

**ARTISTRY IN CUSTOM PATCHES FOR OVER 30 YEARS**



Hero's Pride® has been designing and creating custom patches for law enforcement, public safety agencies and professional organizations for more than 35 years. Our comprehensive knowledge and passion are what has allowed us to be the custom patch experts we are today. This expertise includes the systematic approach we take in creating distinctive professional patches with an easy to order process, fast turnaround times and guaranteed quality.

**YOUR PATCH - YOUR PRIDE - OUR RESPONSIBILITY.**

**CUSTOM PATCH DESIGN MADE EASY**

- Dedicated patch expert takes care of details for you – from design to hand inspection and everything in between!
- Excellence in quality, design and detail – 100% satisfaction Guarantee
- Competitive pricing with free design and artwork – experience 20% to 40% savings

**CREATE A NEW PATCH**

We turn your design into a professional patch you'll love. Design is free and you approve the final artwork.

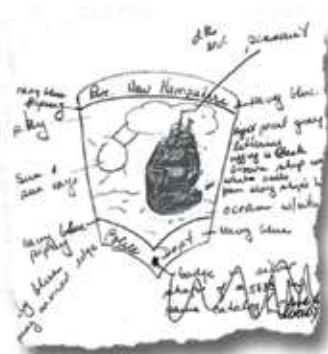
**REPRODUCE YOUR EXISTING PATCH**

Not all patches are created equal. We take your patch to the next level with sharper lettering and vibrant coloring.

**RUSH AVAILABLE**

8 day • 11 day  
Standard Manufacturing – 19 days

**100% SATISFACTION GUARANTEED**



SKETCH



DESIGN



ORIGINAL

OUR PATCH

**CUSTOMIZE YOUR PATCH STYLE**

You can choose from different styles when creating your custom patch including ordering your original design in additional color versions for assorted uniform and gear or to show support of health, community or other campaigns



**EMBROIDERED**



**WOVEN**



**PRINTED**



**PVC**



Original/Subdued Tactical/Pink Series

Below are some of the best practices we follow when it comes to designing a custom patch. Our dedicated patch expert will take care of these, and more, when creating your design.

### BORDERS

#### MERROWED BORDER

Marrow border style wraps around the patch to seal edges creating a finished piping effect.

#### HOT CUT EDGE BORDER

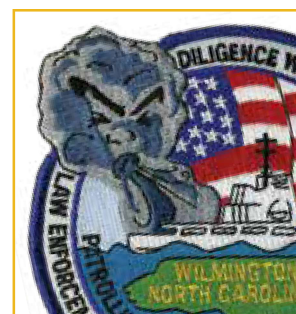
Laser or hot knife cut borders are used for intricate shapes to create perfectly defined edges.



MERROWED BORDER



HOT CUT EDGE BORDER



COMBINATION

### LETTERING

Block style lettering works best for embroidered styles but serif and script fonts can be used if space allows. It's best to avoid a condensed font style as lettering will not be as sharp or legible.

Patch Size	Main Lettering	Other Important Lettering	Seal Lettering	Representational Lettering
3"	1/4" - 5/16" Bold	3/16" - 1/4" Bold	3/16"	1/8"
4"	5/16" - 3/8" Bold	1/4" or more, Bold	3/16"	1/8"
5"	5/16" - 1/2" Bold	1/4" or more, Bold	3/16"	1/8"



3/16" BLOCK - 5 PER INCH



5/16" SERIF - OUTLINED



1/8" BLOCK - 7 PER INCH



1/8" BLOCK - 11 PER INCH

### ARCS & ROCKERS

These patch elements offer the flexibility of adding additional information to your patch, like identification of an organization or title, while maintaining a professional and cohesive look of your design.

**EACH ARC AND ROCKER IS DESIGNED TO FIT SNUGLY ABOVE OR BELOW YOUR PATCH.**



ARC



ROCKER



"V" ROCKER



3-SIDED SLIP ROCKER

### GRADIENTS

We choose the right type of stitching for your design to accurately represent color blending in a variety of ways.

### STITCH STYLES

We will use a combination of fill stitches, steil stitches and running stitches to create vivid details of your patch.



BURST



PROGRESSIVE



FILL



COMPLEX FILL



MOSAIC



BARs



STEIL STITCH



RUNNING STITCH

**CUSTOM PATCH DESIGN AND QUOTE FORM**

**FOR NEW OR EXISTING PATCH**

Photocopy this page to use for your design sketch and patch quote request details.

**1. PATCH SIZE**

W" \_\_\_\_\_

H" \_\_\_\_\_

**2. PATCH QUANTITY**

\_\_\_\_\_

**3. PATCH BACKGROUND**

100% Embroidery

Twill (cloth)

**CUSTOM PATCH FREE QUOTE**

- Submit your quote request and design example to:
  - a. Email: reseller@herospride.com
  - b. Website: HEROSPRIDE.COM
- Not all patches are created equal - Let Hero's Pride® quote reproducing your existing patch and you'll experience 20% - 40% savings and better design quality.
- Need more help in designing your patch?
- Visit our Customer Center online at HEROSPRIDE.COM



**1"                      2"                      3"                      4"                      5"**

<b>5"</b>						
<b>4"</b>						
<b>3"</b>						
<b>2"</b>						
<b>1"</b>						
<b>0"</b>						

**DESIGNING A NEW PATCH?**

- Sketch your patch here or anywhere and include with quote request
- Trace an outline from next page or draw your own
- Indicate colors: Background, border, all lettering, all details  
SEE COLOR CHART ON PAGE 124

**CUSTOM PATCH DESIGN TIPS**

No matter where you choose to order your patch, it's important to keep some of these areas in mind as they can make a difference in the design quality of your patch. When ordering from Hero's Pride® our patch experts take care of all these details and much more so you don't have to.

- Lettering looks best if it follows the curve of the patch border and is at least ¼" high
- Avoid using similar lettering colors on similar background colors - as details will be lost due to a lack of contrast
- Make sure design elements are pictorially correct - a dog shouldn't look like an anteater
- You should be able to read the lettering on your patch from 8-10 feet away, if you're not able to, it's likely because the lettering was too small or not in bold

We hope these tips help in your patch design!


























CUSTOM PATCH SHAPES

Use this page to photocopy and trace shape for your custom patch



**TWILL COLORS**

**THREAD COLORS**

White-E943		White-800
Black-E936		Black-900
Light Grey-E917		Dark Grey-486
Dark Grey-E918		Medium Grey-485
Dark Brown-E933		Silver Grey-484
Light Brown-E931		Dark Brown-739
Tan-E922		Medium Brown-738
Olive Drab-E954		Light Brown-736
Spruce Green-E953		Tan-734
Kelly Green-E970		Beige-813
Midnight Blue-E935		Khaki-841
Dark Navy-E934		Olive Drab-238
Navy Blue-E929		Forestry Green-257
Royal Blue-E927		Kelly Green-232
Sky Blue-E941		Moss Green-275
Light Blue-E938		Pastoral Green-229
Postman Blue-E965		Aqua-221
Red-E905		Dark Navy Blue-324
Light Red-E904		Navy Blue-335
Orange-E901		Royal Blue-367
Dark Gold-E912		Marine Blue-364
Summer Gold-E911		Light Blue-362
Medium Gold-E910		Postman Blue-314
Yellow-E909		California Blue-803
Light Yellow-E908		Purple-676
		Dark Red-194
		Red-701
		Light Red-700
		Sunkist-173
		Light Orange-170
		Peach-765
		Bronze-514
		Old Gold-562
		Dark Gold-525
		Summer Gold-524
		Medium Gold-546
		Yellow-541
		Eggshell-520
		Metallic Gold-901
		Metallic Silver-902



For additional thread charts  
and color selections go to:  
**[herospride.com/downloads](https://herospride.com/downloads)**