



When submitting artwork to create a direct embroidery logo (directly on garment):

Is the request referencing an existing item/logo?

You will need to be able to attach existing logo or reference existing logo.

What are the types of garments this logo request is going on?

Ex.) Jacket, polos, pique polos, vest, hat, beanie, etc.

What is the garment placement of the logo?:

Ex.) Left/Right Chest, Back of shirt, front center of hat, arch back of hat, cuff of shirt, etc.

What is the size of the logo? You will need W x H.

Max width is 4" for left/right chest. For hats the height can not exceed 2.25".

What Madeira thread colors (if available) or let Artist choose?

Artist will choose to the best of their knowledge.

Any special thread needed? Please note: additional fees may apply for special thread.

Ex.) Fire Resistant, Metallic. Please note Penn does not use any Rayon threads.

What are the turn-times after submitting a new logo request?

Turn-around times are 24 hrs. to 48 hrs. If request is submitted after 2pm, please add an extra day for processing.

What information do I need to provide?

Penn will need your customer account number, contact information including email address, shipping address, and shipping account number, and will need to know if a physical sample is needed.

Should I get silk screen or embroidery?

Direct embroidery is the most economical, most popular, and fastest production style of embroidery techniques. It is often found on thicker apparel as well as chest and bicep locations and is a classic decoration for all markets.

Screen printing is an extremely popular method of embellishing imprint and promotional products, especially for t-shirts, hoodies, and bags. This process is known for being efficient and versatile.

What art form do you accept?

We accept Scans, DST files, PDF, JPEG picture(s).

Can you embroider on other things like towels/beanies/etc.?

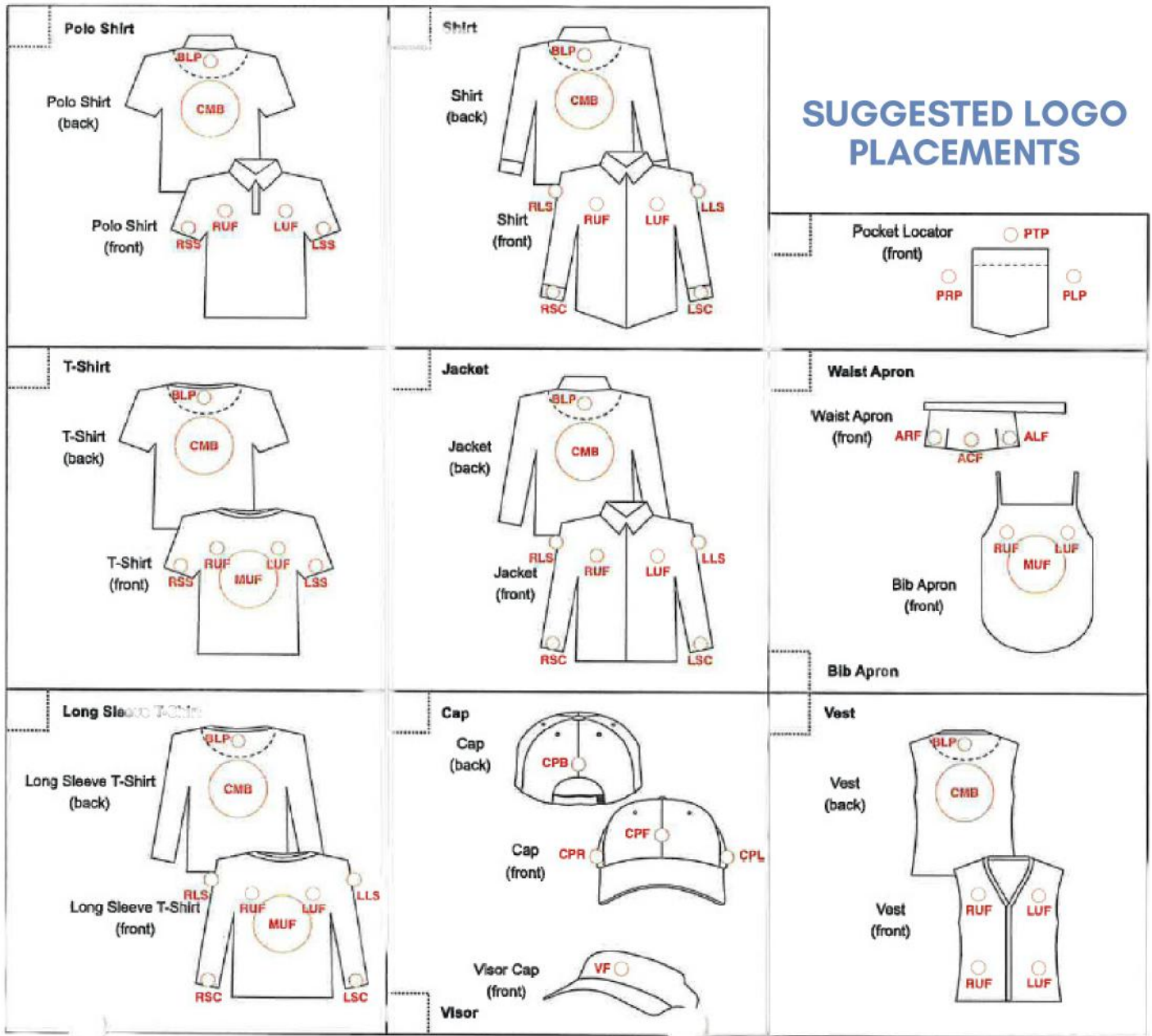
Yes, as long as the artwork is created for specifically these types of garments.

How big can a name/text be for direct embroidery?

- Starting letter size: 5/8" or 16mm
- Maximum width for one line text/name: 4" inches (103.1 mm)

FAQ

SUGGESTED LOGO PLACEMENTS



Placement Codes:

ACF Waist Apron - Center Pocket	CPR Cap Right Side	PLP Pocket - Left of Pocket
ALF Waist Apron - Left Pocket	LLS Left Sleeve (Long Sleeve)	PRP Pocket - Right of Pocket
ARF Waist Apron - Right Pocket	LUF Left Chest	PTP Pocket - Top of Pocket
BLP Back "Locker Patch"	LSS Left Sleeve (Short Sleeve)	RLS Right Sleeve (Long Sleeve)
CMB Full Back (Center Middle Back)	LSC Left Sleeve - Cuff (Long Sleeve)	RUF Right Chest
CFB Cap Back	MUF Middle Upper Front (Sweatshirts, T-Shirts, Bib Aprons)	RSS Right Sleeve (Short Sleeve)
CFF Cap Front	PCP Pocket - Center of Pocket	RSC Right Sleeve - Cuff (Long Sleeve)
CPL Cap Left Side		VF Visor Front



MAX DESIGN SIZE

LOCATION	DESCRIPTION LOCATION	W X H	
RUF	RIGHT CHEST - FRONT	4.75" X 3.5"	
LUF	LEFT CHEST - FRONT	4.75" X 3.5"	
YMF	YOUTH MIDDLE - FRONT	8.5" x 8.5"	
MUF	MIDDLE UPPER - FRONT	12" X 10"	10" X 10"- CANADA
CMB	CENTER MIDDLE - BACK	12" X 10"	
BLP	BACK - LOCKER PATCH	3" X 2"	
CUB	CENTER UPPER - BACK	12" X 3"	
YCB	YOUTH CENTER - BACK	8.5" x 8.5"	
LSC	LEFT SLEEVE - ABOVE CUFF	1.5" X 1.5"	
RSC	RIGHT SLEEVE- ABOVE CUFF	1.5" X 1.5"	
	SS- 1/2" Above Cuff		
	LS- 3" Below Shoulder Seam		
LSS	LEFT SLEEVE- BELOW SHOULDER	3" X 3.5"	
RSS	RIGHT SLEEVE - BELOW SHOULDER	3" X 3.5"	
	SS- 1/2" Above Cuff		
	LS- 3" Below Shoulder Seam		
MNL	MOCK NECK - LEFT Front	1" X 1"	
MNM	MOCK NECK - MIDDLE Front	1" X 1"	
MNR	MOCK NECK - RIGHT Front	1" X 1"	
MHD	MIDDLE -Hood	4" X 3"	
KLF	KNIT/Sweaters- Left Front	4" X 3.5"	
KRF	KNIT/Sweaters- Right Front	4" X 3.5"	
ALF	APRON - LEFT FRONT (not on the pocket)	4" X 3.5"	
ARF	APRON - RIGHT FRONT (not on the pocket)	4" X 3.5"	
AMF	APRON - MIDDLE FRONT - Waist Apron	2" X 1.5"	
AMF	APRON - MIDDLE FRONT	4" X 2"	
AUF	APRON - MIDDLE UPPER FRONT	4" X 3.5"	
CPB	CAP - BACK	4" X 1"	
CPF	CAP - FRONT	5" X 2"	
CPL	CAP- CENTER LEFT	2.25" X 2"	
CPR	CAP - CENTER RIGHT	2.25" X 2"	
KCB	KNIT - CAP BACK	4" X 2"	
KCF	KNIT - CAP FRONT	4" X 2"	
KCL	KNIT - CAP LEFT	4" X 2"	
KCR	KNIT - CAP RIGHT	4" X 2"	
VF	VISOR - FRONT	4" X 1.5"	
PFL	DUFLE BAG- POCKET FLAP	4" X 3"	



Fonts:	
BLOCK-	Penn Emblem
BOLD BLOCK	PENN EMBLEM
BRANTFORD	PENN EMBLEM
EUROSTYLE	Penn Emblem
GERMAN BLOCK	Penn Emblem
COMPACT	Penn Emblem
FRANKLIN BOLD	Penn Emblem

GOUDY BOLD

Penn Emblem

AVANTE

Penn Emblem

TYPEWRITER

Penn Emblem

RUSS TIMES

Penn Emblem

HOBO

Penn Emblem

CIN ITALIC

Penn Emblem

INDUSTRIAL
SCRIPT

Penn Emblem

ROMAN ITALIC

Penn Emblem

FAQ

CUSTOM SCRIPT

Penn Emblem

SELECT SCRIPT

Penn Emblem

BRUSH SCRIPT

Penn Emblem