

KRISTY SANTOS *→+

Creating & Leaving things better for people along the way.

PRODUCT REBRAND | GAP INC. ATHLETA BRAND

On-Product Exterior Branding Initiative + Brand Guidebook

Brand: [Athleta](#) (Gap Inc.)

Visuals: See below (Branding Guidebook, Omni Boards, Trim Library, Miro Documentation)

PROJECT GOAL

Elevate **brand power and consumer connection** through cohesive, on-product exterior branding across Athleta's women's and girls' apparel lines. The goal was to unify **design, marketing, and product development** under a single visual strategy, creating a scalable and consistent brand presence across all materials and end uses.

This multi-year initiative introduced a **new exterior wordmark and logomark system** across 80–95% of Athleta's core assortment and produced a **global On-Product Branding Guidebook** to support alignment, adoption, and quality execution.

STRATEGIC PROGRAM

- **Create a standardized branding system across all core categories** (Yoga & Studio, Run & Train, Swim & Surf, All Day Active, Gear) over 200+ product styles.
- **Develop a comprehensive Brand Guidebook** documenting techniques, placement, and trim standards.
- **Align cross-functional teams through visual boards**, costing reviews, and adoption checkpoints.
- **Implement consumer testing and validation** to measure market resonance and adoption success.
- **Validate costing implications**, right-size margins, and negotiate vendor efficiencies to ensure scalable implementation across diverse product tiers.
- **Establish new trim specification templates** and integrate them into PLM to streamline vendor communication and reduce sampling errors.
- **Partner with global sourcing offices and mills to test and approve branding applications**, ensuring material compatibility and performance durability.
- **Implement a centralized tracking dashboard** to monitor adoption rates, cost variances, and seasonal readiness.
- **Lead change management and rollout training for cross-functional teams** to ensure consistent adoption of branding standards.
- Collaborate with Marketing and Visual Merchandising to align **on-product branding with broader storytelling** and campaign visuals.
- **Introduce a vendor scorecard system** to evaluate quality, lead times, and pricing alignment post-implementation.
- **Drive risk assessment and mitigation plans**, identifying potential production or sourcing delays during adoption cycles.

MY ROLE | PRODUCT DEVELOPMENT PROJECT MANAGER + BRAND OPERATIONS LEAD

At Athleta, I led the **on-product rebrand initiative** spanning multiple adoption cycles from 2021–2024. Working across **Design, Merchandising, Sourcing, and Marketing**, I owned project planning, vendor engagement, and cross-functional communication from concept through production. I managed deliverables, timelines, and budget implications while driving alignment between creative vision and technical execution.

Key Responsibilities

- Led alignment workshops between **Design, Product Development, and Marketing** to define vision and scope.
- Oversaw **trim development**, vendor testing, and execution across multiple global manufacturing partners.
- Authored and maintained the **On-Product Branding Guidebook** and **Miro-based tracking dashboards**.
- Partnered with sourcing and design teams to evaluate and evolve **hardware trims** and **branding techniques** (embroidery, foil, reflective, silicon transfer).
- Managed the rollout and adoption of the new branding system across **five major product divisions**.
- Delivered **consumer testing** with 90% approval rating on branded All Day Active product line.
- Monitored KPIs across **214 total styles**, achieving **69% branded penetration** in the first adoption cycle.
- Collaborated with costing, product operations, and leadership teams to ensure feasibility and scalability.

TECH STACK & TOOLS

- **Design & Product:** Adobe Illustrator, Photoshop, 3D Browzwear, Miro
- **Project Management:** Trello, Smartsheet
- **Production Tools:** PLM, Trim Libraries, Supplier Portals
- **Collaboration Assets:** Omni Merch Boards, Miro Dashboards, Guidebook PDFs

TIMELINE

- **Timeline:** June 2021 – Fall 2024 (multi-season phased rollout)

PROJECT OUTCOME

Successfully achieved **80% on-product branding coverage** across Athleta's Women's line in 2023, on track for **95% coverage by 2024**.

The new **wordmark system** received **90% consumer approval**, validating brand direction and customer connection.

The **On-Product Branding Guidebook** is now a **core operational tool** used to manage future line plans, trims, and vendor adoption.

PROJECT RETROSPECTIVE

Key learnings emphasized the value of earlier **vendor sampling and material testing** to prevent downstream revisions.

Future phases will integrate **global sourcing teams earlier** in the creative process and extend the rebrand framework to Athleta's **hardware and G!RL divisions**.

This initiative not only elevated product storytelling but also established a **repeatable operational framework** for brand consistency across seasons.

ARTIFACTS & VISUALS

- On-Product Branding Guidebook
- SU23 Omni Merch Boards
- Trim & Technique Reference Sheets
- Miro Alignment Tracker
- Consumer Testing Reports

SEE FOLLOWING PAGE FOR PROJECT ARTIFACTS AND VISUALS ↓

ATHLETA

On Product Branding

This is the official Launch of On Product exterior branding for Athleta!

JUNE 2022

Proper and consistent brandmark usage is essential to maintaining the integrity of the Athleta brand and customer relationships.

Following this style guide helps establish and maintain Athleta's overarching "handwriting"—aka a comprehensive set of signature branding elements and standards.

We're claiming the power of brand recognition by leveraging logos across our most visible platform—our garments.

This new logo system honors our story as well as end uses—be they functional or aesthetic—and is clear and simple enough to last, adapt over time, and promote instant recognition.

Heritage performance pieces and close to body (run & train, yoga & studio) will pay homage to our origins with the chi logo, while our newer lifestyle assortment and away from body (travel & commute, hike & explore) will feature a wordmark for a more contemporary approach.

Logomark



The logomark known as the 'Chi' is a stylized flower, composed of thin triangles, turned in one direction and creating a sense of movement.

Wordmark

ATHLETA

The wordmark is written in the uppercase with its bold geometric letters, executed in the famous Futura typeface, placed far from each other and looking light, bringing balance to the whole image.

2023 Product Team Goals

Brand Vision: To elevate BRAND POWER through cohesive brand messaging, via exterior branding on garment application.

Strategic Program: To create an On Product Branding Guidebook, along with clear development plans and process, with ongoing tracking and evaluation.

Product Goal 2023: To launch on product exterior branding for 80% of Women's bullseye carryover, along with new styles.

Product Goal 2024: To launch on product branding for 95% of Women's bullseye carryover & new styles, along with re-evaluating hardware trims. To evaluate G!RL's branding and strategy, working with marketing, to target soft launch in back half of the year FAH024.

Product Update: Consumer testing on All Day Active product, resulted in 90% acceptance from our current customer and future customer base. They LOVED branding and are voting for the Wordmark! We will be moving forward with Wordmark on the majority of All Day Active Product for FAH023.

Launch: We started this Journey in June of 2021 with alignment from Design & Marketing on initial vision and have worked diligently with all product teams to bring our POV, Development and Process to fruition.

Goal Projection: Our product Goal for 2023 is on target to meet 80% exterior branding on ALL styles! BIG WIN!

SU23 Strategy

TOTAL LINEPLAN STYLES: 214

BRANDED STYLE GOAL C/O & NEW: 147

SPR BRANDED STYLES FOR ADOPTION: 109

BRANDED % FOR TOTAL ASSORTMENT: 69%

YOGA & STUDIO +-80% BRANDED STYLES:

- Updating ALL Powervita programs with logomark silver glint foil technique
- Launching all fleece sweatshirting programs with logomark embroidery
- Continuing Vitat Free with silicon heat transfer logomark, until we are able to land a more elevated technique

RUN & TRAIN +-90% Branded Styles:

- Moving forward with Silver Reflective Logomark on the majority of product
- Updating ALL outerwear to Silver Reflective Wordmark.
- Launching all fleece sweatshirting programs with Embroidered Logomark

SWIM, SUP, & SURF +-100% Branded Styles:

- Continuing Logomark, matte silicon heat transfer, 2 color theory, on ALL swim product. Swim branding was launched in SP23.
- Launching Pacifica with Logomark matte silicon heat transfer, 2 color theory.

GEAR +-80-90% Branded Styles:

- Launching majority of all line plan styles with a brandmark trim.

ALL DAY ACTIVE +-5% Branded Styles. Majority of styles to be branded for FAH023:

- Launching all fleece sweatshirting programs with Embroidered Logomark.
- Continuing Trekkie High Density Silicon with Wordmark, launched in SP23
- Launching Farallon, TBD technique. Design still evaluating techniques and testing. Goal to be landed by Adoption.
- Launching Linen embroidery or patch. Design still evaluating techniques and testing. Goal to be landed by Adoption.
- Launching SU23 Select Outerwear Pieces. Design still evaluating techniques and testing. Goal to be landed by Adoption.

Alignment & Adoption tools:

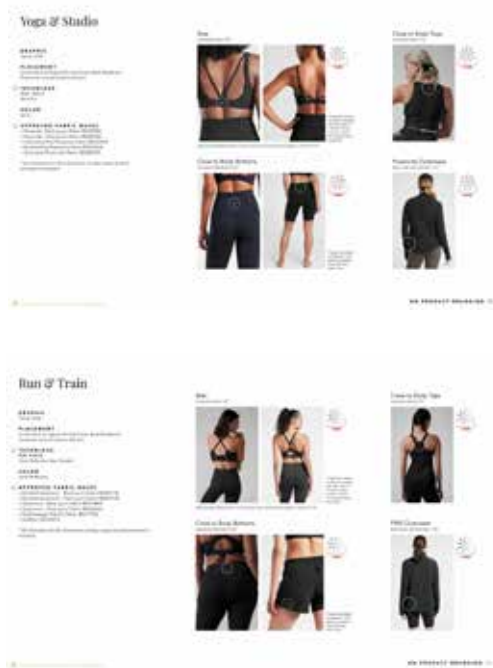
- SU23 Alignment Merch Color Omni Boards will call out programs with branding information.
- Costing will be reviewed at Adoption
- Samples and trims will be reviewed at Adoption

SU23 Strategy by End Use



On Product Guidebook

Example Below
Guidebook located in Miro



SU23 Branding Style List

Located Here

Use this with the Guidebook to determine what styles will receive branding for SU23

GREEN = SU23 SPR List & Sketches to update with landmark

GREY = SU23 Style List to be updated at
Details with guidebook trim RD



Merch Color Omni Class Board

Example Below

Clear way to track evergreen branding



Silver Glint Foil Chi RD304537

Branding Label

- a. Color
- b. Technique
- c. Wordmark or Chi
- d. Trim RD

Sketch Branding Placement

Example for tech placement



Run & Train

GRAPHIC
16mm (CHI) - Bras, Close To Body Tops, Close to Body Bottoms
32mm (WORDMARK) - Away From Body Tops & Train Outerwear

PLACEMENT
Center Back at Highest Point & Center Back Waistband
Outerwear at back bottom left hem

★ **TECHNIQUE**
TRIM RD304533 (CHI)
Silver Reflective Heat Transfer

TRIM RD305440 (WORDMARK)
Silver Reflective Heat Transfer

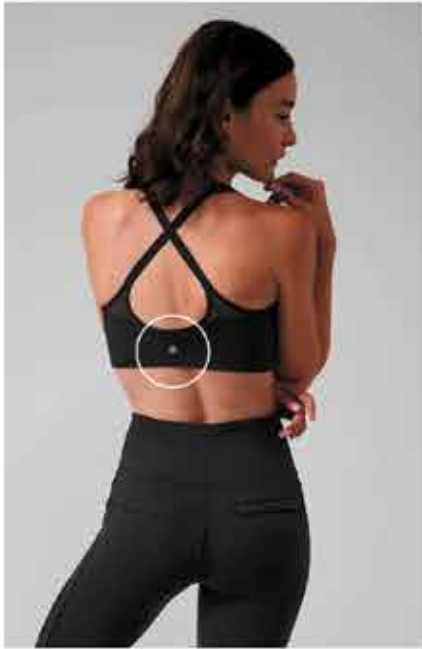
COLOR
Silver Reflective

★ **APPROVED FABRIC BASES**
+ Brushed Supersonic - Black Lycra | Fabric RD287725
+ Brushed Supersonic - Clear Lycra | Fabric RD259138
+ Supersonic - Black Lycra | Fabric RD274849
+ Supersonic - Clear Lycra | Fabric RD258365
+ Featherweight Stretch | Fabric RD271856
+ DWR Featherweight Stretch | Fabric RD281031
+ Swiftlite | Fabric RD224070

** All information for RD, placement, and key measurements provided in techpack.*

Bras

Centerback Neck 'CHI'



If style has clasps or seams, wearer's left side seam, if it doesn't have a seam, where the natural seam would be

Approximate Measurement: 2.5cm down from back neckline edge to center of CHI

Close to Body Tops

Centerback Neck 'CHI'



Tops & Train Outerwear

Back Lower Left Side Seam 'ATHLETA'



*As of now exploring both, will align for BOM

Jacket that is pleated will move forward with wordmark

Design works closely with Director on fashion styles to make an educated decision on how best to execute, consider fashion third layers & Hybrids

Close to Body Bottoms

Centerback Waistband 'CHI'



If style has elastic waistband, 'CHI' goes to wearer's back left side seam hem

SU23 Strategy

Timeline & Key Stakeholders

SEASON	YEAR	MAJOR MI	MAJOR DE	MEETING DE	ACTASK NAME	DURATION	START	FINISH	ASSIGNED TO	ATENDEES	Meeting Time	NOTES
FA 23	NO	NO	NO	MEETING	FA23:Evergreen Branding & Seasonal Logo/Graphic Shop Trip	5d	10/31/21	11/04/21	Graphic Designer	Graphic Designer	1-3 Days	
FA 23	YES	NO	NO	MEETING	FA23: Trim location	1d	11/22/21	11/22/21	Trim R&D	Graphic Designer, Design, Trim R&D		This is NOT always held
FA 23	YES	NO	NO	MEETING	FA23: Seasonal Graphics and Evergreen Branding Vendor submittal technique books	1d	11/22/21	11/22/21	Surface PD	Graphic Designer, Design, Trim R&D		This is NOT always held
FA 23	YES	NO	NO	MEETING	FA23: Photo Alignment, Identity Brandbooks, Print to trigger for new fabrics	1d	12/09/21	12/09/21	Fabric R&D			
FA 23	NO	NO	NO	MEETING	FA23: Shop trip Share Out & Trim Alignment Workshop Day W/Design & TrimR&D (Evergreen, Seasonal & Seamless Alover)	1d	12/10/21	12/10/21	Graphic Designer	Directors of Design	3hrs	
FA 23	NO	YES	NO	DEADLINE	FA23:Branded Evergreen Trims & Seasonal Logo Technique Briefs Due to Trim & Surface PD	1d	12/15/21	12/15/21	Graphic Designer	Pass to Fabric/Trim R&D / Surface PD		We were 2 months late in passing these off. Branding Trim pass should be linked to Fabric Development passoff dates. Kate Chow reworking Trim Timeline to pass later in season, however still in for Adoption. Link back with Kate to see where she lands with pipeline on this
FA 23	NO	YES	NO	DEADLINE	FA23:Graphic Technique Briefs Due to Trim & Surface PD	1d	12/15/21	12/15/21	Graphic Designer	Pass to Surface PD & Trim Dev		
FA 23	NO	YES	NO	DEADLINE	FA23:Branded Seamless Alover Patterned Millsheet Due	1d	12/15/21	12/15/21	Graphic Designer, Seamless Surface	Pass to Seamless Vendors		
FA 23	NO	YES	NO	DEADLINE	FA23:Raw Material and Trim Passoff to vendors & suppliers	1d	12/17/21	12/17/21	Trim R&D / PE(embroidery)	Pass to Surface PD & Trim Dev		
FA 23	NO	NO	NO	DEADLINE	FA23:TRIM Development Tracker Created	1d	12/24/21	12/24/21	TrimR&D / PE(Embroidery)			
FA 23	NO	NO	NO	EMAIL	FA23:Trim suppliers received the cutting and complete analysis / Feasibility & Estimate Spec for Price and Leadtime	1d	02/18/22	02/18/22	Supplier			
FA 23	NO	NO	NO	DEADLINE	FA23:Trim 1st Round Submits Due in SF (HT & Embroidery)	1d	05/11/22	05/11/22	G/S			
FA 23	NO	NO	NO	MEETING	FA23: Trim 1st Round Submit Review (HT & Embroidery)	4d	05/12/22	05/17/22	Trim R&D / PE(Emroidery)(Dani to support taping)	Directors of Design & Above / Graphic Designer	1-3 hrs	Download Ebru / Sarah Post meeting where you've landed with email deck
FA 23	NO	NO	NO	EMAIL	FA23: 1st Trim Round Guidebook updated, submit review recap & next steps	1d	05/16/22	05/16/22	Graphic Designer			
FA 23	NO	YES	NO	DEADLINE	FA23:Trim 1st Round Submit Comments Due (HT & Embroidery)	1d	05/18/22	05/18/22	TrimR&D			
FA 23	NO	NO	YES	MEETING	FA23: Seasonal Surface PD Techniques Approved for Use	1d	06/15/22	06/15/22	Surface PD	Graphic Designer, Cindy, Sarah		
FA 23	NO	NO	NO	EMAIL	FA23:Legal Approval Sent Out (If needed)	1d	06/15/22	06/15/22	Graphic Designer			
FA 23	yes	NO	NO	EMAIL	FA23:Material Palette Due Date - RM Landing	1d	06/17/22	06/17/22	Fabric R&D			
FA 23	NO	NO	NO	EMAIL	FA23: Trigger Testing for Design Approved HT, Patches & Embroidery trims for any NEW Materials RM Landing	1d	06/17/22	06/17/22	Trim R&D & PE (Embroidery)			Kate Chow/Tamika to validate. Should only be using approved HT/Embroidery trims for any new fabrics
FA 23	NO	NO	NO	DEADLINE	FA23:Trim 2nd Round Submits Due in SF (HT & Embroidery)	1d	06/17/22	06/17/22	G/S			FA23 we are running behind as trims were sent out 2 months late
FA 23	NO	NO	NO	MEETING	FA23:Trim 2nd Round Submit Review & Confirm to test or NOT (HT & Emroidery)	5d	06/20/22	06/24/22	Trim R&D / PE(Embroidery)(Dani to support taping)	Directors of Design & Above / Graphic Designer	1-3 hrs	Download Ebru / Sarah Post meeting where you've landed with email deck
FA 23	NO	NO	NO	EMAIL	FA23: 2nd Trim Round Guidebook updated, submit review recap & next steps	1d	06/27/22	06/27/22	Graphic Designer			
FA 23	NO	NO	NO	EMAIL	FA23:Legal Approval Back	1d	06/24/22	06/24/22	Legal	Graphic Designer to publish results		
FA 23	YES	NO	NO	MEETING	FA23:Location	1d	06/29/22	06/29/22	Graphic Designer	Product Team		
FA 23	NO	YES	NO	DEADLINE	FA23:Trim 2nd Round Submit Comments Due (HT & Embroidery)	1d	07/01/22	07/01/22	TrimR&D			
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Guidebook Updated and Technique Board For Kickoff	1d	07/01/22	07/01/22	Graphic Designer			
FA 23	NO	NO	NO	MEETING	FA23:Branding Guidebook strategy shareout to DLT for Kickoff	1d	07/06/22	07/06/22	Graphic Designer	Senior Directors & Above W/Ebru		
FA 23	NO	NO	NO	EMAIL	FA23: Testing Back for Branding HT on NEW materials	1d	07/08/22	07/08/22	G/S			
FA 23	YES	NO	NO	MEETING	FA23:Kickoff -Evergreen Branding & Seasonal Logo Share Out	3d	07/11/22	07/11/22	Graphic Designer	Product Team		
FA 23	NO	NO	NO	MEETING	FA23:Line Plan Published	1d	07/11/22	07/11/22	Merch			
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Line Plan Identified for New & C/O passed to PE for Capacity Check	1d	07/13/22	07/13/22	Graphic Designer			
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Line Plan SPR C/O Capacity & Request for Costing Sent to GIS	1d	07/13/22	07/13/22	PE			
FA 23	NO	YES	NO	MEETING	FA23:SMRs Branding Fabric Pass off Graphic Design to Fabric R&D	1d	07/13/22	07/13/22	Graphic Designer			We don't want to SMR fabric if we don't have capacity to make the garments for LA
FA 23	NO	NO	NO	DEADLINE	FA23:Branding SPR Capacity Sent to GIS for SPR verification	1d	07/14/22	07/14/22	PE			
FA 23	NO	NO	NO	EMAIL	FA23:Trim Testing Ready Date	1d	07/15/22	07/15/22	G/S			
FA 23	NO	YES	NO	DEADLINE	FA23: Fabric SMRs Due in PLM	1d	07/19/22	07/19/22	Fabric R&D			
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Line Plan SPR Sample Room Capacity SPR Status Update	1d	07/29/22	07/29/22	G/S			
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Line Plan Initial Costing Update for C/O styles	1d	07/29/22	07/29/22	G/S PE			
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Guidebook Updated and Technique Board For Design Alignment & DLT Share Out	1d	08/04/22	08/04/22	Graphic Designer			
FA 23	NO	NO	NO	DEADLINE	FA23:Branding SPR Style List Edit By Design If Needed	1d	08/05/22	08/05/22	Graphic Designer, Design			
FA 23	NO	NO	NO	MEETING	FA23:Branding Guidebook strategy shareout to DLT for Design Alignment	1d	08/05/22	08/05/22	Graphic Designer	Senior Directors & Above W/Ebru		
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Line Plan SPR Sample Room Capacity Edit List	1d	08/05/22	08/05/22	Graphic Designer & Design			
FA 23	NO	YES	NO	EMAIL	FA23:Trim Palette Due Including Embroidery (should be 1 week prior to location, however fall we are late)	1d	08/15/22	08/15/22	TrimRAD & PE(embroidery)			we are behind in FA23 season due to briefs being sent out 2 months late
FA 23	NO	YES	NO	EMAIL	FA23:Branding Trim Excel Chart Updated with Approved Trim Landing (running chart)	1d	08/16/22	08/16/22	TrimRAD & PE(embroidery)			we are behind in FA23 season due to briefs being sent out 2 months late
FA 23	NO	NO	NO	MEETING	FA23:Seasonal Logo Review with Designers	1d	08/19/22	08/19/22	Graphic Designer	Design, Graphic Designer, color team	1hr	
FA 23	YES	NO	NO	MEETING	FA23:Branding Guidebook rollout to Design, PE, Fabric R&D (too at the beginning of design block out)	1d	08/24/22	08/24/22	Graphic Designer	Design, PE, Fabric R&D		https://mco.com/home/brand/06V0H6WTH/
FA 23	NO	YES	NO	DEADLINE	FA23:Branding Sketches Updated For NEW & C/O styles	21d	08/25/22	09/22/22	Design			
FA 23	NO	YES	NO	DEADLINE	FA23:Trim SMRs heat transfer list passed to Trim Dev	1d	08/30/22	08/30/22	Graphic Designer			
FA 23	NO	YES	NO	MEETING	FA23: Trim SMRs Heat Transfers sent to Supplier	1d	08/31/22	08/31/22	Trim R&D			
FA 23	YES	NO	NO	MEETING	FA23:Alignment	8d	09/07/22	09/18/22	Graphic Designer	Product Team		
FA 23	NO	YES	NO	DEADLINE	FA23:Seasonal Branding & Graphic Millsheet Due	1d	09/09/22	09/09/22	Graphic Designer			We are NOT currently SPRing Seasonal Branding or Graphics
FA 23	NO	NO	NO	MEETING	FA23:GA Lock (not yet in pipeline)	1d	09/16/22	09/16/22	Merch	Graphic Designer	1-3 Days	
FA 23	YES	NO	NO	MEETING	FA23:VP Alignment - 15min Branding Overview	1d	09/16/22	09/16/22	Graphic Designer			
FA 23	YES	NO	NO	MEETING	FA23:CPO/CBO Alignment - 15min Branding Overview	1d	09/21/22	09/21/22	Graphic Designer			
FA 23	NO	NO	NO	MEETING	FA23: Design Downloading outstanding C/O sketches from PLM Phase #2	1d	09/23/22	09/23/22	Design	Graphic Designer	1-3 Days	Right after GA Lock
FA 23	NO	NO	NO	MEETING	FA23: Design Updating NEW & Outstanding C/O Sketches with Branding Mark to PLM Phase #2	5d	09/23/22	09/29/22	Design	Graphic Designer	1-3 Days	3-5 Days post GA Lock
FA 23	NO	YES	NO	MEETING	FA23: Branding Tech Pack hand over to PE	1d	09/26/22	09/26/22	Design			
FA 23	NO	YES	NO	DEADLINE	FA23: SPRs & BCMS Due in PLM to GIS	1d	09/29/22	09/29/22	PE			
FA 23	NO	NO	NO	DEADLINE	FA23:LA Samples Due	1d	11/02/22	11/02/22	PE			
FA 23	NO	NO	NO	DEADLINE	FA23:LA Branding Review Design Alignment	1d	11/03/22	11/03/22	Graphic Designer	Directors and Above + Ebru	1.5 hrs	
FA 23	YES	NO	NO	MEETING	FA23:Adoption	7d	11/03/22	11/11/22	Graphic Designer	Product Team		
FA 23	NO	YES	NO	DEADLINE	FA23:LA Branding Review Merch Share Out - Review Product and Costing	1d	11/04/22	11/04/22	Graphic Designer	DMMs and Above + Laura	1 hr	

SU23 Strategy

Core Branding Techniques



SU23 Strategy

Mill Brief

ATHLETA

ARTWORK BRIEF

REQUESTED BY: KRISTY SANTOS

DEVELOPER: CARIN SAUERWEIN

DATE: 12/17/2021

SEASON: FAHO23

TECHNIQUE TARGET

TECHNIQUE: SATIN STITCH EMBROIDERY

FINISH:
OPTION 1: YOUR TEXT HERE
OPTION 2: YOUR TEXT HERE

WEBSITE LINK TO TECHNIQUE:





GRAPHIC #

Graphic #: FAHO23_ATHLETA_SATIN_STITCH_EMBROIDERY_32MM



Graphic #: FAHO23_ATHLETA_SATIN_STITCH_EMBROIDERY_26mm



Graphic #: FAHO23_CHI_SATIN_STITCH_EMBROIDERY_16MM



Graphic #: FAHO23_CHI_SATIN_STITCH_EMBROIDERY_14MM



PREFERRED COLOR COMBOS

COLORWAY 1:

DYED GROUND



TECHNIQUE COLOR



FABRIC NAME & RDS BY PRIORITY

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.