Logo prep checklist for embroidery digitizing

Use this before you digitize a logo or send it to a digitizer. Tick every box.

1. Artwork

- [ ] Cleanest file available (vector AI, EPS, SVG or PDF; else a sharp, large PNG)
- [ ] Font names known, or lettering will be redrawn
- [ ] Gradients, glows and drop shadows flattened to solid colors
- [ ] Colors reduced to the ones that define the brand

2. Size and placement

- [ ] Exact sewn width and height written down (e.g. left chest, cap front)
- [ ] Garment and fabric noted (knit, twill, fleece, cap)
- [ ] Separate file planned for each size or placement

3. Small details

- [ ] Uppercase letters about 0.3 in tall or more; lowercase at least 0.25 in
- [ ] Satin lines at least 0.05 in wide; thinner lines become running stitch or go
- [ ] Tagline or small text checked: enlarge, drop or accept a softer result

4. Machine and thread

- [ ] Machine format confirmed (DST, PES, JEF, EXP or other)
- [ ] Thread brand and color numbers chosen; color stop sheet requested
- [ ] Editable working file kept as well as the machine file

5. Before production

- [ ] Test sew-out on the same fabric with the right stabilizer
- [ ] Edges, small text, outline-to-fill registration and puckering checked
- [ ] Adjustments made and a second sample sewn if needed

Sizes from Custom Ink and Fourthwall embroidery guidelines, checked November 8, 2026.

Full guide: vectordesign.us/digitize-a-logo-for-embroidery/

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