

A top-level review of ways to showcase embroidered logos on patterned fabrics

Decorating Workshop – 423

Senior

How to Make Embroidery Pop on Patterns

Numerous fashion trends this year have revolved around patterned fabrics, from flirty vintage florals to bold geometrics and tie-dyes to militaristic camouflage. Just how can you make a logo stand out against such backgrounds?

Drew Coufal of Sew & Sew Embroidery offers several tips. “If the goal is to have an image pop on a busy pattern, you’ll need to do a few things,” he says. “Make the logo a little larger than normal, add borders where possible and choose contrasting decorating colors if client’s artwork guidelines permit.” He also suggests alternatives such as turning the logo into an appliqué or patch, as well as stitching a filled backdrop to the logo for better contrast.

Consider the color scheme of the pattern your client has chosen. “Many camo fabrics tend to get a tone-on-tone logo. For other patterned fabrics, including camo, choose a color that is not in the pattern of the shirt that fits the overall color scheme of the shirt,” Coufal says.

Of course, a fussy, multicolor pattern may make it difficult to isolate a single color that consistently pops. “For a design that does not allow for the colors to be altered, or that has too many colors to effectively

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Drew Coufal, Sew & Sew Embroidery

consolidate into a few colors, make sure your client is aware that the logo, or parts of the logo, may not be visible on the final product,” Coufal says. “When in doubt, run a pre-production sample for a final client approval.”

You’ll do best to work with your client early in the artwork design stage. “In general, avoid small text or small details that will tend to get lost in the pattern, or that may get distorted with the pattern of the fabric,” Coufal advises. You can also keep artwork strokes thicker for a fuller look.

Illustration courtesy of Sew & Sew Embroidery

