***IMPORTANT NOTE: If your submission deviates too far from this template, or is incomplete, we will return it to you for corrections before we can publish it.***

*Copyright ©2021, designer’s name*

**Project Title**

**designed by** designer name **of** company name

**www.website.com** *(http:// not needed)*

**Stitch count: \_\_ wide x \_\_ high Finished size: \_\_ inches wide x \_\_ inches high**

**Materials Needed:**

* \_\_\_\_ x \_\_\_\_ inches linen (or fabric used)\*
* Type and brand of threads used (*see Stitching/Color Key*)\*
* Second brand of thread, if used (*see Stitching/Color Key*)\*\*
* Sullivans USA threads (*see Stitching/Color Key*)\*\*\*
* Embroidery hoop and size used
* Any sewing notions used\*\*\*
* Any other materials you used in the project†

Do not delete Sullivans threads from Materials List or resources table.

Delete each item in this list as you insert the materials you used in the project.

Do not add spaces, indentions, or change terms

Highlight and delete rows in table to right if you don’t need them all – do NOT add spaces in front of entries

**Available From:**

|  |
| --- |
| \***company name**  www.\_\_\_\_.com  Phone: |
| \*\***company name**  www.\_\_\_\_.com  Phone: |
| \*\*\***Sullivans USA**  www.mynotions.com |
| †**company name**  www.\_\_\_\_.com  Phone: |

**You can include a short designer’s paragraph here if you wish; we will include it if space allows. Otherwise, delete this text.**

**Stitching/Color Key**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Symbol** | **Thread Brand Used for Model** | **DMC** | **Sullivans** | **No. Skeins** |
|  | Color number, color name | Color number, color name | Color number | Number |
|  | Separate number and name with a comma |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

***The model uses (insert brands you used) threads.***

*The key also provides thread color equivalents for colorfast, tangle-free, six-strand floss from Sullivans USA. Keep in mind that solid thread colors do not give the same finish as hand-dyed or variegated threads.*

**Instructions:**

1. Stitch using X (spelled out number) of threads over X (spelled out number) linen threads. **Leave this text as Step 1, filling in the correct numbers.**
2. Include all step-by-step instructions beginning here, and ending with complete finishing instructions.
3. After typing a step, hit ENTER and the next line will begin with the next number and tab in the correct format. DO NOT hit ENTER at the end of every line, just at the end of the step.
4. Type in your instructions – do not attempt to copy and paste from another source or the formatting will change.
5. Do not include advertising of your own products – list them in *Materials Needed*: section and list your shop in the *Available From*: section –do not advertise within the instructions.
6. Do not indent or change the fonts in this section. Instructions use Times New Roman, 12-point font.
7. Use ONE space between sentences –typewriters used two spaces, but digital copy is proportionally spaced and uses only one space following a period.
8. Remember to use active voice (no past tense) in your instructions. *Pretend you are instructing someone in person to keep in present tense and active voice. Refer to the Style Guide for more information.*

**Send hi-res model photo and chart separately.**

**DO NOT include any type of instructions or notations on the chart!**

**BLACK & WHITE SYMBOLS CHARTS IN HIGH RESOLUTION ARE PREFFERRED FOR BEST QUALITY PRINTING.**

**PLEASE USE SYMBOLS THAT WILL PRINT WELL AND ARE NOT SIMILAR.**

**PLEASE BE SURE TO LEAVE 2-3 BORDER ROWS AROUND YOUR CHART SO SYMBOLS ARE NOT IN THE OUTSIDE ROW.**