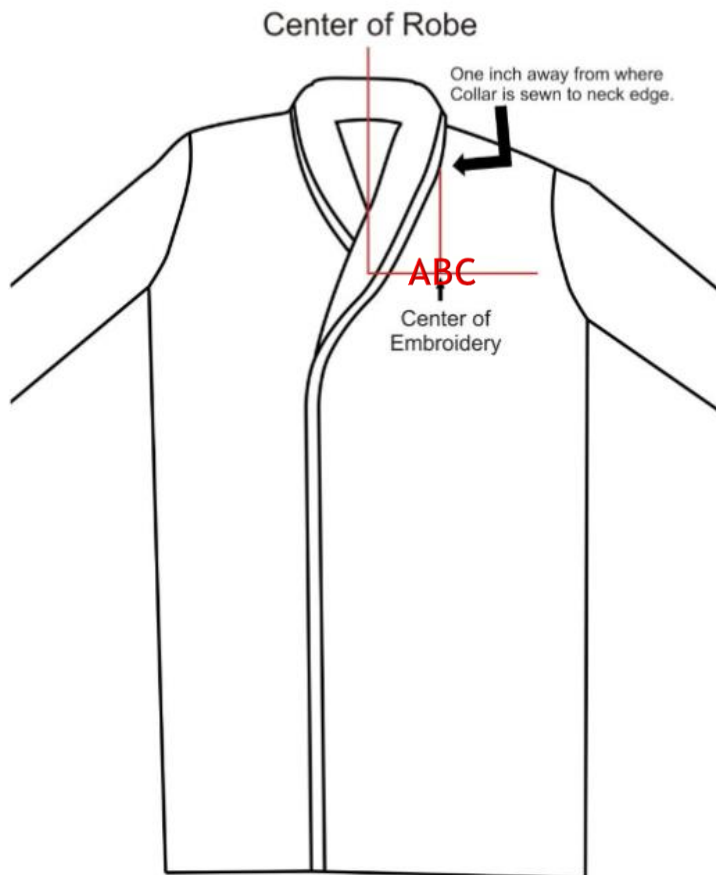
Onesie

Onesies are a garment that many people really have an issue with. You can do a left chest placement or a full front placement. The most popular placement is a full front. The top of the top should be about 2 inches down from the neck line. If the customer would like to have it a little lower, then that is their choice and it will work.

Many people will add a very large design to fill up the entire front of the onesie. You must take into consideration if they are going to be wearing pants over the onesie. If that is the case, the design will need to be slightly higher. Make sure you ask your customer about this. They may not even think of it at the time.

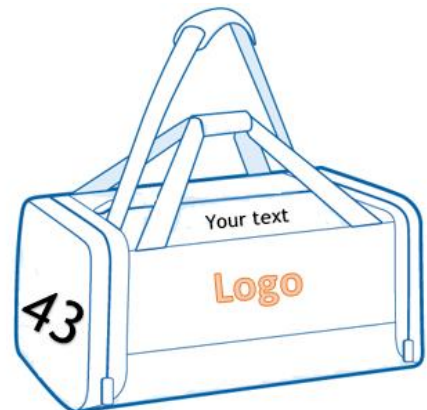
Robe

Bath robes always seem to be an issue when it comes to placement. When I did not first robe, it was a real puzzle to me until I realized how simple it really can be. You will see from the picture below how to place it. You will follow the same chart that you do for a left chest Sweatshirt or Jacket placement once you have it folded correctly.

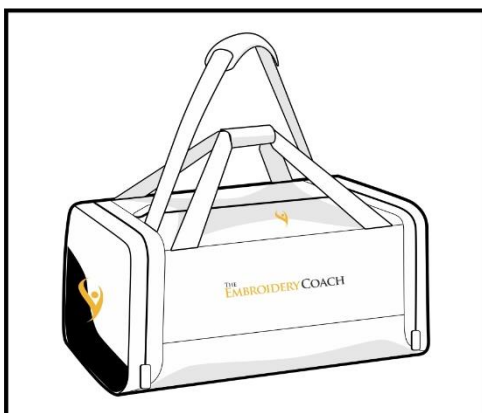


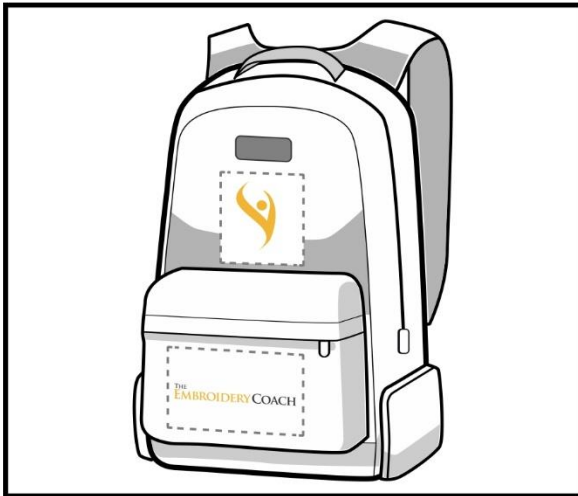
Bags

There are many placements and possibilities for bags. It all



depends on what type it is, but it can be on the top, center front or side. Many times, the customer will want to have the logo on the front side with the customer's name on the top and the players number on the end in the center.





There are at least 3 different locations for this particular backpack. Sometimes you only have one location depending on how the back pack is constructed. There is no way that you can say that a logo, name or monogram will go in a certain location on a backpack without seeing the actual bag. You can show the customer your possibilities and limitations are on that particular product.

Caps

Caps have many design placements. The newest and very popular at this time



is centered in the left front panel. The logo is centered inside of this panel on the cap. You will hoop the cap as normal, but you would set your starting point to be in the center of the cap.

Measure over from the center of the cap to the center of your design and mark that place as your starting point inside of your software. Inside of the cap section of the training center, I show you how to create

a cap grid. This is one instance where that will come in very handy. If your caps are different sizes, you will need to reset this point for each size.

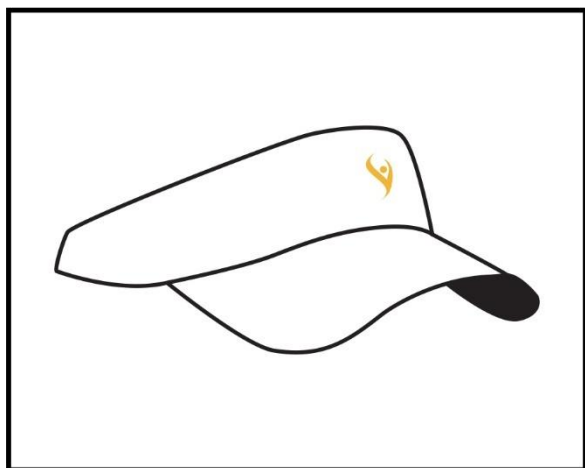


The standard placement is on the center front seam. The bottom of the logo would be no closer than one half to three quarters of an inch from the bottom seam on the front.

Your design cannot be any closer than one half to three quarters of an inch to

the bottom of the front where it is sewn onto the bill of the cap. You do not want to embroider a design that is more than 2.25 inches high. It all depends on the cap. Some caps will not take a design over 2 inches. You have low profile caps and high-profile caps. Sometimes you can go as high as 2.50 inches if you have a high-profile cap. I try to keep all of my cap designs to no more than 2 inches on an average.

Visor



YOU have a very small space to work with on a visor. On most visors, your design must be no more than one inch in height. Sometimes it will need to be shorter. Your size depends on how the visor is made and how tall the front panel is.



Keyhole backs - The line of lettering should go about .50 inches up from the edge of the cap following the shape. The arch is about 3 inches in diameter. This will work for most caps as you are setting up the lettering for the cap back.

For Straight backs, your design will also be about one-half inch up from



the bottom of the cap following the straight line of the cap. Make sure to pull out the elastic band that is in the bottom of the cap before you do the embroidery. Do not embroider through the elastic band if at all possible.

Lab Coats

Lab coats are usually embroidered above the pocket. They should be in line with the pocket and not go out beyond the edge of the pocket. If there is more than what will fit on one line, make it into 2 lines. If there is no pocket, you will use the same left chest design placement as you would for a jacket.



Download this guide from the website and place it in a binder for future reference. Print out the individual charts and laminate them to use in your hooping area. If you have more than one person hooping, make sure that each one has a copy of each chart.