

An advanced course on how to reduce the stitch count for less-expensive embroidered logos

Decorating Workshop – 324

Junior

Less is more. When an embroidered logo is “congested” with unnecessary detail, it can be perceived as lesser quality and/or more difficult to visually process. Therefore, simplifying the logo doesn’t just reduce the stitch count; it also improves effectiveness.

Save on Stitch Count With Budget-Friendly Embroidery

If your client balks at an embroidery quote, reconsider the stitch count. More than likely you’ll find a way to make the embroidery job more budget-friendly when you streamline the stitching. Begin by setting realistic expectations for your client. “The majority of basic logos should be under 10k stitches, falling into the 4k to 8k stitch bracket,” says decorating expert Drew Coufal of Sew & Sew Embroidery.

Just how do you keep that stitch count in line, though? “In order to be in a budget stitch count,” Coufal says, “a client will likely need to be open to the digitizers’ recommendations on specifics.” For example, he suggests reducing the preferred setup size. If a client requests 4 inches, downsize to a smaller scale like 3 inches. Or, if the logo is intricate, simplify or remove the costly detail.

Coufal recognizes this can be a challenge. “Not every logo can change, nor will every client approve modifications to their logos,” he says. “However, if budgets don’t allow for their logo to be set up to the full level of detail in the original art, most logos can be modified during the digitizing process to cut back on the final stitch count and still keep the main elements of a logo intact.” Coufal recommends giving a few options so clients can choose the one they like best.

You can also think of ways to swap out techniques, rather than eliminating features altogether. For example, Coufal says, “If your client has a full-back project, or a design that has a large area that would typically be filled with a large tatami stitch count, sug-



How can you save on embroidery? Consider simplifying logos and reducing the stitch count. In these two examples from Sew & Sew Embroidery, notice how the fill detail within the peach and the word “pink” is removed to create a simpler outline.

Five Tips for Cutting Stitch Count

1. Eliminate large filled areas (like an expansive background).
2. Reduce the amount of text (tag lines, for example) in the artwork.
3. Omit any unnecessary abbreviations such as “Inc.” from a company name or “www” from a Web address.
4. Reduce the size of the imprint.
5. Remove a border around an element or recreate a logo that has two outlines around it to only have one outline.



photos courtesy of Sew & Sew Embroidery

gest running the order as an appliqué job so that you can cut back on the stitches of that large filled area.”

Finally, consider the impact your fabric choice will make on stitch count when sourcing the garment for decoration. “You do not need as much density or underlay to support a twill fabric as you do on a pique fabric,” Coufal says. “So by discussing this with your client in the early stages of a project, you may be able to help them select a better garment that is more stable and therefore requires less stitches in the setup.”