EMBROIDERY DESIGN GUIDE

WEAR THE BEST
**STOCK TEAM LETTERS**
Stock Team Letters can be ordered alone, side-by-side, staggered, interlocked or overlapped with no setup charge. Not all layout options are possible with all letters or fonts. All fonts offered with 3D or non-3D embroidery. Combine up to three letters in the layout of your choice. Some layouts may not work for all fonts.

<table>
<thead>
<tr>
<th>TEAM LETTER OPTIONS</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 LETTER - 1 COLOR</td>
<td>$5.00</td>
</tr>
<tr>
<td>2-3 LETTERS - 1 COLOR</td>
<td>$6.00</td>
</tr>
<tr>
<td>ADD OUTLINE</td>
<td>+ $1.00</td>
</tr>
<tr>
<td>ADD 3D EMBROIDERY</td>
<td>+ $2.50</td>
</tr>
</tbody>
</table>

**STOCK WORDING**
Wording fonts can be used on the front location in combination with team letters, mascots, or additional lines of text. These fonts are also a guide for side and back embroidery. All fonts shown here are offered in one-color, non-3D embroidery with additional options and restrictions noted within each font.

<table>
<thead>
<tr>
<th>WORDING OPTIONS</th>
<th>MSRP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 LINE OF TEXT - 1 COLOR</td>
<td>$5.00</td>
</tr>
<tr>
<td>2 LINES OF TEXT - 1 COLOR (per line)</td>
<td>$6.00</td>
</tr>
<tr>
<td>3 LINES OF TEXT - 1 COLOR (per line)</td>
<td>$7.00</td>
</tr>
<tr>
<td>ADD 3D (1 line of 3D text only, 2 lines of text total)</td>
<td>+ $2.50</td>
</tr>
<tr>
<td>ADD OUTLINE (per line, up to 2 lines of text)</td>
<td>+ $2.50</td>
</tr>
</tbody>
</table>

**NAME DROP DESIGNS**
Pick your favorite design and change the text, colors and icons to fit your needs. Please refer to the design number when ordering. Prices are listed by each name drop design.

**MASCOTS & OBJECTS**
Mascots and objects can be ordered alone, with text, or in mascot/object-ready name drops. 3D mascots are available on full front embroidery only. The offering shown in this catalog is an overview. For an expanded offering, visit www.richardsoncap.com.

**CUSTOM DESIGNS**
Can’t find what you are looking for from our extensive line of stock embroidery? Our team of experienced graphic artists, and embroidery service representatives can assist with the creation of custom logos. Setup charges may apply when ordering custom designs. Please work with your sales representative or authorized Richardson dealer for quotes.

**ORDERING EMBROIDERY**
Embroidery orders can be placed through any authorized Richardson dealer. Visit us online for a full list of stock embroidery options.

**LICENSED LOGOS**
Richardson is affiliated with the following collegiate organizations. Inquire with a Richardson sales representative or authorized dealer about our college cap program.

**EMBROIDERY PRICING**
**FULL FRONT POSITION:**
Prices for front embroidery are determined by the design type. Custom designs require a quote and may be subject to setup fees.

SIDE POSITION MSRP: $2.00
BACK POSITION MSRP: $3.00

Setup charges may apply to custom designs, but the application charge is the same for custom and stock side and back designs. Back position embroidery is offered on all cap styles except visors. We are unable to embroider on back straps.

**WE do not offer individual names or numbers on either front, back or side of caps or visors.**
### 3D TEAM LETTER EFFECTS

**SPORT SCRIPT EFFECTS**
Choose either Rope Script™ or Zig-Zag Script™ and have it applied to one letter from the Sport Script alphabet below. (Font is not interchangeable and only one letter available per cap. Not available on visors.)

- **Rope Script™**
- **Zig-Zag Script™**

**CITY BLOCK EFFECTS**
Add one of these striking looks to our 3D City Block font. Choose one or all of the effects and the letter of your choice. (Font is not interchangeable and only one letter available per cap. Not available on visors.)

- **Net™**
- **Net Fill™**

### STOCK TEAM LETTERS

<table>
<thead>
<tr>
<th>Font Name</th>
<th>Style</th>
<th>Alphabet</th>
<th>Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AA</strong></td>
<td>Athletic Block</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td>3D fill or 3D outline available</td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Full Block</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>City Block</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Pro Block</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Fancy Block</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Tiffany</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Century</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Brush Script</td>
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<td></td>
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<tr>
<td><strong>AA</strong></td>
<td>Sport Script</td>
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<td></td>
</tr>
<tr>
<td><strong>AA</strong></td>
<td>Team Script</td>
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<tr>
<td><strong>AA</strong></td>
<td>Uni Script</td>
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<tr>
<td><strong>AA</strong></td>
<td>MEGA Script</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
<td></td>
</tr>
</tbody>
</table>
STOCK TEAM LETTERS (continued)

- **LIGHTNING BOLT**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **BALL PARK**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **OLD ENGLISH**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **BLADE**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

**STOCK WORDING FONTS**

- **AIRSTREAM**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **RIVER SCRIPT**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **BALLPARK**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **OLD ENGLISH**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **BRUSH SCRIPT**
  - OPTIONS: 3D ONE OR TWO COLOR
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **PUFF SCRIPT**
  - OPTIONS: 3D ONE COLOR
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **MAGNETO**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z

- **BULLET SCRIPT**
  - OPTIONS: 3D ONE OR TWO COLOR
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
  - a b c d e f g h i j k l m n o p q r s t u v w x y z
<table>
<thead>
<tr>
<th>Font Style</th>
<th>Options</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletic Block</td>
<td>3D one or two color</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
<tr>
<td>Full Block</td>
<td>3D one or two color (upper case only)</td>
<td></td>
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<tr>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
<tr>
<td>Pro Block</td>
<td>3D one or two color</td>
<td>detached running stitch outline (non-3D only)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
<tr>
<td>City Block</td>
<td>3D one or two color (upper case only)</td>
<td>three color available winner running stitch outline (upper case)</td>
</tr>
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<td></td>
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<td>Swiss Condensed</td>
<td>3D (upper case only)</td>
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<tr>
<td>Euro Block</td>
<td>two color (upper case only)</td>
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<td></td>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
<tr>
<td>Tiffany</td>
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<td></td>
<td></td>
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<tr>
<td>Casual</td>
<td>3D (upper case only)</td>
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<tr>
<td>Plain Block</td>
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<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
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<tr>
<td>Copperplate</td>
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<td></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
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<tr>
<td>Comic Sans</td>
<td>3D (upper case only)</td>
<td></td>
</tr>
<tr>
<td></td>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
<tr>
<td>Century</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
<tr>
<td>Times</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
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<tr>
<td>Streamline</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789</td>
</tr>
</tbody>
</table>
ND165

**NORTHROP**

EST. 1933

Use any of our stock wording fonts with a stock mascot to create a logo you can call your own.

**MSRP: $9.00**

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ND166

**SEATTLE UNIVERSITY**

Modify this classic look with the stock wording font of your choice.

**MSRP: $8.00**

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ND205

**CEDARWOOD ATHLETICS**

Use any of our stock wording fonts to create your own unique look. Top line is 3D option.

**MSRP: $8.00 | 3D $2.50 |**

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ND215

**CLEVELAND FOOTBALL**

Choose any of the sport objects to the right and customize using our stock block fonts. Sports icon is available in 3D embroidery.

**MSRP: $8.00 | 3D $2.50 |**

**ALTERNATE OPTIONS FOR ND215**

For a simpler look, remove the outline from the main line of text.

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ND190

**RIVER VIEW EAGLES**

Use any non-3D stock wording font to create your own look. Football available in 3D embroidery.

**MSRP: $8.00 | 3D $2.50**

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ND191

**FALCONS**

Combine a mascot with any of our stock wording fonts.

**MSRP: $8.00**

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ND217

**MARSHALL RAMS**

Modify this logo with non 3D stock fonts to meet your baseball and softball needs.

**MSRP: $8.00**

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ND210

**ROSEVILLE RAIDERS**

A unique blend of stitch types makes this logo an eye catcher. Main word is available in up to three colors.

**MSRP: $9.00**

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ND212

**CORDOVA WOLVERINES**

Top line includes a detached running stitch outline. Choose any simple icon to use inside the crest.

**MSRP: $9.00**

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ND124

**BAYSIDE BEARS**

Replace the bear with a stock mascot of your choice. Main word available in 3D.

**MSRP: $9.00 | 3D $2.50**

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ND202

**GILMAN LACROSSE HIGH SCHOOL**

Choose any stock block font to alter this logo.

**MSRP: $7.00**
Modify these fonts to suite your style. Consider using up to three letters in oval.  
MSRP: $8.00

Inquire about a 3D option for the team letter in the center circle. Text font cannot be changed.  
MSRP: $9.00 | 3D + $2.50

Check our website for more simple mascots and objects to be used in this logo.  
www.richardsoncap.com

Try this sophisticated look for your next special event.  
MSRP: $8.00

Inquire about a 3D option for the team letter in the center circle. Text font cannot be changed.  
MSRP: $9.00 | 3D + $2.50

Consider this for your next championship logo. Main line of text is 3D option.  
MSRP: $9.00 | 3D + $2.50

Main line utilizes a detached running stitch outline. Fonts cannot be changed.  
MSRP: $8.00

A new twist on a classic look. The top line is available in 3D and can be replaced with any other stock 3D wording font.  
MSRP: $9.00 | 3D + $2.50

This dynamic logo includes a detached running stitch outer outline.  
MSRP: $9.00

This dynamic logo includes a detached running stitch outer outline.  
MSRP: $9.00

Modify this logo with one of the options to the right. Date can be replaced with additional stars, or a few more letters.  
MSRP: $9.00

Modify these fonts to suite your style. Consider using up to three letters in oval.  
MSRP: $8.00

Modify these fonts to suite your style. Consider using up to three letters in oval.  
MSRP: $8.00

Modify this logo with one of the options to the right. Date can be replaced with additional stars, or a few more letters.  
MSRP: $9.00

Remove as much text as desired to create your own look. Sun can be removed as well.  
MSRP: $9.00

Box contains your choice of letter and a running stitch outer outline.  
MSRP: $8.00

This dynamic logo includes a detached running stitch outer outline.  
MSRP: $9.00

Box fill has a two color pattern. Large letter has a detached running stitch outline. Fonts can not be changed.  
MSRP: $8.00

Modify this logo with one of the options to the right. Date can be replaced with additional stars, or a few more letters.  
MSRP: $9.00
ND151
Outline of letter in background is one-color and non 3D. Select any stock wording font to make this logo work for you.
MSRP: $8.00 | 3D $2.50

ND126
Main line is available in 3D. Feel free to add another small line of text to this logo.
MSRP: $8.00 | 3D $2.50

ND315
The main color of “Champions” is available in 3D, and the word cannot be changed. Modify the top line and date as needed.
MSRP: $9.00 | 3D $2.50

ND130
Main word is available in 3D embroidery with your choice of one or two colors.
MSRP: $8.00 | 3D $2.50

ND131
Main word is available in 3D embroidery with your choice of one or two colors.
MSRP: $9.00 | 3D $2.50

ND100
Try any of our one color, non 3D script fonts to create your own look.
MSRP: $7.00

ND158
Choose any of the sport objects to the right and customize using our stock fonts.
MSRP: $7.00

ALTERNATE OPTIONS FOR ND158
Don’t see the sport that you are looking for represented above? We can create a custom design to suite your needs.

ND169
Choose your favorite wording font to make your logo stand out. Script font in background cannot be changed.
MSRP: $7.00

ALTERNATE OPTIONS FOR ND169
Don’t see the sport that you are looking for represented above? We can create a custom design to suite your needs.

ND181
See options to the right. Replace main icon to fit your needs.
MSRP: $8.00

ALTERNATE OPTIONS FOR ND181
Use any one-color, non-3D stock wording font for the main word.

ND168
Utilize up to five letters with this unique font. Letters contain a complex two-color fill pattern with a running stitch outer outline.
MSRP: $9.00
Change the text and incorporate any of our wildlife images shown below.
MSRP: $9.00

Use any of our one color wording fonts to enhance this stylized sunset scene.
MSRP: $9.00

Choose from the wildlife images on the right for the center of this design.
MSRP: $9.00

'All-Stars' is available with 3D embroidery and cannot be changed.
MSRP: $9.00 | 3D + $2.50

This all star logo can be modified any way you please. Remove the stars, replace baseball, get creative!
MSRP: $8.00

This all star logo works well on caps and visors. Fonts are not interchangeable.
MSRP: $7.00

Large main word with one or two lines of smaller text above and/or below. Oval can be appliqué or fill-stitch with two outlines.
MSRP: $9.00 | (WITH FILL-STITCH OPTION)

One line of text with a shadow over a double running-stitch letter. Oval can be appliqué or fill stitch with two outlines.
MSRP: $9.00 | (WITH FILL-STITCH OPTION)

Appliqué logos are a great way to add texture and dimension to your cap. Applique samples shown are for texture only, shades and colors are subject to change. Ask your dealer for updated color information.

<table>
<thead>
<tr>
<th>BLACK</th>
<th>CHARCOAL</th>
<th>CREAM</th>
<th>NATURAL</th>
</tr>
</thead>
</table>

Richmond 09 All-Stars

All-Stars 2009

Huntsville Athletics

Wildcats

Western Outfitters

Prairie Grass Outfitter

Silverthorn House Boats

Lake Austin Spa Resort

Umpqua Guide Service

Appliqué samples shown are for texture only, shades and colors are subject to change. Ask your dealer for updated color information.
STOCK MASCOTS

BDOG001 3D  BDOG002 3D  BDOG003 3D  BEAR001 3D  BEAR004 3D  BUFF003
BULL001 3D  CARD001 3D  CARD002 3D  CATS005 3D  CATS009 3D  COBR001 3D
COWB002 3D  DEVL001 3D  DRGN001 3D  EAGL001 3D  EAGL004 3D  EAGL005 3D
PTFL001 3D  GATR001 3D  HAWK001 3D  HAWK003 3D  HORS001 3D  HORS002 3D
HORS003 3D  HORS006 3D  HRNT004 3D  HRNT005 3D  HSKY003 3D  HSKY005 3D
INDN001 3D  INDN004 3D  KNGH003 3D  KNGH004 3D  LION003 3D  LION004 3D
LION007 3D  LGNH001 3D  LGNH002 3D  LGNH003 3D  PATR004 3D  PAWP001 3D
PAWP002 3D  PAWP006 3D  PRTE001 3D  PRTE005 3D  RAMH003 3D  RAVN002 3D