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**EMBROIDERY**

*Design*

PACKAGES

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**Package Design Development 1: \$15 pre-production swatch charge.**

This will consist of a ready to go file provided to us.

The art in the file should already be digitized and at the size needed to sew.

If time is needed to adjust a logo because of size or editing, it will fall under a higher package starting with package 3.

Standard embroidery files are dst, cnd, erf.  
Dst files cannot be edited.

**FILES THAT ARE NOT SUPPLIED PROPERLY, NEEDING EDITS BY THE ART DEPARTMENT WILL FALL INTO OTHER DESIGN PACKAGE GROUP**

## Package Design Development 2: \$30

This will consist of a basic font that will not need anything other than an outline or an arch.

### Package Includes:

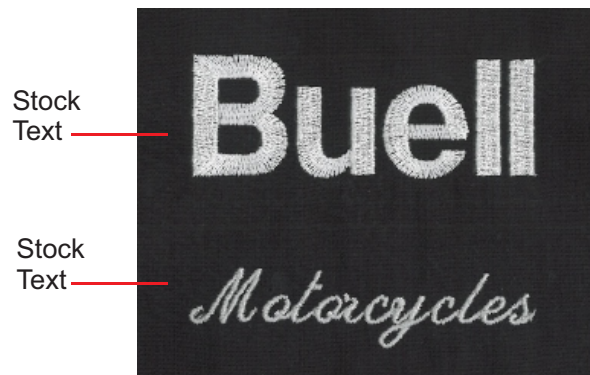
Personalizations, monograms or typeset text on shirts, bags, stockings, etc.

On average this should take no longer than **15 min** total from layout to proof.

### Add Charge:

If **more than 20 embroidered names** or **more than 6 applique names** are needed, it should fall under Package 4 as this will add more time in setting up/proofing/saving.

**From 30 min to 1 hour.**



# PERSONALIZATIONS & MONOGRAMS

## Orange



\$6.00

12 or more: \$5.00  
added line - \$2.00



\*\*Standard personalization size for first name only.  
Fits in 12cm hoop.  
14-18mm for script fonts;  
8-11mm for block fonts

## Green



\$12.00

12 or more: \$7.00  
added line - \$3.00



\*\*First and last name on one line.  
Maximum 4" wide.  
Fits in 15cm hoop.  
12-14mm for script fonts  
8-10mm for block fonts

## Purple



\$18.00

added line - \$4.00



\*\*First and last name.  
Maximum 6" wide.  
Fits in 18cm hoop.  
Less than one inch in height.

## Navy



\$20.00

added line - \$5.00

\*\*First and last name. Step-satin. Fits in square hoop or oval hoop.  
One inch and over in height. 8"-14" wide.

# PERSONALIZATIONS & MONOGRAMS

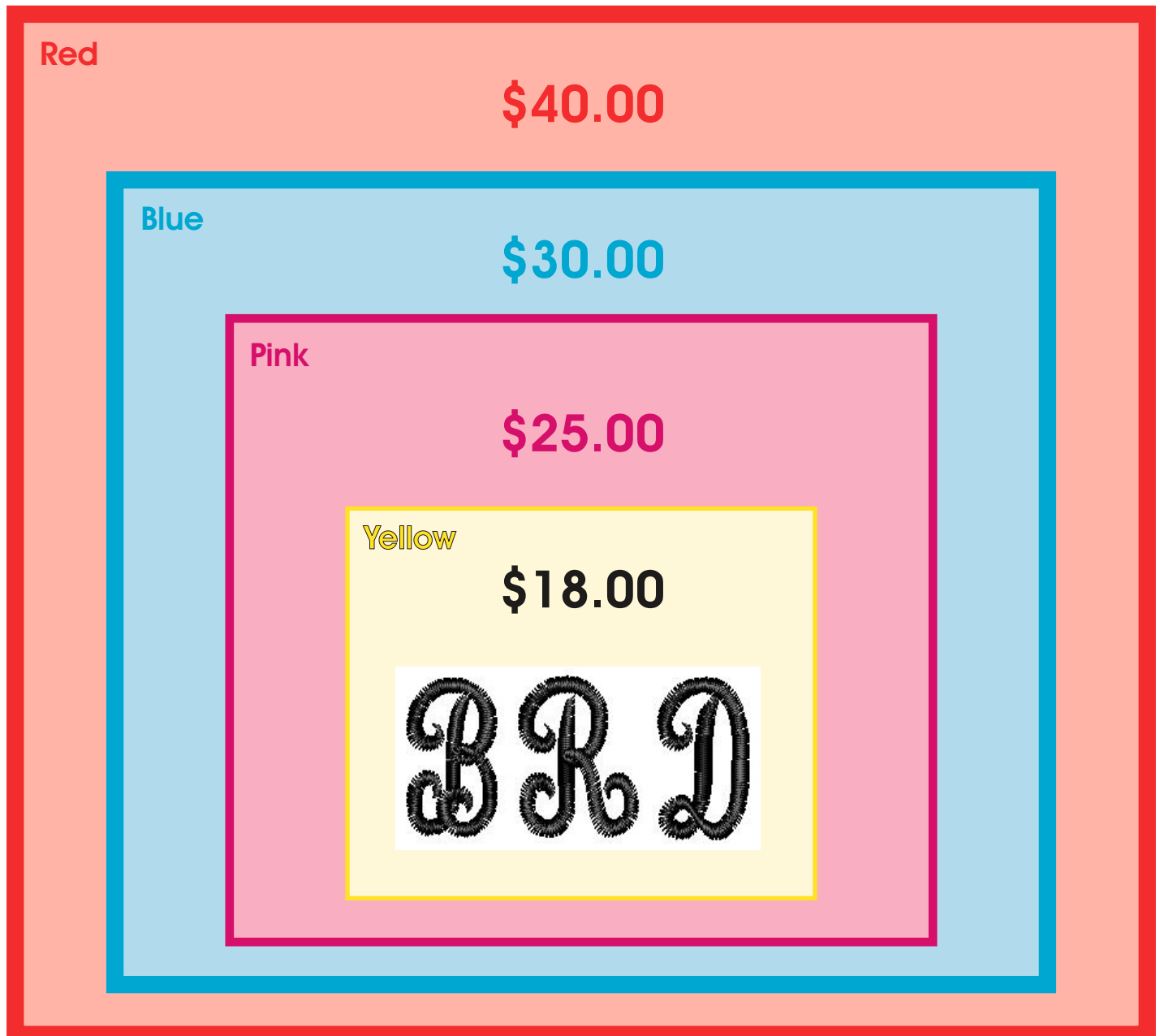
Monograms chosen at prices below need to fit the selected box size. For example, if price is \$15, size of the monogram should fit inside of yellow box.

**Yellow**=up to 2”h letters or max 3”w

**Pink**=Over 2”-4”h or over 3”-4.5”w

**Blue**=Over 4”-5”h or over 4.5”-6”w

**Red**=Over 5”h or over 6” wide



### Package Design Development 3: \$45

The main element for this package should be stock art, a simple image that needs digitized such as a satin line (should take no longer than 5-30 minutes), or a previous design that needs different text. Fonts can have minor adjustments such as italicizing, arching, move a few points on letters and adjusting to sew properly.

Cover-ups that require pulling item and scanning.

If item needs pulled to measure for cover-ups of old logos, names, to add a name or a letter to text already on the item that may require scanning and lining up. If **more than 20 embroidered names** or **more than 6 applique names** are needed, it should fall under Package 4 as this will add more time in setting up/proofing/saving. **From 30 min to 1 hour.**

#### Supplied logo edits:

On average this should take **15 to 30 min** from start to finish. This would include the need for added cuts or another color change. If the customer needs text edits or design edits such as resizing or digitizing, it should be moved to a higher package.

Fonts that need work to sew well in production (personalization not recommended):



Athletic Narrow  
Bauhaus  
Bookman  
Broadway

Cooper  
Helvetica Narrow  
Homeward  
Lithograph





## Package Design Development 4: \$65

This will include designs that have been supplied that need digitized, simple fonts that need digitized that we do not have in stock. Minimum colors and no fades.

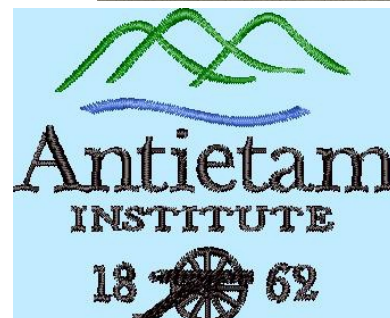
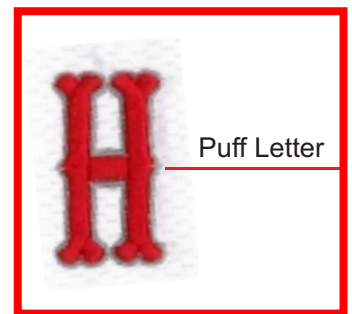
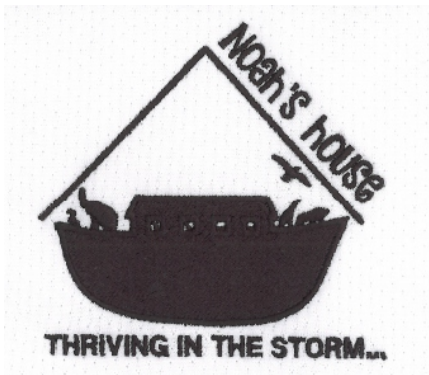
**One to two letters to be puffed for hats fall under this package.**

This package can include more complex design and layout other than text arched with an image below. This also includes applique text logos/number combos for jerseys or full backs with applique text and embroidered text.

### Supplied logo Edits:

Make sure we have to logo attached to the order. Edits for this package would include stock fonts to match and simple logos that may need redone.

On average this should take **30 min to 1 hour.**



## Package Design Development 5: \$100

This will include designs that have been supplied and need digitized, fonts that need digitized that we do not have in stock. Minimum colors and no fades.

**More than two letters to be puffed for hats fall under this package.**

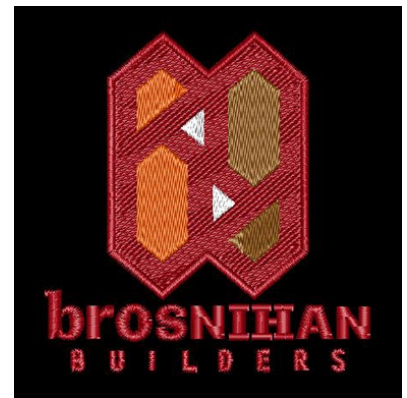
This package can include more complex design and layout other than text arched with an image below. This also includes applique text logos/number combos for jerseys or full backs with applique text and embroidered text.

### Supplied logo Edits:

Edits for this package would include fonts needing digitized, and more complex logos that may need redone. On average this should take **1 to 1.5 hours**.



More Complex Appliqued Text



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### PUFF DESIGNS

Stock  
Font  
2-color





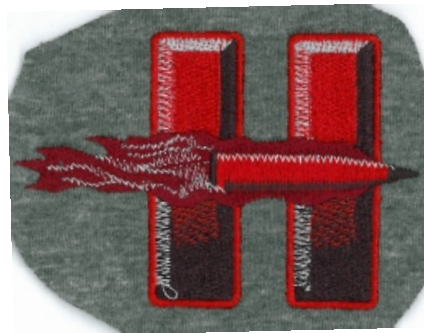
## Package Design Development 6: \$150

This could include design work that is more complicated and will need digitized text and/or complex logo with fades and several colors and elements, designs that have the potential to need to have more than one edit to the art work, designs that are more complex that need more than one edit and swatches.

**Puff artwork that is more than two letters fall under this package.**

This also applies to designs that customer is requesting several layouts to view first when using stock artwork or if they need to see a sample swatch.

Time to complete would take **1.5 - 2 hours**.



## Package Development 7: Custom Quote (Needs to be given by Jeff)

Complex designs such as badges, shields, small detailed left chests, small text, several customer edits.  
2-3 hours art time to digitize as well as added time for sewing swatches.





Package Development 8: Custom Quote (Needs to be given by Jeff)

Applied logos with digitizing involved. All Split Front logos as well, even if it is just text because it requires pulling the item and measuring. Time for the artwork can range from 2-4 hours if there are no edits.



## Package Development 9: Custom Quote (Needs to be given by Jeff)

This will be an identity/logo package as well as complex designs such as animals from photos, trucks and cars from photos, etc.

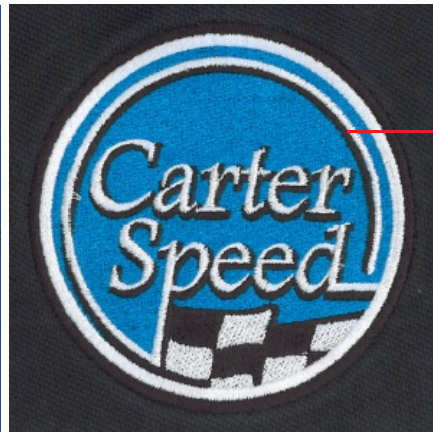
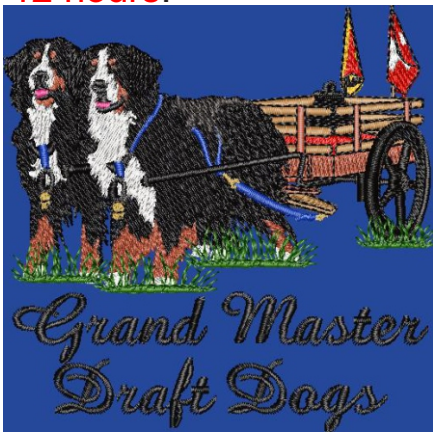
Salesperson should meet with customer and artist to discuss what can be done, what will need to be adjusted and to talk about what they want their logo to look like. If setting up an identity logo, it will have to start out as vector art to then be digitized after the vector art is approved. This is because it is easier to make adjustments to vector files than it is for embroidery in case changes need made before digitizing.

The identity should also include a min of 3 designs to begin with which should be followed up by an optional second meeting with the customer, artist, sales person for 10 to 15 min to discuss changes to the 3 logos if necessary.

The customer should be allowed to make edits to 2 of the designs for the next proof. From here the customer should select one design or approval or one additional proof for minor changes such as color. If there is additional work needed outside of this, the customer should be made aware that there will be additional charges and be brought back in to further edit thoughts.

The above also applies to complex photos to try to avoid making several adjustments to the logo digitized.

The process for setting up logos and digitizing the complex photos will take from **8-12 hours**.



Identity creation started at vector

