



[www.letsdosew.com](http://www.letsdosew.com)

## PROFESSIONAL EMBROIDERY TIPS & TECHNIQUES

### General Guidelines for Embroidery design Placement

The following guidelines for placement were adapted from various information sources, and from my own personal experience. Variables may include personal preference as well as the individual size & style of the project. When in doubt, it is best to audition the design using a template or a sample stitch-out of the design by pinning or taping it in place. *In an ideal situation, you would audition the design directly on a body or body form.* To make a judgement, stand back five feet and let your eye be the judge. **Note:** Unless noted, measurements for placement refer to center point of design or logo.

The following charts provide specific measurements for typical left chest logo sized designs for items such as sport shirts, golf shirts with plackets, tops, pocketless T-shirts, sweaters, and pullovers etc. Be sure vertical elements of the design run parallel to the placket. Lettering on a straight line should be perfectly horizontal. Once again, templates are invaluable for precise placement of designs. Measure down from shoulder and over from center of front or front placket.

Left Chest Measurements for Ladies		
Ladies	From Shoulder	From Center Front
XSMALL	6"	3.25"
SMALL	6"	3.25"
MEDIUM	6.5"	3.50"
LARGE	7"	3.50"
XLARGE	7.5"	3.75"
2XLARGE	8"	4.0"



[www.letsgosew.com](http://www.letsgosew.com)

Left Chest Measurements for Men		
Men	From Shoulder	From Center Front
<b>SMALL</b>	7"	3.50"
<b>MEDIUM</b>	7.5"	3.75"
<b>LARGE</b>	8"	4.0"
<b>XLARGE</b>	8"	4.25"
<b>2XLARGE</b>	8.5"	4.50"
<b>3 - 4 XLARGE</b>	9"	4.75"
<b>5 - 6 XLARGE</b>	10"	5.00"

Center front designs:

- These can vary greatly due to size of design and garment size. It's best to try on the garment if possible, and then use a template or careful measuring to avoid designs that are too high, too low, or in an *awkward* spot.
- Neckline designs close the neckline edge are very flattering on women's garments and can even take the place of wearing jewelry!
- Prominent center front design motifs on crew neck styles can be positioned approximately 6-8 inches from the neck edge. Note that this will vary with the size of the design and the preference of the wearer.
- Take care to position large designs so that no embroidery falls into the lower armhole area.



[www.letsgo sew.com](http://www.letsgo sew.com)

Jacket back designs on a yoke such as a jean jacket: Position designs so top edge of embroidery falls just below yoke area. No yoke? Aligning designs 2-inches to 4-inches below the neckline seam is a good average.

Center back designs on jackets: Measure 7-inches to 10-inches down from where collar is sewn to jacket.

Jackets with front yokes: Center design on yoke area or slightly offset. It's important that these designs fit well on the yoke and are not covered by the collar.

Turtleneck collars: Center design on collar, just above the neckline seam between the shoulder and the center front of the collar, having design on the left side. Take care to stitch so that design is fully exposed when the collar is rolled down. Note: Design size needs to be appropriate for collar.

Shirts with pockets: Design should be at least 1/2" to 1.5" (depending on size of design) above the pocket and parallel with the pocket edge.

Edge of monogram should be 1 inch from the center of cuff, towards the buttonhole. (Center of monogram should be 1 3/8 inches from the center.) The bottom of the monogram should be 1/4 inch above the stitching at the bottom edge of the cuff.

Approximate guidelines for home décor items:

- Bath Towels: Place lower edge of design 4-inches above hem or 2-inches above border.
- Hand Towels: Place lower edge of design 2-inches above hem or 1/2-inch to 1 1/2-inches above border.
- Pillowcases: Center on the border of the open end.
- Sheets: Center design 2" above the wide hem line on the top side of the sheet.