

NINE PRACTICAL DESIGN TIPS FOR 'THE PERFECT PATCH'



Some handy tips & tricks
from the iBadge embroidery specialists

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READING THESE TIPS CERTAINLY PAYS OFF!

It's great that you are considering having embroidered badges made. Regardless of the occasion or the marketing campaign you want to use them for, you will definitely not regret your choice. An attractive embroidered badge always attracts attention and is always talked about.

And not only by those who will be wearing the badges ...

IT'S ALL IN YOUR MIND?

Do you have a clear image in your mind of the drawing you want to have embroidered on your badge? Great! Finding a good idea was the hardest part. Now all we need to do is refine this idea into a technically feasible design that does justice to this drawing. This is the challenge. In principle anything goes, as no design is impossible for the iBadge embroidery machines. Still it's best to take several pitfalls into account that could harm your clever design. After all, not only do you want your badge to be noticed, but it should also be clearly recognisable and legible. Also from a distance. Well, we're ready to divulge all our tips & tricks.

WHAT YOU CAN EXPECT? A LOT!

There are no big secrets or complicated guidelines in this guide, but there are concrete dos and don'ts you can test your preliminary design against. This may sound suspiciously simple, but the results of such an exercise are often remarkably surprising. Take a look at these before and after examples and decide which version you would prefer.



CONVINCED? THEN LET'S GET STARTED!



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or pin your badge on Pinterest!

NINE DOS AND DON'TS FOR AN IMPECCABLE BADGE DESIGN



TIP 1 THINK OUTSIDE THE BOX

You don't have to colour between the lines. On the contrary! Departing from the classic rectangle or circle shape is a very good idea to make your badge stand out even more. Feel free to combine overlapping parts in a daring composition.



TIP 2 CHOOSE CONTRAST

Soft colour graduations may look great on your computer screen, but **hard colour contrasts** are a better idea for a badge, as your design will also catch the eye from a distance. So it's preferable to put a light foreground colour on a dark background, or vice versa.



TIP 3 GOING FOR GOLD (THREAD)

Metal thread is an ideal way of giving your design more contrast and extra bling. Having **silver or gold coloured thread** embroidered in your design, makes your badge an instant eye-catcher, as is also the case for police emblems and military badges. The super deluxe look is an added bonus.

Please note: due to the thickness and stiffness of the metal thread the embroidery machines have to work at a slightly slower pace. The longer production time and the more expensive thread **add 20% to the price** of your badge. Not the cheapest option, but highly recommended if you want to give your badge more prestige.



TIP 4 BETTER THICK THAN THIN

Thick lines have full play compared to fine lines. A slightly thicker line can be embroidered better, so check all outlines of your badge design and adapt them where possible.



TIP 5 HOW ABOUT LEGIBILITY?

There are no font limits. We can even embroider the craziest decorative letters. To keep any text on your badge legible from a distance, it's best to check in advance whether your text meets the following criteria:

- Reduce your text as much as possible. **Less is definitely more!**
- **CAPITALS** certainly benefit legibility.
- The ideal **minimum height of characters is 4 to 5 mm**.
- Don't stick letters too close together, but give them some space.



TIP 6 LEAVING OUT IS THE MESSAGE!

Small details can also be embroidered, but due to the thickness of the thread they don't always look as sharp as on your digital design. **Remove all excess details**, summarise your text as much as possible and perhaps choose a slightly larger badge to give your message enough space.

TIP 7 SIZE DOES MATTER AFTER ALL

Copy, cut & paste! Simply printing your design full-size, cutting it out and sticking it on the eventual carrier is an absolute must. This way you can clearly visualise and test the eventual result to see whether the badge size you had in mind suffices or needs to be adapted.

Scissors and paper are the best tools to find out whether your design needs to be bigger or smaller!

You should of course also consider your budget and try to keep the badge as small as possible. Thankfully, a lot can be realised in the lowest price category for badges up to 10 cm. Still, the tiny price difference for a slightly bigger badge often does not weigh up to the considerable better look and effect. Feel free to experiment with a slightly bigger format and then recalculate the price, which is undoubtedly not as high as you expected.

TIP 8 WHAT DOES YOUR TEST AUDIENCE HAVE TO SAY?

Have you tested your badge against all abovementioned tips and adjusted your design where necessary? Then you're almost ready to have your badge embroidered. Almost, as you will surely show your design to **a critical test audience?**

Pick up scissors and paper again and stick your improved life-size design onto your outfit, backpack or cap. This makes it easier for your friends, colleagues or club mates to give feedback. You can then always adjust your design until it's perfect.

You can of course also involve our embroidery experts for a critical look of your design.

iBadge managers Katrien and Mark have been making embroidered badges for over 20 years and know perfectly how to improve a design to turn it into the perfect patch. **They have the knowledge and expertise, so use it!**

TIP 9 PHOTO SCAN

Until now you always printed, cut out and stuck on your own design. You can however also scan a photo of your design to get an even clearer idea of what your badge will eventually look like. Such a photo is a **hyper realistic digital proof** where your design is already presented in textile form.

A photo scan costs €20, but you get back this amount if you actually place an order. This photo scan is therefore free of charge. You only need to upload or e-mail your design and you will be sent a digital version not much later.

Please note: the delivery period of your order is extended by a week if you choose this option. The message is therefore to start designing and requesting a photo scan on time!

DESIGN SOFTWARE

Need inspiration? Like it? Pin it!

On the [iBadge Facebook page](#) you can find several examples of previously realised badges, but also visit the [iBadge Pinterest page](#), as it offers so many more. Feel free to pin your favourite examples on your own Pinterest board so you can have a look during the design phase.

No digital drawing program?

Online design programs

No Photoshop licence or is it the first time you are creating a digital design? No worries!

There are some websites that let you make a free digital design in an easy way. Here's a list:

LogoEase.com

We recommend this one. After registering you can easily have your logo sent to this site via e-mail in various formats such as .jpg, .png and a vector .eps. These vector files can be enlarged without losing any quality. **Tip:** check out the [YouTube video](#) that explains how to use LogoEase in detail first.

- Pixlr.com
- Online logo maker
- Cooltext.com
- Simwebsol Image tool
- Logo instant

GET STARTED!

Now it's up to you. Give your creativity free rein and design a fantastic badge. When you're completely satisfied with the result, you can upload the digital file at [iBadge.com](#) and place your order.



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function