

## Creating a Logo



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## What You Will Learn

- Challenges of digitizing a logo
- Choosing artwork for logo
- Digitizing decisions
- Choosing a font
- Editing tools in the software
- Creating a patch



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## Challenges of Logos

### Printing vs. Embroidery

- Artwork effects
- Too many details
- Lettering
- Fabrics



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## Choosing Artwork

- Clean & clearly defined
- Few details
- Format (vector vs. bitmap)
  - Resolution of bitmap is important
- Size of image
  - Larger images better
- Copyright



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## Artwork: Clean Images

- Drop Shadows
- Gradient Colors



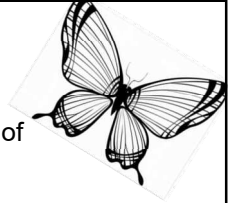
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## Artwork: Details

- Can use run stitches instead of satin
- Use 65/70 weight thread
- Can use read out embroidery
- Use white applique background; then black outline around image
- Fine lines better in darker thread colors



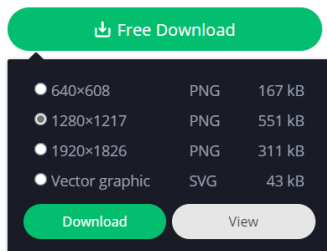
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## Artwork Size

- Can decrease size without loss of detail; but if increase can be problem



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## Bitmap vs Vector Format

### BITMAPS

- Pixels
- DPI important
- Must edit entire object
- Can't enlarge successfully



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## Scanning Considerations

→Resolution: 72, 300, 800



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## Image Properties: Resolution

→ 72, 300, 800 dpi



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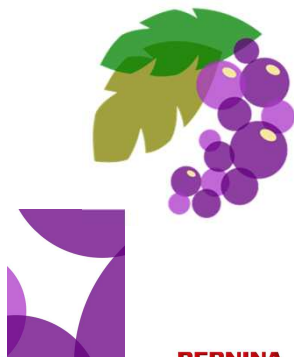
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## Bitmap vs Vector Format

### VECTORS

- Smooth edges
- Each object can be edited independently
- Can resize



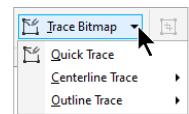
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## Tracing Bitmaps

- Tracing to converts to vector image
- Quality of original image is important
- CorelDRAW has different types of tracing methods
- Lettering does not trace well



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## Study the Artwork

- Do details need to be simplified?
- How many colors?
- What is the final size
- What kind of fabric?



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## Font Challenges

- Do you have to match a font?
- Free to choose a font?
- Size & Spacing of lettering
- Method to digitize a font
  - Process the font from the vector image
  - Manually digitize the font



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## Working with Specified Font

- Identify the font
- Find the font and install it (purchase or free)
- What if can't find the exact font?
  - Find a font that is close; edit it through Reshape



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## Identify Font Websites

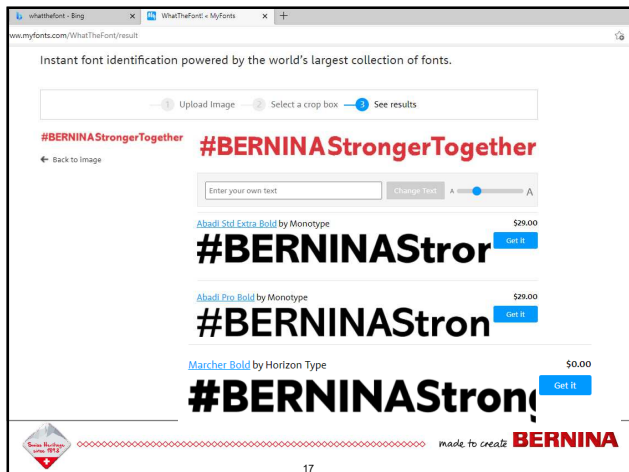
- What Font Is
- What the Font
- Font Squirrel
- Matcherator
- Fontface Ninja



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## Choosing a Font

- What style?
- Will it work for small sizes?
- How easy to read?
- Does the density need to be adjusted?
- Does the underlay need adjustment?

Helvetica Small

**MICRO BLOCK**

Sm High Tower

Times Small



## Size of Font

- Smaller than 1/4" doesn't embroidery well
- Lots of words in small spaces
- Tie-offs can decrease the efficiency of a stitch out
- Consider fabric—will lettering sink in?



## Style of Font: Block vs. Script

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Style of Font: Sans-Serif vs. Serif

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Style: Upper vs. Lower Case

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Spacing of Lettering

- Within lettering: Closed loops (o, p, q, d)
- Between lettering

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Digitizing Tips for Small Lettering

- Center run underlay
- Density of .55-.65
- Make lettering wider and will pull in, looks better when stitched



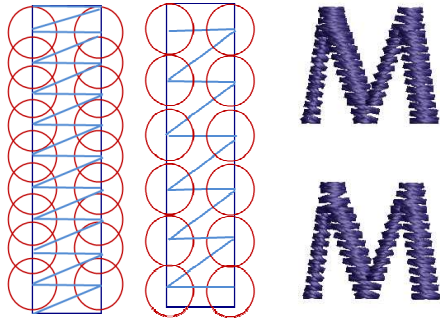
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## Density

→Density

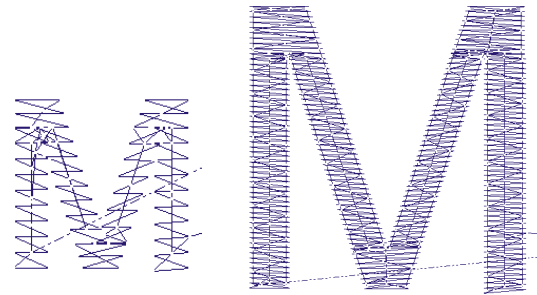


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## Underlay



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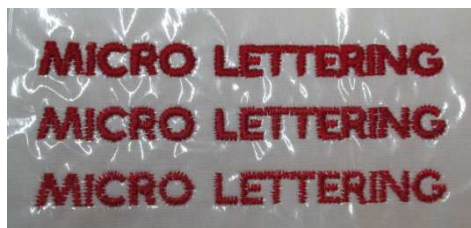
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## Small Lettering

→40 wt

→60 wt

→75 wt



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## Digitizing Decisions

→Method of digitizing

→Develop a plan

→Final size

→Fabric to be used



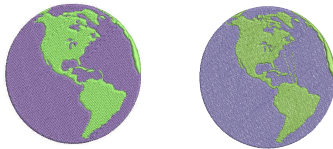
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## Methods to Convert

- Auto Digitizing—for bitmaps
- Converting Artwork to Embroidery—for vectors
- Manual Digitizing—more control



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## Develop a Plan

- Colors
  - Size of area will determine stitch order
  - Travel stitches needed
- Stitch sequence
- Stitches and stitch properties



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## Stitch Details

- Type of stitch
- Stitch density
- Stitch direction
- Stitch length
- Underlay
- Pull Compensation



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## Manual Digitizing Tips

- Lock artwork
- Zoom in
- Auto fabric if appropriate
- Connecting (travel) stitches to eliminate jumps



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## Closest Join

- Options
- Be aware when move objects or change the order of stitching, closest join isn't effective "after the fact"
- Must then edit starts & stops



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## Editing Tools

- Sequence
- Stitch angle
- Types of stitches
- Deleting stitches
- Knife
- Break Apart
- Reshape
- Adding stitch angles
- Redigitize areas
- Edit stitches
- Starts & Stops
- Add travel stitches



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## Test Sew Out

- Always use the same fabric or similar to final project
- May need to distort design on screen to stitch out properly on fabric



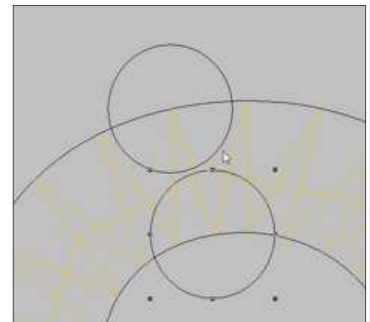
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## Stitching Tips for Small Lettering

- Needle size
- Thread size
- Tension
- Slow speed

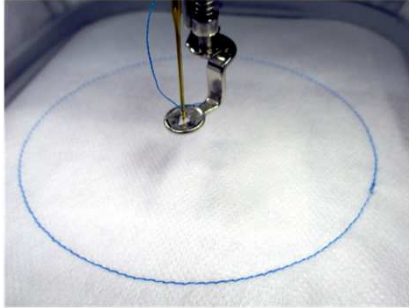


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## Stitching the Patch: Placement

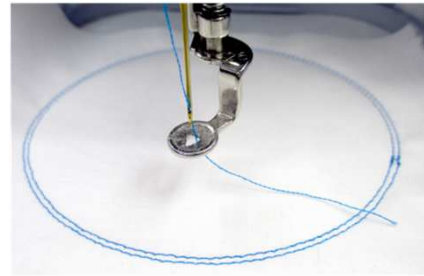


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## Stitching the Patch: Cutting



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## Stitching the Patch: Trimmed

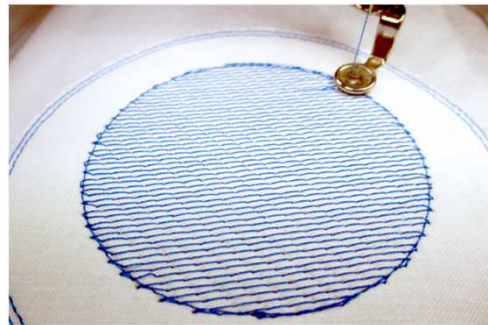


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## Stitching the Patch: Layer 1

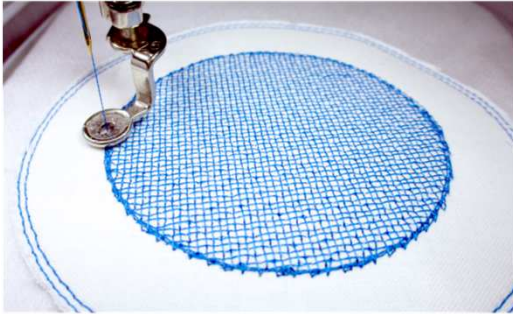


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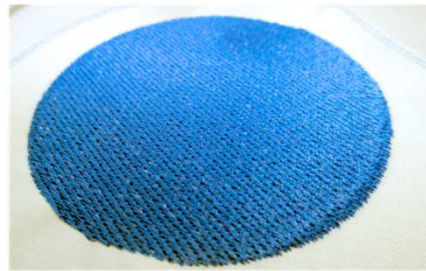
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### Stitching the Patch: Layer 2



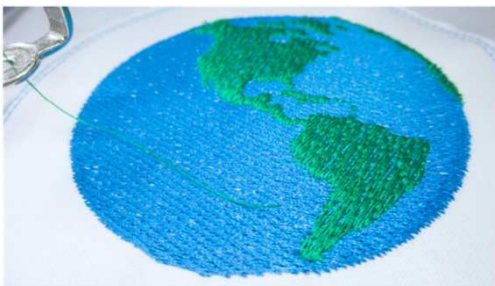
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### Stitching the Patch: Layer 3



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### Stitching the Patch:



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### Finished Patch



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