



# INSTRUCTIONS FOR COMPLETING THE CUSTOM EMBELLISHMENT FORM

## FILLING OUT THE FORM

Please Note: Fill out one Custom Embellishment Form per garment. For example, if you are submitting custom embellishments for a leotard *and* warm-up jacket, please fill out two separate forms.

### THE BASICS

1. Start by filling out the top of your form to the best of your ability. If you know your account name and number start there. If not, move on to step 2. If you are a new customer, please write “NEW” in the space provided for account number.
2. Please provide your phone number, e-mail address, contact name, and date of request in the spaces provided.
3. Use the check boxes provided to indicate the type of garment your embellishment(s) will be applied to.
4. Use the spaces provided to tell us your In Stock, Special Order, or Custom Design style number (if applicable). Please let us know how many potential pieces you will be ordering and the approximate size range you will need.
5. Please fill out the applicable drop down menus (dependant upon your garment type). For more information on leg cuts, please refer to the current collateral. When choosing your leotard logo color, please refer to the back of the current Special Order Catalog for a list of coordinating fabric colors. Logo colors must be contrasting and are subject to change.
6. Please start by providing the style number of your garment. For Special Order garments, enter your fabrics/colors for each area using your current collateral for guidance. For In Stock garments, please list the desired stock color under A.
7. If you would like your main garment shown with another garment (for example: a leotard with a pair of shorts), please indicate the secondary style number in the area provided. For Special Order garments, enter your fabrics/colors for each area using your current collateral for guidance. For In Stock garments, please list the desired stock color under A.
8. Please use the “further details” section to convey any additional information about your garments (for example: I want my logo shown on CB113, but I would also like to see Jewel J451 in brilliance crystals on it). Use this space for style specific and stock embellishments only. All custom embellishment requests will be automatically shown on your color picture.

### TELL US ABOUT YOUR EMBELLISHMENT

9. Begin by letting us know what kind of embellishment you want.
  - Jewels: When choosing a jeweled embellishment, keep in mind that if the jewel runs along a style line, it is a laser jewel (all other jewels are heat transfers). If you are choosing the jeweled team name, please select that option and then choose what type of jeweled team name you would like from the appropriate drop down menu.
  - Applique Embroidery: If you choose applique embroidery, please be sure to indicate the fabric type & color for all applicable layers.
  - Applique Embroidery with Jewels: If you would like to have an applique embroidered logo with jewels on top, you must fill out two separate embellishment information boxes for that logo. Indicate in the “further details” section that the jewels and embroidery will be layered.
10. Please indicate your embellishment colors in the area provided; refer to the back of your current catalog for available embellishment colors.
11. Use the drop down menu to tell us what font type or style you want. Our stock fonts are listed as well as two additional options. Use these options if you do not want to use our stock fonts. If you already have a custom font, please choose “other” and attach a photo or drawing of your font. If you know the name of your font, please choose “other”, then list the font name in the “further details” section (i.e., Helvetica Neue, Light Italic). Use the checkboxes to let us know if you want all capital letters or upper/lowercase letters.
12. If you are basing your embellishment off of a current GK embellishment, please indicate the similar embellishment name in the area called “embellishment reference.”
13. Use the checkboxes to let us know where you would like your embellishment located. If you check the “other” box, please be sure to explain the location of the embellishment. For front and back locations, please use the drop down menus to indicate the specific area.

14. Please use the “further details” section to give us more direction on how you would like your custom embellishment to look (for example: I would like a scripted font saying Fierce with the “e” looping back and creating an underline below the word.) Please also list any style specific or stock jewels along with jewel color in this area.
15. Each Custom Embellishment Form includes spaces for up to six embellishments. If you should need more space, please completely fill out all forms and be sure to indicate on all forms how many embellishment documents are being submitted for this garment.

#### **SAVING THE CHANGES**

16. If you would like, you can also include sketches or pictures of your design ideas. Please note: you do not need to provide this; however, it will help GK’s designers to better understand what you are looking for.
17. PC Instructions: Save your Custom Design Form by clicking File > Print. Once in the print menu, save your pdf as a Primo PDF or a Nitro PDF by selecting the corresponding program from the print menu.  
Mac Instructions: Fill out your form in Safari. Once complete, click File > Print. Then click on the PDF button and Save as PDF button.
18. Email your Custom Embellishment Form and drawing to [custserv@gkelite.com](mailto:custserv@gkelite.com) or to your Customer Service Representative directly.