

The Embroidery Coach Linens Placement Chart

Item Description	Placement Location	Design Size
Napkin	Bottom Center of Folded Napkin –3/4” –1” from bottom edge or Angled on Right Corner 2 ½” to 3” up from corner tip.	Single letter 1 to 1 ½” high. Three letter monogram center letter 1 ½” to 2 ¼” high.
Placemat	Bottom right corner- 1 ½” up from bottom edge and the right outside edge of the monogram over 1 ½” from right Placemat edge. Some people prefer the Top right corner, if a napkin is going to be placed on the left side. Most preferred placement of the diagonal folded napkin is in the center of the plate.	Single letter 1 ½” to 2” high. Three letter monogram center letter 1 ¾” to 2 ½” high.
Tablecloth	Center of Tablecloth, One corner, (closest to the room entrance) or all four corners. Bottom edge of monogram up 5” from Tablecloth corner tip.	Single letter with a border or a three-letter monogram 6 to 8” high.
Wash Cloth	Center bottom edge of monogram 1” up from border. 1 ½” up from hemmed edge or angled in bottom right corner 2” up from the corner tip if there is no border.	Single letter, 1 to 1 ¼” high. Three letter monogram center letter 1” to 1 ¼” high.
Guest Towel	Center bottom edge of monogram 1½” up from border. 2” up from hemmed edge if there is no border. Always place monogram on the opposite end of the label.	Single letter 1 ½” to 1 ¾” high Three letter monogram center letter 1 ½” to 2” high.
Hand Towel	Center bottom edge of monogram 1½” up from border. 2” up from hemmed edge if there is no border. Always place monogram on the opposite end of the label.	Single letter 1 ¾” to 2 ½” high Three letter monogram center letter 1 ¾” to 2 ½” high.
Bath Towel	Center bottom edge of monogram 2” up from border. 4” up from hemmed edge if there is no border. Always place monogram on the opposite end of the label.	Single letter 3 ½” to 5” high. Three letter monogram center letter 4” to 5” high. 4” is the average height.
Bath Sheet	Center bottom edge of monogram 2 ½” up from border. 5” up from hemmed edge if there is no border. If you are embroidering a name on the towel, use a 2” to 3” Script or Block capital. Most people prefer the first name on the towel. Always place monogram on the opposite end of the label.	Single letter 4” to 5” high. Three letter monogram center letter 4 ½” to 5” high. 5” is the average height.
Shower Curtain	Center bottom edge of monogram 15” up from the bottom hem. Some prefer Eye level, Others prefer centered on the shower curtain.	Single letter 10-12” high. Three letter monogram center letter 12” high.
Bath Mat	Center the monogram directly in the center of the bath mat.	Single letter 4” to 5” high. Three letter monogram center letter 4 ½” to 5”

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		high.
Pillow Cases	Center the monogram directly in the center of the open end of the pillow case between the stitching or hemline and the outside edge of the pillow case. This section is sometimes referred to as the cuff. The monogram can also be placed above the cuff. The bottom of the monogram would be 2 inches above the seam line on the cuff.	Single letter 1 ½” to 2” high Three letter monogram center letter 1 ¾” to 2” high. The center letter would be 2”-2 ½ “high or larger depending on customer.
Euro Pillow Cases/Shams	Center monogram directly in the center of the pillow sham or 5 ½” from top edge. Some prefer to have them centered on the Pillow Sham	Single Letter 3 ½” to 4” high. Three letter monogram center letter 4” to 5” high. 4” is the average height.
Flat Sheet	Center the monogram directly in the center of the hemmed edge on the top side of the sheet. The size of the hemmed edge can vary depending on the design of the sheet. It can also be placed above the hemmed area. The bottom of the monogram would be 2 inches above the hemmed area. The hemmed area appears to be a cuff. Place the monogram on the top side of the sheet so that it is readable from the bottom of the bed after the sheet is folded over the top edge of the blanket.	Single letter 1 ½” to 2” high. Three letter monogram center letter 1 ¾” to 2” high. This area can hold a larger monogram, but the size of the monogram on the sheets and the pillow cases should be the same size.
Duvet Covers Coverlet	Center Monogram in the Center of the duvet cover or coverlet.	Single letter 12” -14” high. Three letter monogram center letter 12” high.
Decorative Gift Pillows	Center Monogram in the Center of the pillow. A single letter and a three-letter monogram will work. Monogram size depends on pillow.	4” or 5” center letter or 6 - 8” single letter. Large pillow-larger letter.

Print out this chart and lay page 1 and 2 back to back and laminate them. They will keep for a long time and it makes it easy to grab when you are working with linens. This is only a guide line and should be used accordingly. The sizing of the monograms used on linens is based on the size of the item that you are going to be working with. Sometimes an item can be large but is so delicate that you would not want to embroider a heavy monogram.

I have found that most linen items look richer when you embroider them with cotton thread. This is not always possible because of the availability of colors. The next best choice is the polyester thread because of its durability and ease with laundering.

Always use 2 layers of medium weight crisp tear away backing. The crispness helps it to tear away clean and gives you a better finish.