



Red Kap Customization

Add your logo or name to Red Kap apparel! Red Kap offers quality embroidery, quick lead times, reasonable prices, and no logo digitizing fee!

If you are interested in customization or for pricing, please contact us at one of the following emails!

WebstaurantStore: customquote@webstaurantstore.com

The Restaurant Store: TRScustomorders@therestaurantstore.com

Clark National Accounts: Please contact your account manager

In the email, please include the following:

- Item number(s)
- Attach logo file in format listed below
- Desired placement of logo and/or text (see location options below)
- If requesting text, include what is to be embroidered broken out by line (Line 1: ____, Line 2: ____, Line 3 _____.), thread color, and font (see below)
- If text or logo varies by size/style, be specific to what should be decorated on each item #.
- If you have embroidered your logo before or have something you are trying to match, please share an example photo.
- Desired quantity
- Email address
- Billing name
- Billing address
- Billing phone number
- Shipping name (if different from billing)
- Shipping address (if different from billing)
- Shipping phone number (if different from billing)

Printing Options:

- Choose from embroidered logo or text.
- Most logos will be approximately 3"-4", however exact sizes are all logo dependent and will be sized proportionally. Please provide any specific size requests upfront. Changes to the

artwork/sizing after proof has been created will delay the order. Max size for chest is 4" wide and max size for sleeves is 3" wide.

- Text personalization will be 3/8" in most cases. For more details, refer to font images on 3rd/4th pages. Please specify if all CAPS are needed.
- Custom logos are limited to 15 colors – see color options on last pages.

Artwork Requirements:

- .TIF, .BMP, .JPG, or .EPS.
- Or submit a previously digitized file (Tajima format preferred). If you have previously ordered and have a photo of the product, please share it with us.

Set Up Fees:

- None (if submitted in requested format and major changes to file aren't required)

Lead Times:

- Proof lead time: 2-3 business days
- Production lead time: 5-7 business days after proof approval. Does not include shipping days. For orders with very high stitch counts and/or over 300 pieces, extended lead time may apply.

Ordering Information:

- Sizes can be mixed across the same style shirt to reach quantity minimums/tiers if using the same logo/thread colors/placement location. List the mix of sizes in the comments box.
- Once proof is approved, customized items cannot be changed or returned.
- No proof provided for text-only requests unless requested.
- Proofs will be in a digital form. Sew out requests can be processed upon request but add a couple of extra days to the proofing process.

Font Options:

Block Small VF

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!"#\$%&,'-./:;\\

Brush Script VF

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!"#\$%&(')*+,-./:;\\

~ Not recommended for ALL CAP needs.
Should be used with both upper and lowercase letters. ~

Athletic Swoosh

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!"#\$%&(')*+,-./:;?@_`^

~ Not recommended for ALL CAP needs.
Should be used with both upper and lowercase letters. ~

Century Medium

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!"#\$%&(')*+,-./:;<>?@_`^

Navy Nametag Caps

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

~ Only offered in ALL CAPITAL LETTERS and at 12mm size. ~



DIRECT EMBROIDERY

ACTIVITY: ED

The fonts shown are offered for direct embroidery, with several sizes in each (3/8" - 1"). Embroider text directly on a garment (ED), an emblem (EM), or on a name strip (4D). This option is most often used for names, titles, accredits, etc. and can be done without the need for digitization.

Notes about embroidering and fonts:

- Multiple lines of type can be added to a garment.
- Collar tip and cuff embroidery locations require an 8mm font and are limited to three characters.
- Include spaces and punctuation when counting characters per line.
- Specify if all CAPS are needed. Using all caps will reduce the number of characters per line.

The character counts listed below are based on lower case letters.

*Please note: **Brush Script** and **Athletic Swoosh** are not recommended for ALL CAP needs, and should be used with both upper and lowercase letters.*

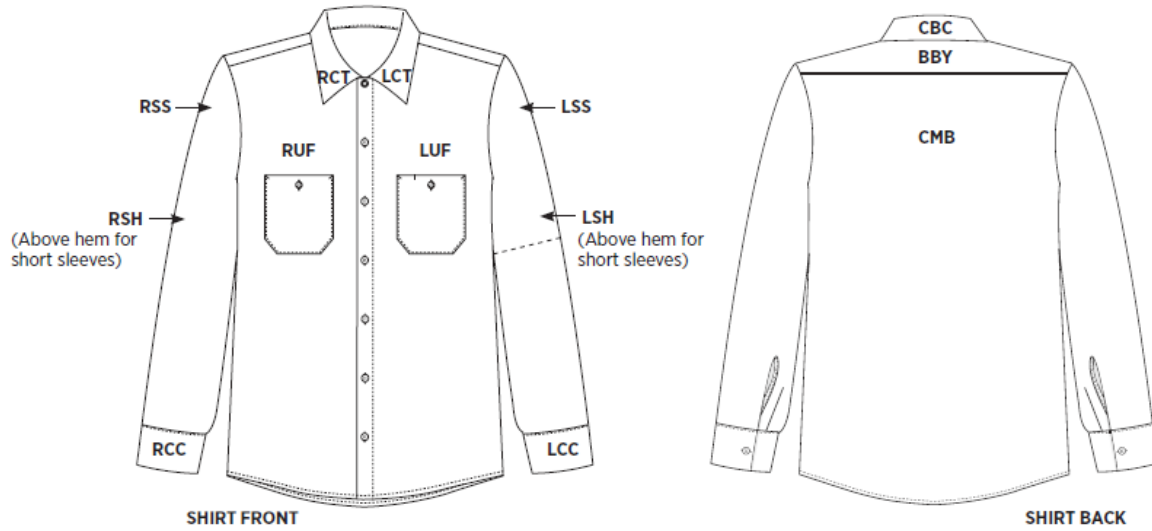
- **NAVY Nametag** font is only offered in all capital letters and at 12mm size, as it is used almost exclusively on 1" tall name tapes and emblems.
- The special characters offered (#, \$, %, etc) are not the same between fonts. *For information regarding availability of special characters, please contact a customer service representative.*

Fonts, Sizes and Character Counts

SIZES	FONTS				
	SMALL BLOCK	BRUSH SCRIPT	ATHLETIC SWOOSH	CENTURY MEDIUM	NAVY NAMETAG
	Order Codes	Order Codes	Order Codes	Order Codes	Order Codes
8mm (3/8")	B08	T08	S08	R08	-
12mm (1/2")	B12	T12	S12	R12	NNV
15mm (5/8")	B15	T15	S15	R15	-
18mm (3/4")	B18	T18	S18	R18	-
25mm (1")	B25	T25	S25	R25	-
	Upper and Lower case usage = OK	ALL CAPS NOT recommended	ALL CAPS NOT recommended	Upper and Lower case usage = OK	ALL CAPS only. Lower case = n/a
	Characters per line	Characters per line	Characters per line	Characters per line	Characters per line
8mm	22	28	30	23	-
12mm	16	18	19	15	16
15mm	14	15	17	13	-
18mm	11	11	12	10	-
25mm	8	7	8	6	-

Location Options:

We recommend RSH or LSH (above hem) and will default to this location if not specified.




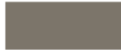






















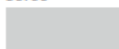














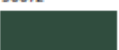








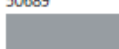











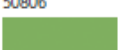





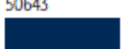



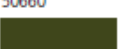



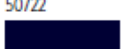

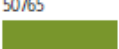
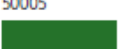






Thread Color Options:

THREAD COLOR OPTIONS

We will be happy to match your Pantone® supplied colors to American Efird Signature thread. If a color cannot be matched we will contact you with alternative suggestions.

							
WH - White 50081	V1 - Visor Gold 50566	M5 - Sunshine 50594	SU - Sunburst 50533	ZN - Antique Gold 50524	P4 - Pumpkin 50367	CR - Maraschino 50059	RR - Radiant Red II 50810
							
XA - Ivory 50396	8T - Gold 51354	8J - Goldenrod 50364	YE - Yellow 50532	R8 - Rattan 50402	8V - Pumpkin II 50737	8D - Scarlet 50074	PS - Passion 50261
							
IV - Ivory 50780	G5 - Gold #23 50882	ST - Star Gold 50351	LO - Toboggan 50751	XC - Dark Khaki 50092	OP - Orange Poppy 50565	RD - MI Artillery 50018	BQ - Bisque 50155
							
XB - Champagne 50054	8R - Khaki 50782	LG - Liberty Gold 50026	BN - Rancho Brown 50041	XD - Chocolate 50411	8Q - Dk. Orange 50730	1B - Cardinal 50588	ZP - Pink 50101
							
9X - Seashell 50408	LA - Lemonade 50023	GD - Royal Gold 50019	PE - Penny 50386	NU - Nutmeg 50635	SK - Paprika 50370	WF - Wildfire 50562	LV - Cachet 50048
							
E6 - Off White 50091	CN - Canary 50362	4T - Marigold 50027	MT - Gold (Metallic) 51000	XE - Light Cocoa 50412	OR - Paprika #2 50600	MR - Garnet #2 50718	9E - Plum 50540
							
MS - Silver 51001	1Y - Moon Beam 50522	MU - Mustard 50383	9T - Copper 50378	C6 - Brown 50414	SR - Spanish Red 50020	RT - Russet 50115	PR - Dk Purple #2 50756
							
EU - Ecru 50398	9H - Sunflower 51533	NE - Nector 50360	XX - Brass Gold 50596	BY - Burly Brown 50577	A8 - Terra Cotta 50394	8E - Carolina Red 50147	DP - Deep Purple 50768
							
TP - Taupe Beige 50039	FL - Fluorescent Yellow 50024	B7 - Butterscotch 50604	8L - Gold 50555	DB - Walnut 50042	E7 - Candy Apple 50082	WN - Maroon 50465	XG - Easter Purple 50654
							
8B - Beige 50008	YL - Mimosa 50025	9N - Butter 50521	OD - Old Gold 50860	SP - Spice 50621	Q6 - Red Pepper 50098	NM - Intense Maroon 50627	1Q - Eggplant 50626
							
3G - Glow 50350	DF - Daffodil 50087	9W - Marigold 52416	8P - Honey Gold 50642	RS - Rust 50377	FX - Foxy Red 50141	PK - Perisan Rose 50021	8K - Purple Twist 50548

THREAD COLOR OPTIONS (Continued)

							
PW - Port Wine 50246	XH - Pewter 50436	SJ - Indian Sky 50034	BE - Blue 50223	CD - Cadet Navy 50640	XP - Isle Green 50551	XS - Moss Green 50523	A1 - Scotty Green 50078
							
GA - Grey #1 50442	LT - Wheat 50602	H2 - Boo Boo Blue 51712	RL - Royal Blue 50088	D1 - Dark Navy 50517	GG - Mint Tint 50013	BG - Bagby Green 50040	9G - Holly 51671
							
GR - Heather Grey #2 50760	SS - Sterling 50097	RY - Royal Blue 50735	8Z - Bright Blue 50058	VG - Very Dark Grey 50647	A6 - Pistachio 50289	4V - Olive Drab 51131	SH - Shamrock 50595
							
N5 - Silver Frost 50470	XZ - Dover Grey 50451	JB - Jay Blue 50222	EM - Empire Blue 50227	BL - Black 50064	XQ - Pastoral Green 50313	8U - Bright Green 50738	SM - Spanish Manchu 50072
							
LY - Lt. Grey 50073	LB - Ice Blue #2 50719	8F - Copen 50221	RB - Blue Bird 50032	TQ - Turquoise 50531	F6 - Spruce 50296	KG - Emerald #1 50012	DG - Forest Green 50015
							
X1 - Silver Speed Grey 50689	XJ - Sky Blue 50055	EB - Empire Blue 50035	C3 - Royal 50190	CA - Cool Aqua 50051	8G - Erin Green 50299	K3 - Kelly Green 50303	EV - Evergreen 50534
							
BA - Banner Grey 50447	XM - Vibrant Chicory 50606	PC - Pacific Blue 50186	TR - True Royal 50539	AQ - Aqua 50016	5M - Green Radiance 50806	GS - Green Grass 50308	SG - Spruce #1 50014
							
SV - Silvery Grey 50448	MB - Blue 1 50031	PB - Danish Teal 50029	DR - Dark Royal Blue 50643	TL - Hornets Teal 50028	1C - Lime 50639	XT - Green 50619	SW - Swamp Gator 50660
							
GY - Western Grey 50046	XL - Oriental Blue 50220	SL - Slate Blue 50181	BB - Blueberry #2 50722	AV - Aqua Velva 50628	GN - Bright Green Neon 50765	8A - Brt. Evergreen 50005	2M - DH Green #2 50694
							
WG - Whale Grey 50490	BD - Blue Dawn 50569	XN - China Blue 50194	SN - Lt. Navy 50816	AZ - Azure 50017	9U - Peapod 50312	9V - Sage 51702	
							
1W - Metal 50454	XK - Blue Sky 50090	8N - Alexis Blue 50638	NL - Lt. Navy 50006	XO - Imperial Aqua 50581	S6 - Sage 50320	RG - Irish Green 50513	