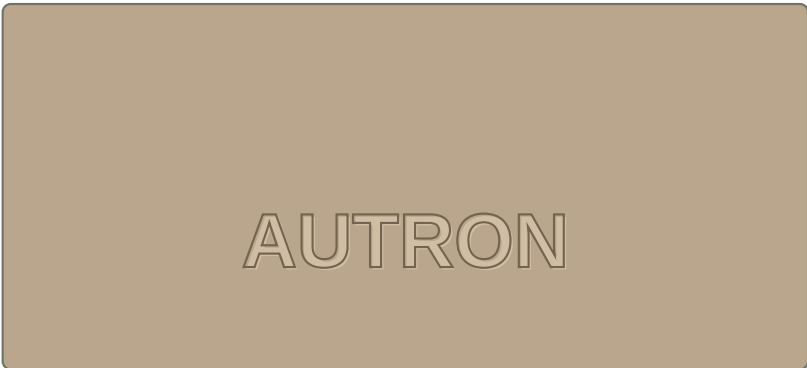


One wordmark. Eight different processes.

A material-led study using AUTRON as the sample mark. Original proposals for bag development.

L01 / Blind deboss



Smooth leather or embossable PU

L02 / Foil transfer



Smooth coated PU or leather

L03 / Satin-stitch embroidery



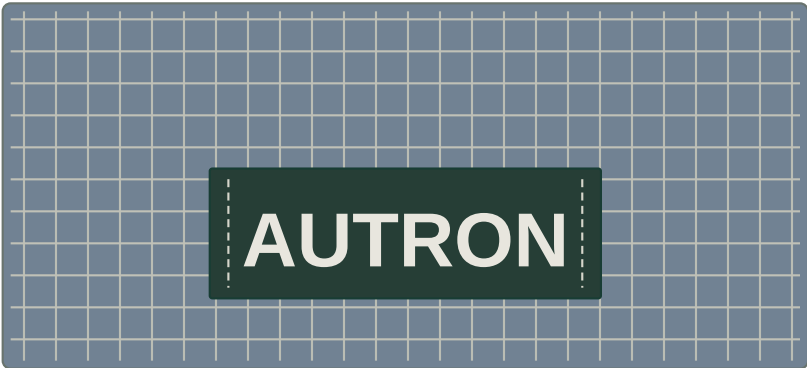
Dense canvas or nylon with stabiliser

L04 / Cut applique lettering



PU letters stitched onto canvas

L05 / Woven label



Dense woven yarn label on denim or nylon

L06 / Screen-printed mark



Compatible ink on cotton canvas

L07 / Moulded silicone badge



Sew-on silicone badge on nylon

L08 / Metal wordmark



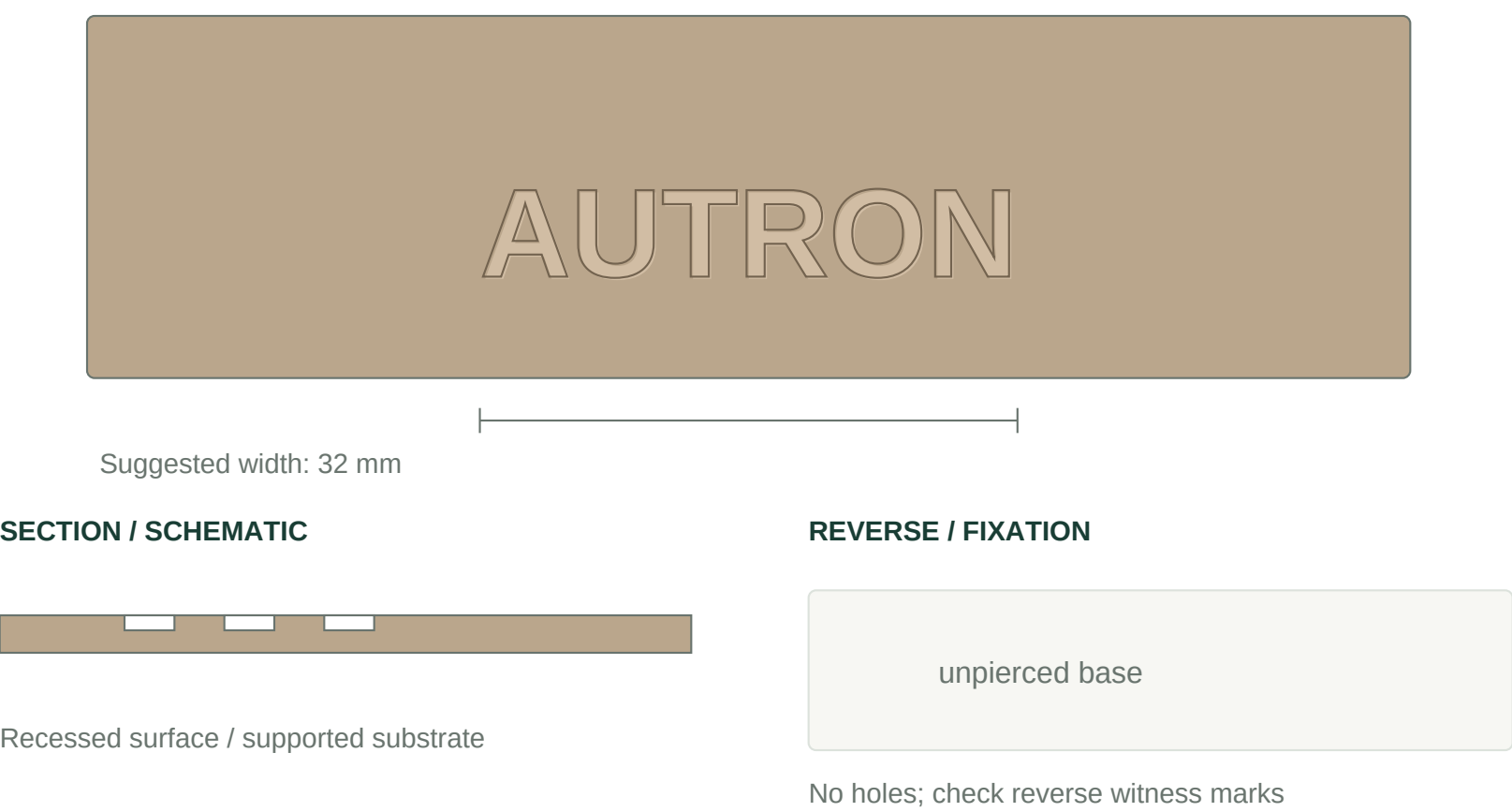
Metal letters on reinforced PU panel

Logo construction / 01 + 02

Front artwork, a schematic section and reverse fixation. Drawings are not to scale.

L01 / Blind deboss

Press a recessed wordmark into a supported flat panel.



MATERIAL / Smooth leather or embossable PU

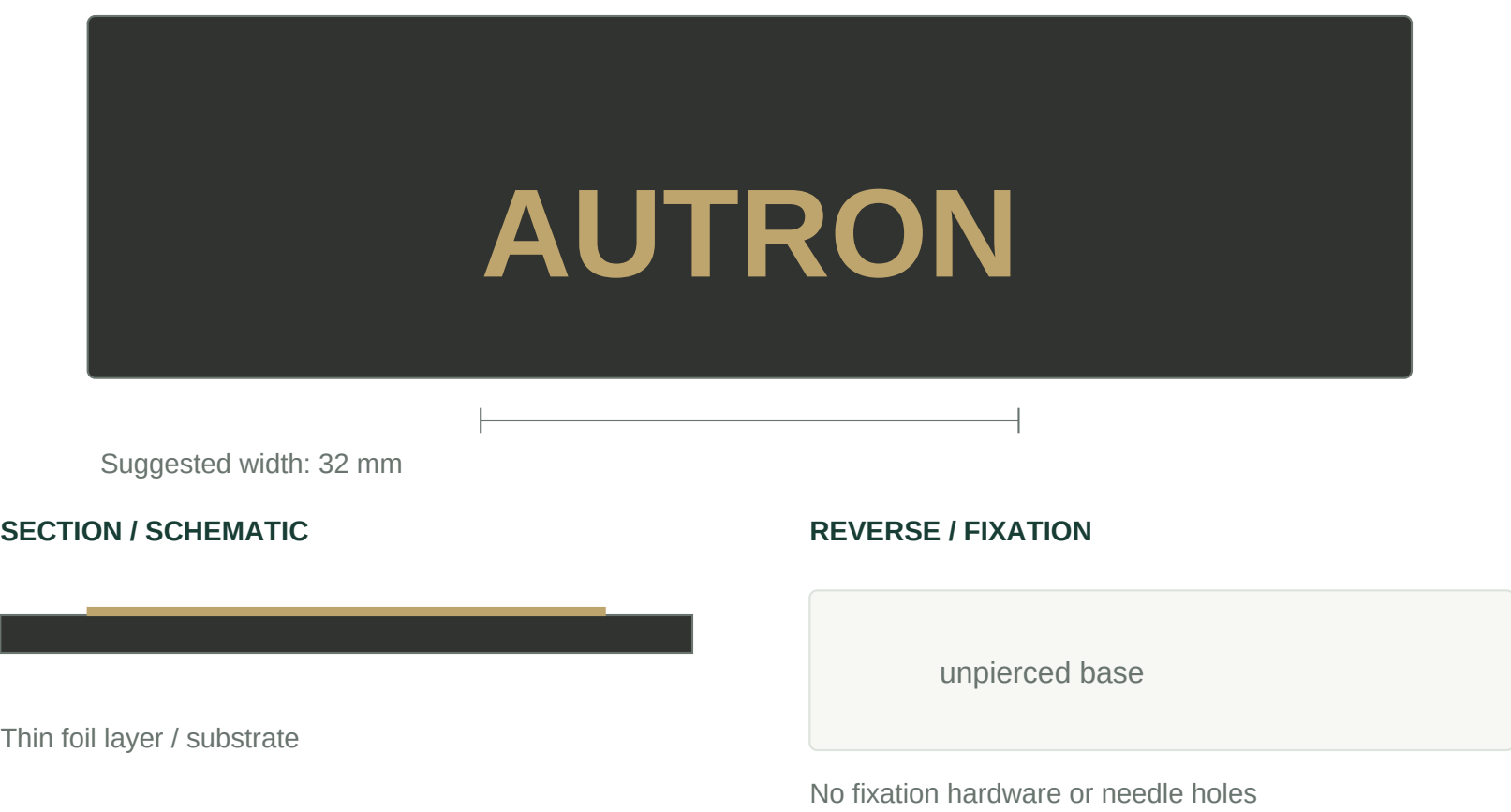
Use: Quiet everyday bags and small leather goods.

Trial: Trial depth on the actual finish. Check rebound, surface whitening and legibility after repeated flexing.

Deep grain can hide fine letters.

L02 / Foil transfer

Transfer a thin metallic foil wordmark onto the surface.



MATERIAL / Smooth coated PU or leather

Use: Dressy shoulder bags and wallets.

Trial: Match foil and heat process to the coating. Check edge definition, dry/wet rub, adhesion and flex cracking.

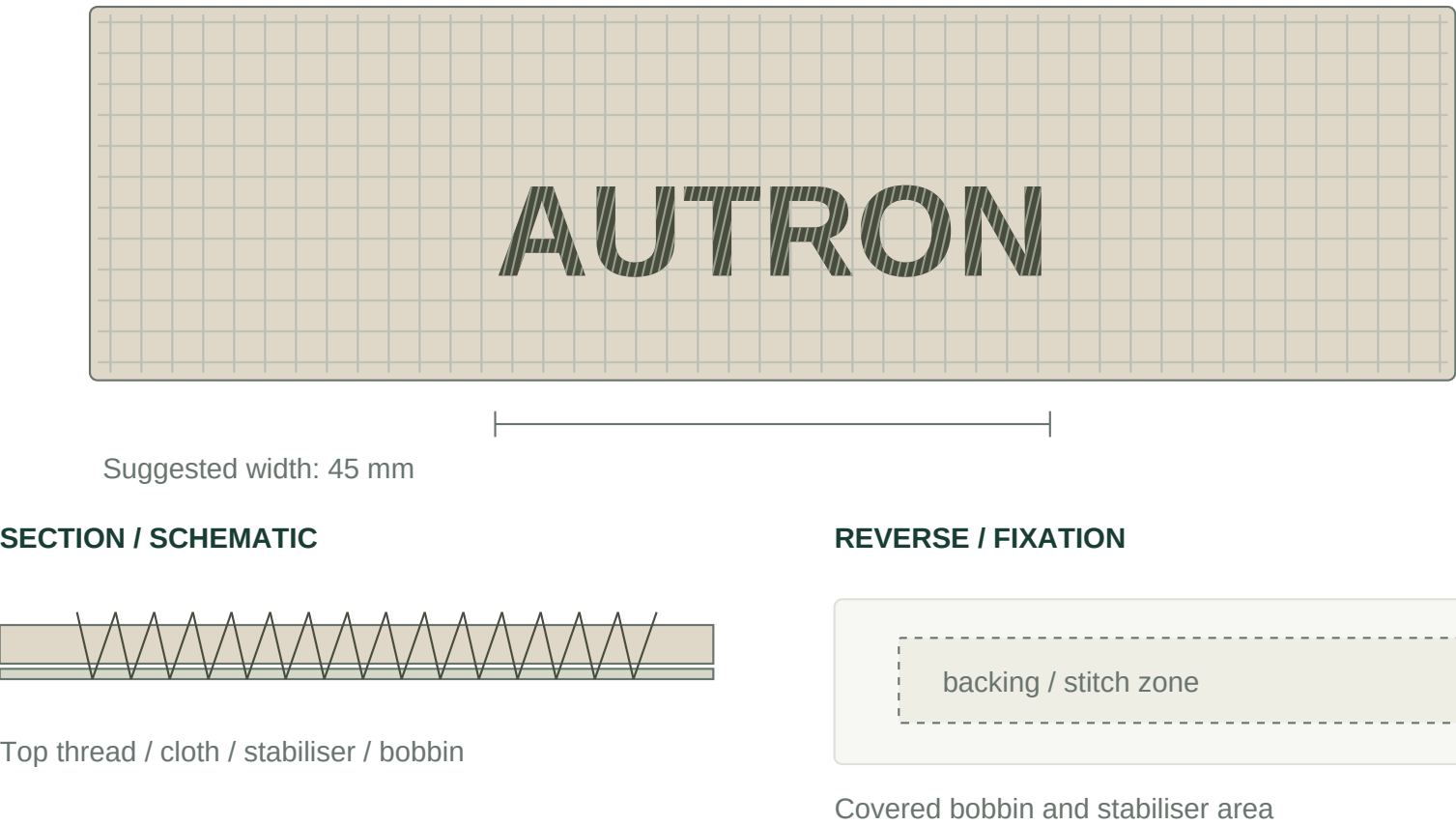
Coarse grain may interrupt coverage.

Logo construction / 03 + 04

Front artwork, a schematic section and reverse fixation. Drawings are not to scale.

L03 / Satin-stitch embroidery

Digitise letter columns and stitch through the base fabric.



MATERIAL / Dense canvas or nylon with stabiliser

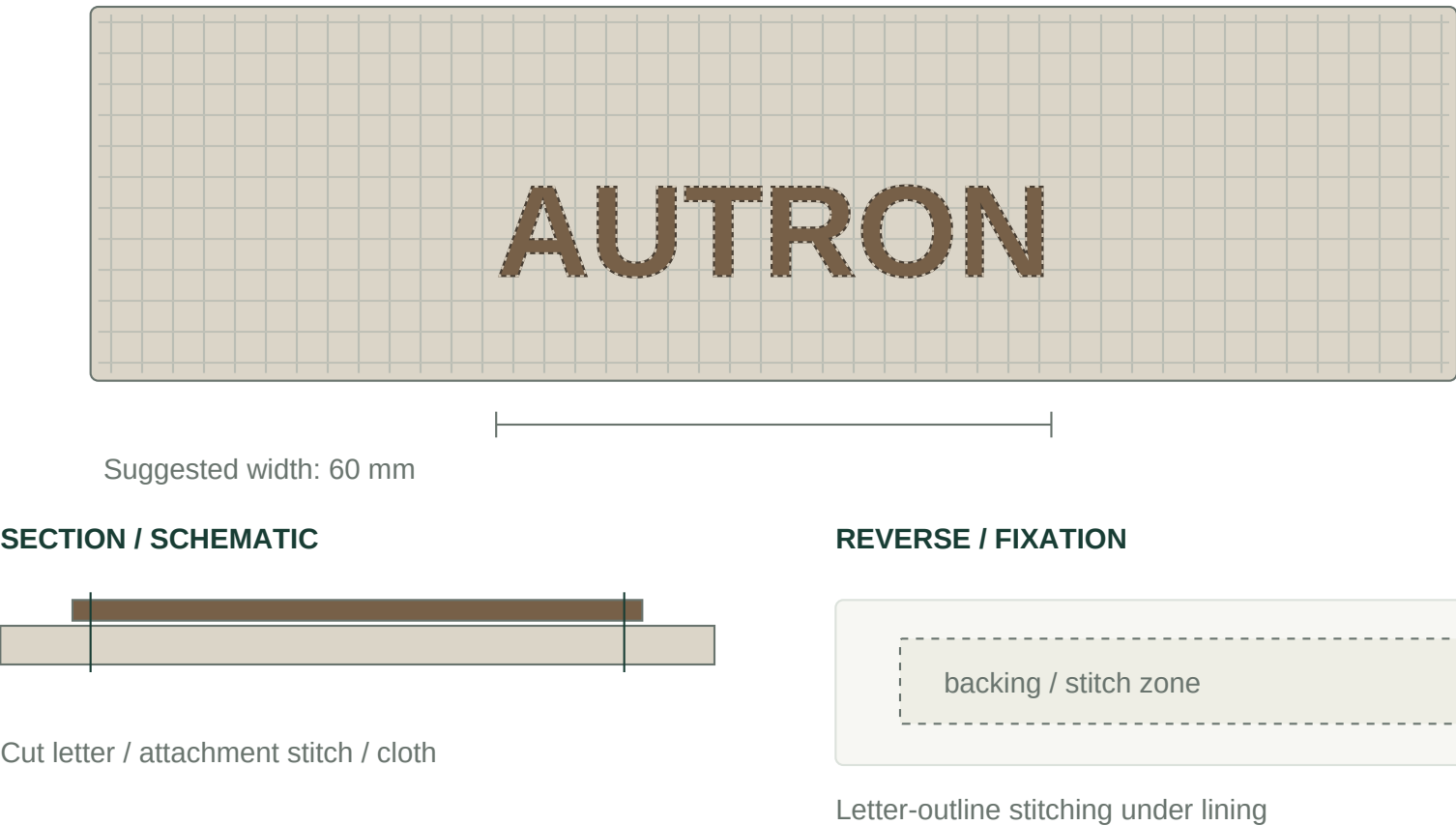
Use: Canvas totes and nylon casual bags.

Trial: Test stitch direction and density with the selected thread and backing. Check puckering, closed counters and snagging.

Fine letters need a separate small-size trial.

L04 / Cut applique lettering

Cut separate letters, position with a jig, then edge-stitch.



MATERIAL / PU letters stitched onto canvas

Use: Casual totes and larger front panels.

Trial: Check small corners, cut-edge stability and peeling between stitches. Trial bending before scaling the artwork.

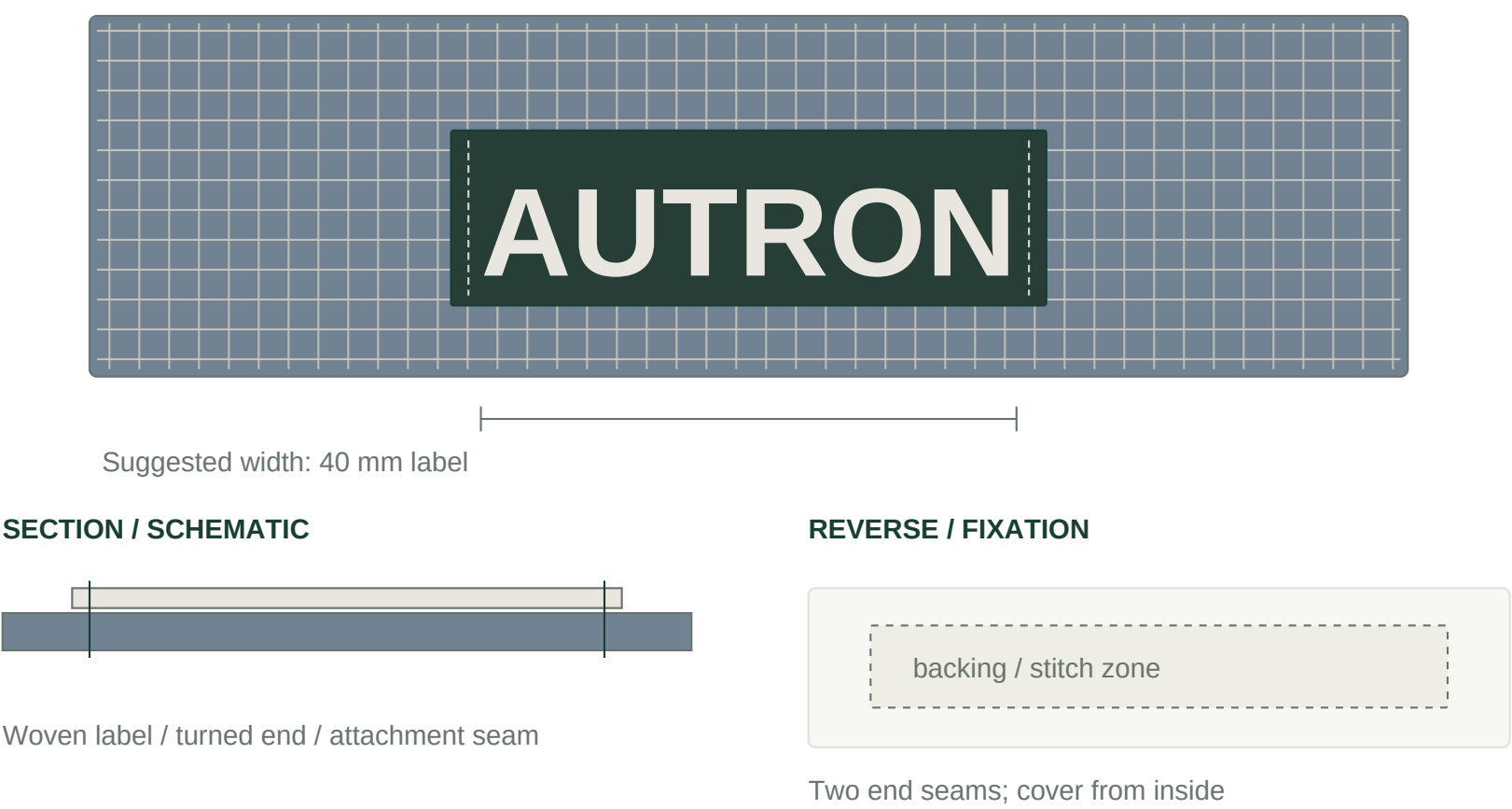
Narrow letters can distort during sewing.

Logo construction / 05 + 06

Front artwork, a schematic section and reverse fixation. Drawings are not to scale.

L05 / Woven label

Weave the wordmark into a label; turn ends and sew on.



MATERIAL / Dense woven yarn label on denim or nylon

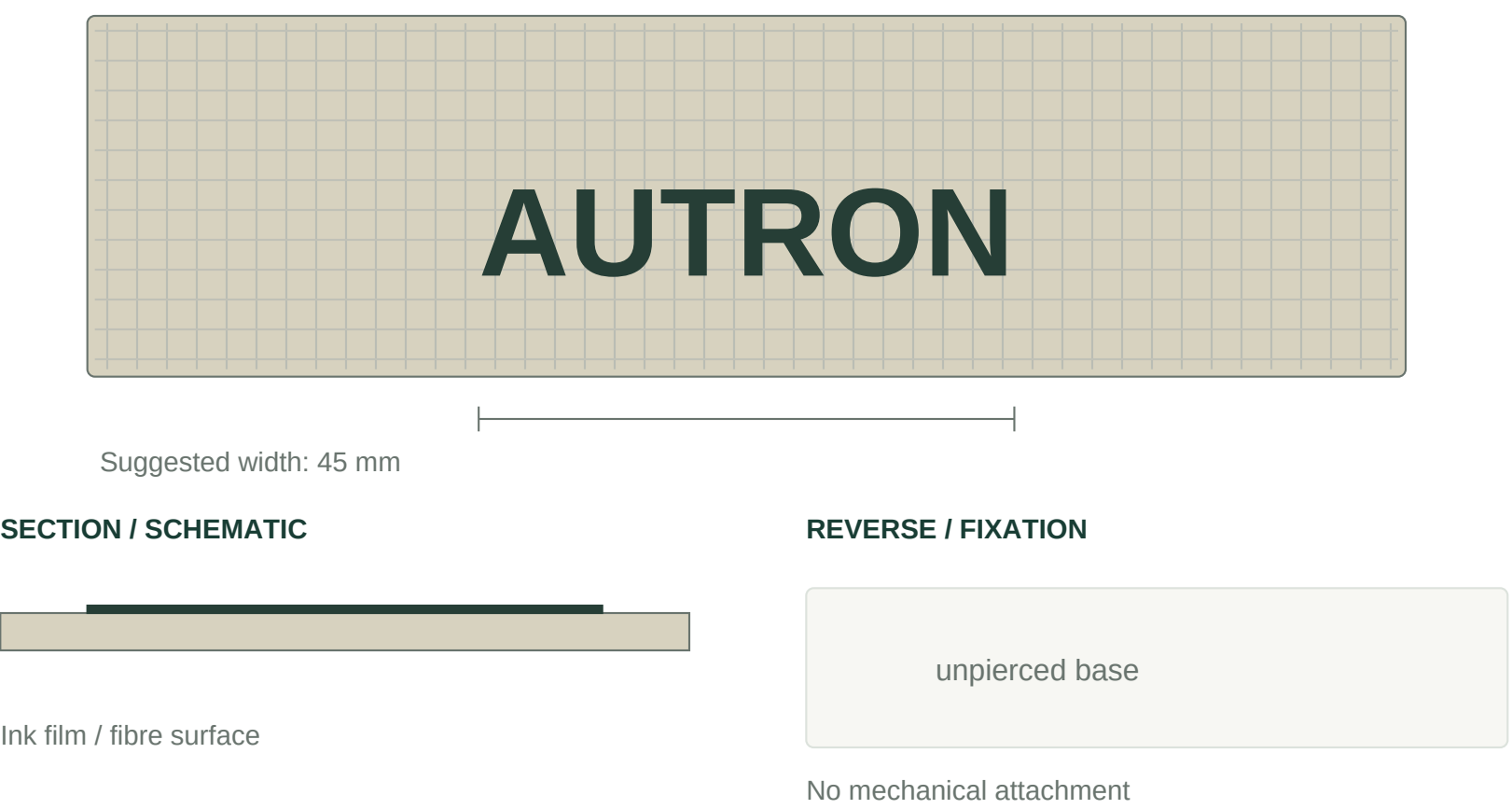
Use: Fabric bags, lining and utility pockets.

Trial: Approve the loom sample and yarn contrast. Check letter clarity, cut-edge fray, seam position and label curl.

Small counters may fill in the weave.

L06 / Screen-printed mark

Deposit ink through a screen onto a supported flat panel.



MATERIAL / Compatible ink on cotton canvas

Use: Canvas totes and lightweight pouches.

Trial: Choose ink and cure route with the printer. Check rub, flex, migration and adhesion on the production substrate.

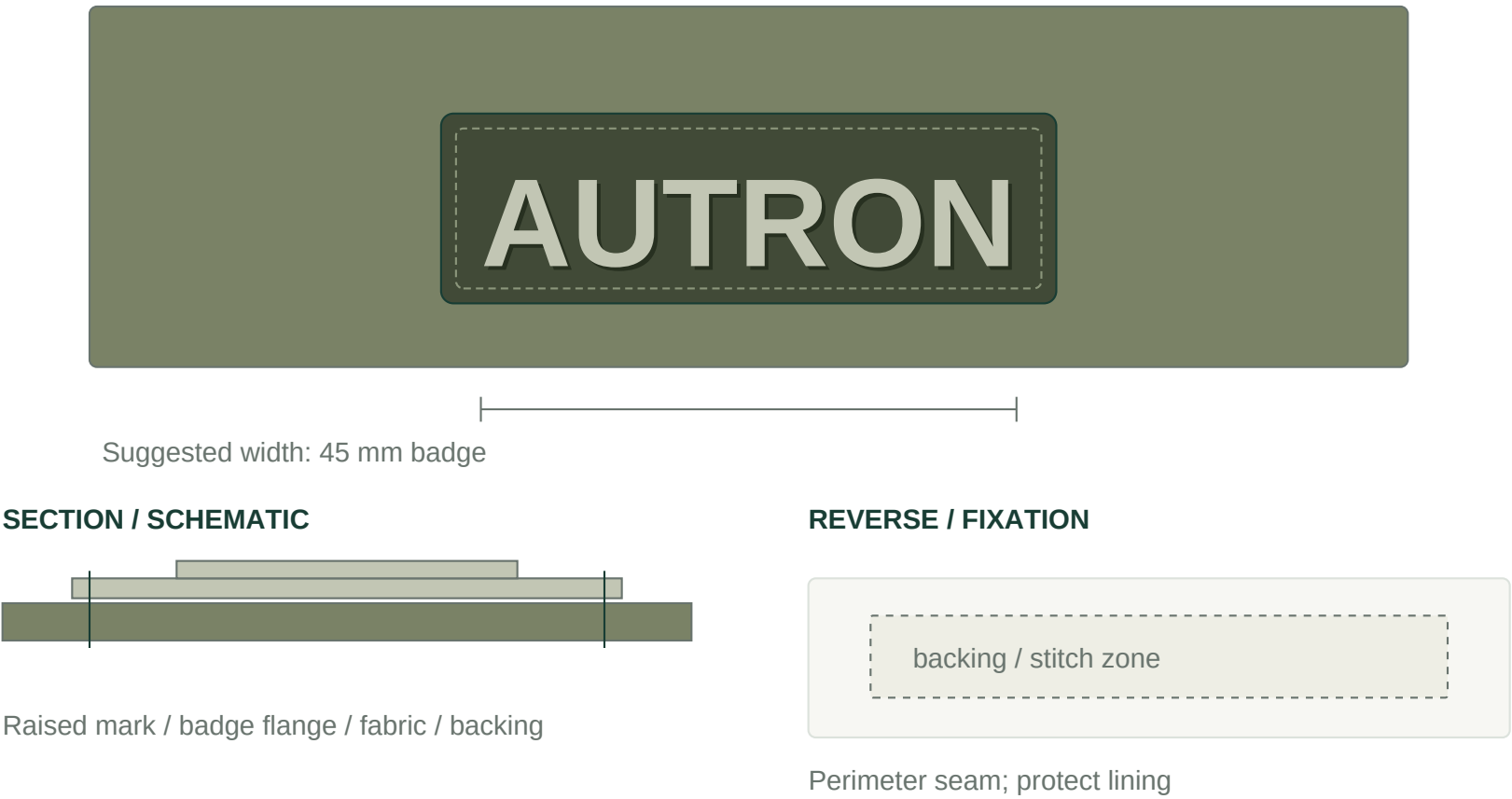
Water-repellent finishes can resist ink.

Logo construction / 07 + 08

Front artwork, a schematic section and reverse fixation. Drawings are not to scale.

L07 / Moulded silicone badge

Mould raised lettering and a recessed sewing channel.



MATERIAL / Sew-on silicone badge on nylon

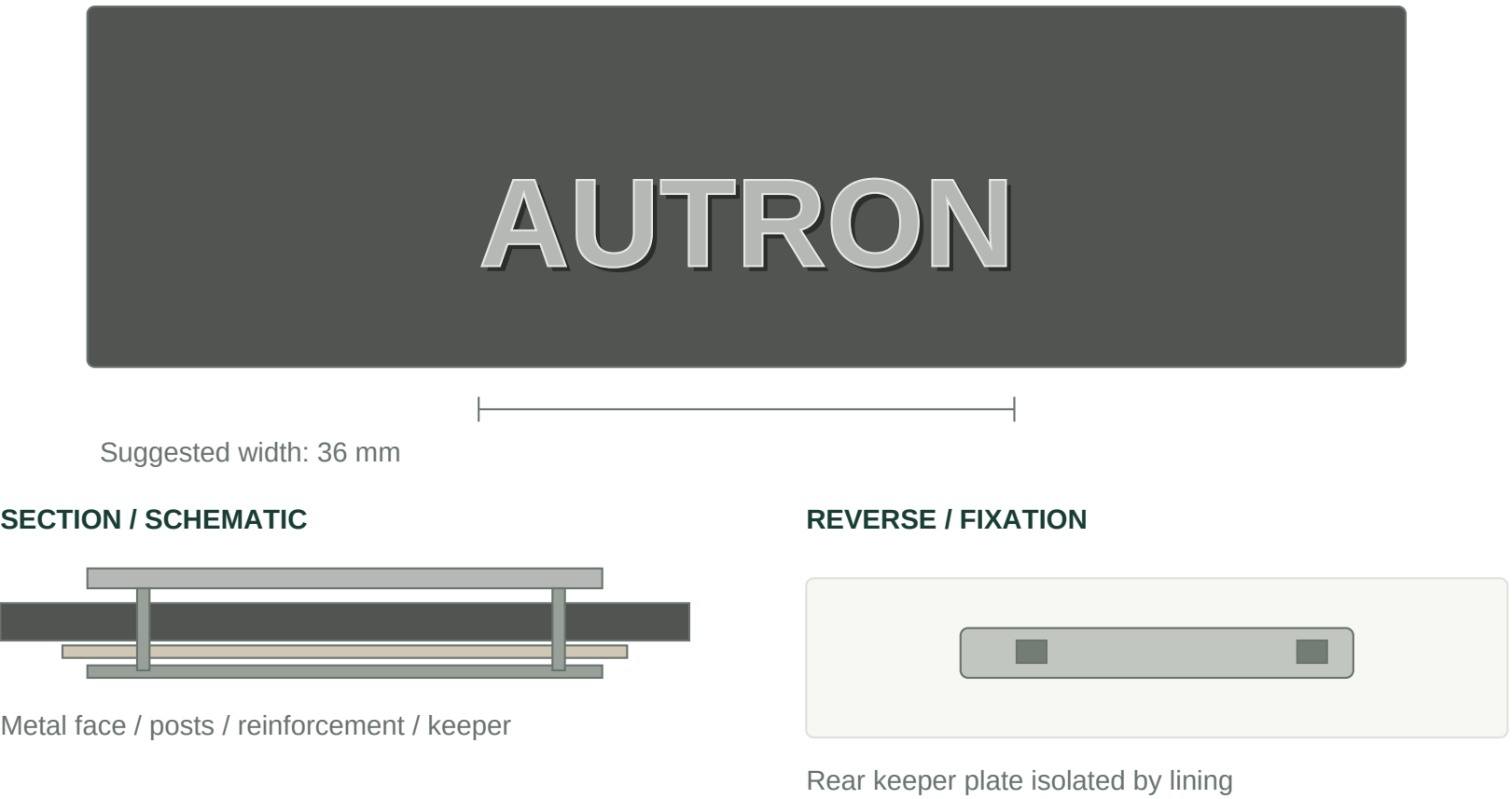
Use: Sport, travel and technical nylon bags.

Trial: Confirm material grade and tooling. Check tear at needle holes, snagging, pull security and colour migration.

Thick badges can stiffen a soft panel.

L08 / Metal wordmark

Fix a metal wordmark through a positioning jig and backing.



MATERIAL / Metal letters on reinforced PU panel

Use: Structured shoulders and compact crossbodies.

Trial: Confirm alloy, plating and fastening. Check pull security, rotation, burrs, corrosion and lining protection.

Unsupported fabric may sag or tear.

Choose the process with the material

Suggested starting points only. Approve the actual material, artwork and attachment as one sample.

PROCESS	BEST FIRST TRIAL	MAIN SAMPLE CHECK	PLACEMENT
L01 / Blind deboss	Smooth leather or embossable PU	Deep grain can hide fine letters.	Lower-centre on a stable panel
L02 / Foil transfer	Smooth coated PU or leather	Coarse grain may interrupt coverage.	Lower-centre on a stable panel
L03 / Satin-stitch embroidery	Dense canvas or nylon with stabiliser	Fine letters need a separate small-size trial.	Lower-centre on a stable panel
L04 / Cut applique lettering	PU letters stitched onto canvas	Narrow letters can distort during sewing.	Lower-centre on a stable panel
L05 / Woven label	Dense woven yarn label on denim or nylon	Small counters may fill in the weave.	Lower-centre on a stable panel
L06 / Screen-printed mark	Compatible ink on cotton canvas	Water-repellent finishes can resist ink.	Lower-centre on a stable panel
L07 / Moulded silicone badge	Sew-on silicone badge on nylon	Thick badges can stiffen a soft panel.	Lower-centre on a stable panel
L08 / Metal wordmark	Metal letters on reinforced PU panel	Unsupported fabric may sag or tear.	Lower-centre on a stable panel

PLACEMENT CONTROL

Suggested starting position: horizontal centre of the finished front panel, 25 mm above the finished bottom edge. Reconfirm on the full-size bag mock-up; avoid seam allowances, folds and moving hardware.

SIGN-OFF BEFORE TOOLING

Confirm artwork outlines, size, substrate, finish, backing and acceptance criteria. No tooling or bulk approval is implied.