Guidelines for Embroidery

Digitizing is the process of converting artwork into a stitch file that can be read by an embroidery machine and interpreted as different stitch types.

CUSTOMERS WITH EXISTING DIGITZED FILES (No Digitizing Fee):

This option is for those who already have the digitized file from their local embroidery supplier. Embroidery shops will not release the files to us, as they are essentially IP. Customers need to request these on their own. They should ask for the EMB or DST file, plus the PRODUCTION notes. This will include the list of THREAD COLORS used in the design.

Please note: Many embroidery shops may not release the files to their customers unless they specifically requested to own the rights to their files at the time they were created.

CUSTOMERS WITH EXISTING FILES NEED TO SUPPLY US WITH ALL OF THE FOLLOWING:

I. **DIGITIZED EMBROIDERY FILE**
     A. EMB Files - Preferred type
          a) These files are the native file type of WILCOM Embroidery Studio software, and typically will have complete information for Production. We are also able to easily manipulate size of design and make minor changes as required. There is no fee for modifying EMB files.
     B. DST Files - Second choice
          a) These are the "stitch"files created by most embroidery software and are loaded directly into the embroidery machine. It is a generic file intended to be stitched, not necessarily modified.
          b) They do NOT contain information about thread colors.   Customer will need to supply a list of thread colors/numbers used and either a photo or sample of their existing embroidery.
          c) Changes to the size of the design are basically impossible without completely re-digitizing, as they contain needle points/stitches — not shapes. Trying to decrease or increase the size of the design results in stitch densities being incorrect and a very poor quality final product.
II. **PRODUCTION WORKSHEET/SPECIFICATIONS**
          a) This should be a list of all thread colors used in the design. If possible, the manufacturer and weight should also be in the information.
III. **PHOTO OF EXISTING STITCH-OUT OR ACTUAL SAMPLE**

CUSTOMERS REQUIRING DIGITZING ($45 fee):

GRAPHIC FILES Types that can be used for digitizing are (in the order of preference):
1) Vector Files (.AI, Some PDFs, EPS, CDR) This type of file includes exact shape information and produces the most accurate results
2) Graphic Files (JPG, BMP, PNG) These will be typically used for print or web media and will use multiple shading of colors instead of shape outlines. If a vector file is not available, these will work.
3) Photos of existing embroidery or badges.(JPG) If nothing else exists, a simple photo taken with your phone will work. Make sure the camera is exactly squared to the item (not skewed) and do not use a flash. If possible, lay a ruler next to the item so the image can be scaled.

Not all logos that were designed for a print media such as a business card or challenge coin will work well for embroidery. Many designs need to be simplified. In addition to correctly sizing a logo, some elements such as outlining may need to be eliminated and small text may need to be enlarged. A good rule of thumb is to only include those elements which one would normally see at a distance of 4-5 feet. After the artwork has been modified in a graphics program, the file is opened in an embroidery program where it is used as a template for creating a stitch file.

CUSTOMERS REQUIRING DIGITIZING NEED TO SUPPLY US WITH ALL OF THE FOLLOWING:

I. **GRAPHIC FILE** (SEE ABOVE)
II. **PRODUCTION WORKSHEET/SPECIFICATIONS**
  a) Include specific final dimensions of the design desired.
III. **PHOTO OF EXISTING STITCH-OUT OR SAMPLE**