

## Size Does Matter – At Least in Embroidered Patches

A question that arises almost constantly is “what size should I make this patch?” or better still I want it made in the “standard” size. We are always happy to discuss this sizing problem with our customers as it helps them better understand the process of making embroidered patches and gives them a much better sense of the design problems that can be avoided by good planning.

There are several basic factors that should be taken into consideration in the design and manufacture of any patch. These factors include:

- What is the purpose of the patch
- Who will be wearing or using it
- Where will it be used?
- What is the objective reason for the patch

Taking these in reverse order, let us first consider the “objective reason for the patch”. The reason could range from a marketing of a product or service to award recognition too purely decorative. Consider various other factors depending on the proposed purpose. If it is marketing – how large does any lettering need to be in order to be legible? Our recommendation is keep all lettering to a minimum of one quarter inch in height and use as simple a font as possible to keep legibility – and your message – as easy to read and understand as possible. Also consider the design that you have in mind as very small detail and fine shading cannot be accomplished as readily with embroidery thread as with high-resolution printing.

Where will the patch be used is the next consideration. Is it simply a tiny logo patch such as a tiny 1-inch lobster that will be placed on the collar of a shirt or is it a fire or police patch to be worn on the sleeve of a shirt. Obviously, the larger area of the shoulder of a shirt would lend itself to a much larger patch than a tiny logo being used as an accent on a garment.

The “who” will be wearing or using the patch is often one consideration that is rarely considered in the initial planning. Is the patch to be worn by a child or an adult – clearly the smaller the child the greater the size constraints. Is the patch being worn or used by men or women – a motorcycle back patch that is being worn by a 250 pound man may be inappropriate for a 110 pound woman.

The “purpose” of the patch is not exactly the same as the objective reason for the patch. Although the objective reason for the patch may be marketing, the purpose of the patch may not be to be worn, as is the case with most patches. For example, we manufacture marketing patches for many companies that give them out for use as coffee or drink coasters that sit on a desktop rather than being worn on a garment. A patch that is being used as a coffee coaster is intended to sit on a desk and keep the marketed product or company name in front of the recipient and therefore size would not be nearly as relevant when considering including text such as website address and telephone numbers.

None of these factors can be considered in a vacuum and must be thought of as elements in the total design of the patch. At American Patch and Emblem Company, <http://www.americanpatch.com>, we are always ready to lend our experience in helping you simplify the design decisions that are necessary to create the successful patch that people will remember.

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