



*Keep Going embroidery pattern*

# Print only what you need!

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Thank you!

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Sales of the kit, pattern or stitched products based on this design are not permitted.

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# Hello!

Thank you so much for purchasing this pattern - I really hope that you enjoy stitching it! You will need a few basic materials and tools to get started, and there is more information about that below.

Don't worry about how quickly or slowly you are stitching - just work at your own pace. We all work differently, so just try to enjoy the process of stitching and seeing the design come to life.

If you have any questions at any point, please just ask! I'm here to help you. You'll find all of my contact details at the back of this booklet. And I would love to see your finished hoop, so feel free to share on Instagram and tag me. Happy stitching!

## Basic materials

Getting started with hand embroidery is easier than you think, and I know you're going to love it too! For me, stitching is about enjoying the process of making something by hand as well as appreciating the finished product. Take your time and embrace any imperfections - they are exactly what makes your stitching unique!

You'll need a few basic materials to get started:

-  wooden embroidery hoops (widely available in various sizes, but you need an 18cm/7" hoop to stitch in and a 15cm/6" hoop to display your finished stitching in)
-  embroidery floss (I prefer to use DMC thread, and some white perlé thread is useful for finishing the back of your hoop)
-  a needle size you are happy with (buy an assorted pack to get started)
-  some small sharp scissors
-  fabric to stitch on (always pre-wash and iron your fabric before stitching)
-  a method of design transfer, such as an air or water erasable pen

You might also find some thread conditioner useful - it's really handy for keeping the thread in good condition and I think it's so useful as it helps to give a neater finish.

I always paint my embroidery hoops before I display my finished projects - all you need is a brush and a tester pot! This is a really easy way to add an extra pop of colour to your stitching and they aren't too expensive to buy.

As with any craft, you'll get to know the tools and materials that you prefer. I strongly believe that you don't have to spend a fortune on materials, but some things are worth investing in. A decent pair of scissors and some thread conditioner are top of my list - but they aren't essential. Just use whatever works for you.



# Tracing the design onto fabric

You could use a semi-permanent method of transfer for this pattern, such as an air erasable pen. But the design is quite complex, so I prefer to use a permanent one. My favourite method is using a Sublime Stitching pen with some vellum paper, which you trace in reverse and then iron on to the fabric the right way around.

If you don't fancy either of these, tape the template onto a window or light surface and then lightly trace on your fabric with a pencil, as that will work completely fine too! Always test on a scrap of your fabric first, just to make sure.

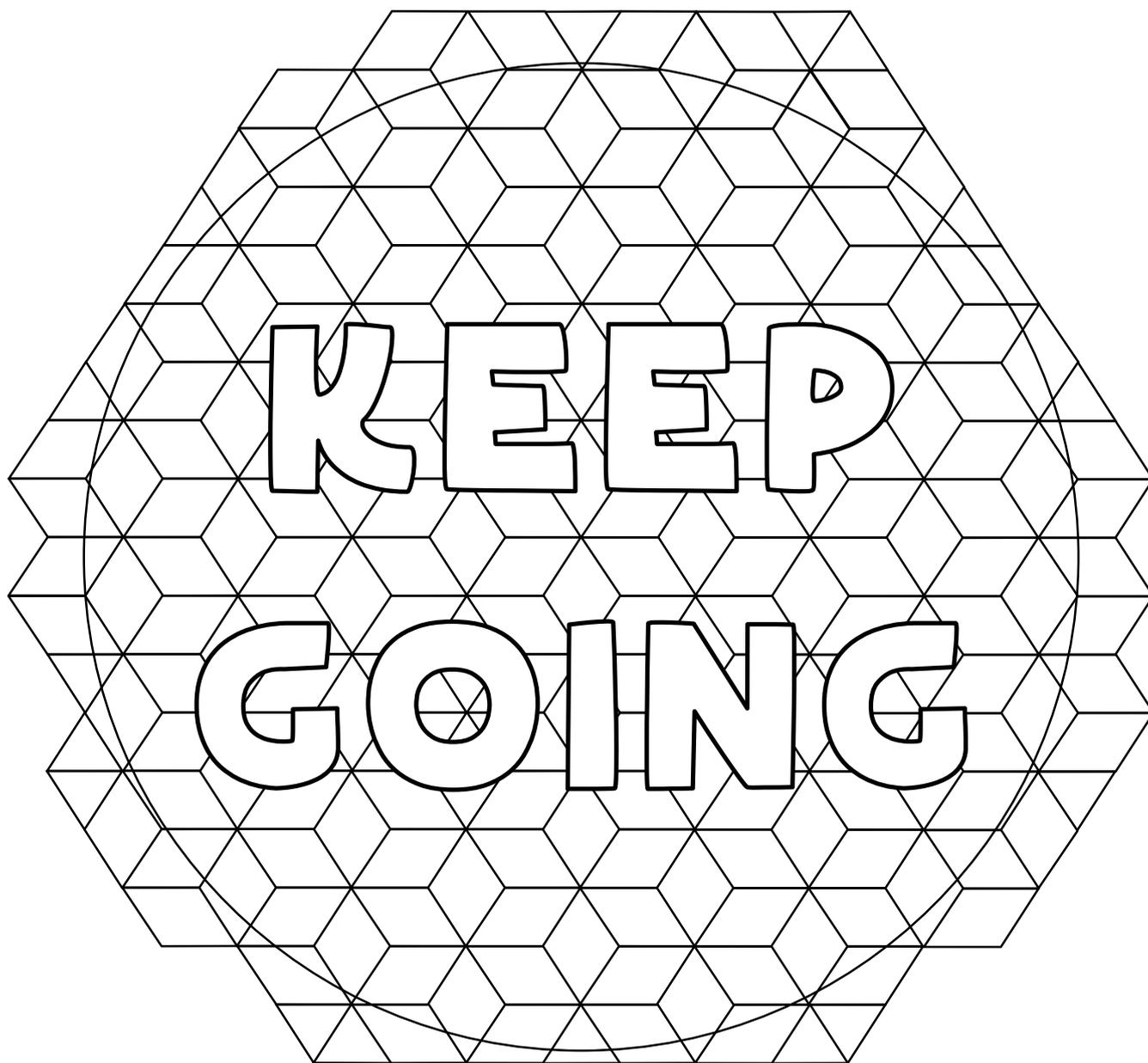
Really take your time when it comes to transferring the design - it's worth it in the long run! Use a ruler to get the lines nice and straight. The circle on the templates on the next two pages is to indicate the placement in the hoop, but you don't need to trace it if you don't want to.

## A few things to get you started

-  Place your fabric in the 18cm/7" hoop and tighten the screw at the top. Make sure that the fabric is pulled tightly but not too tight (you'll need to keep checking it as you stitch).
-  Choose one of the light shades to start and cut a piece around 20-25cm (8-10") long. Any longer than this and you'll just end up with lots of knots, which isn't what you want!
-  Standard embroidery thread consists of 6 strands that can be split as you wish. I used 3 strands throughout this project.
-  Remember that you don't need to worry about what the back looks like as nobody is going to see that anyway!

# Templates

For a 15cm (6") hoop

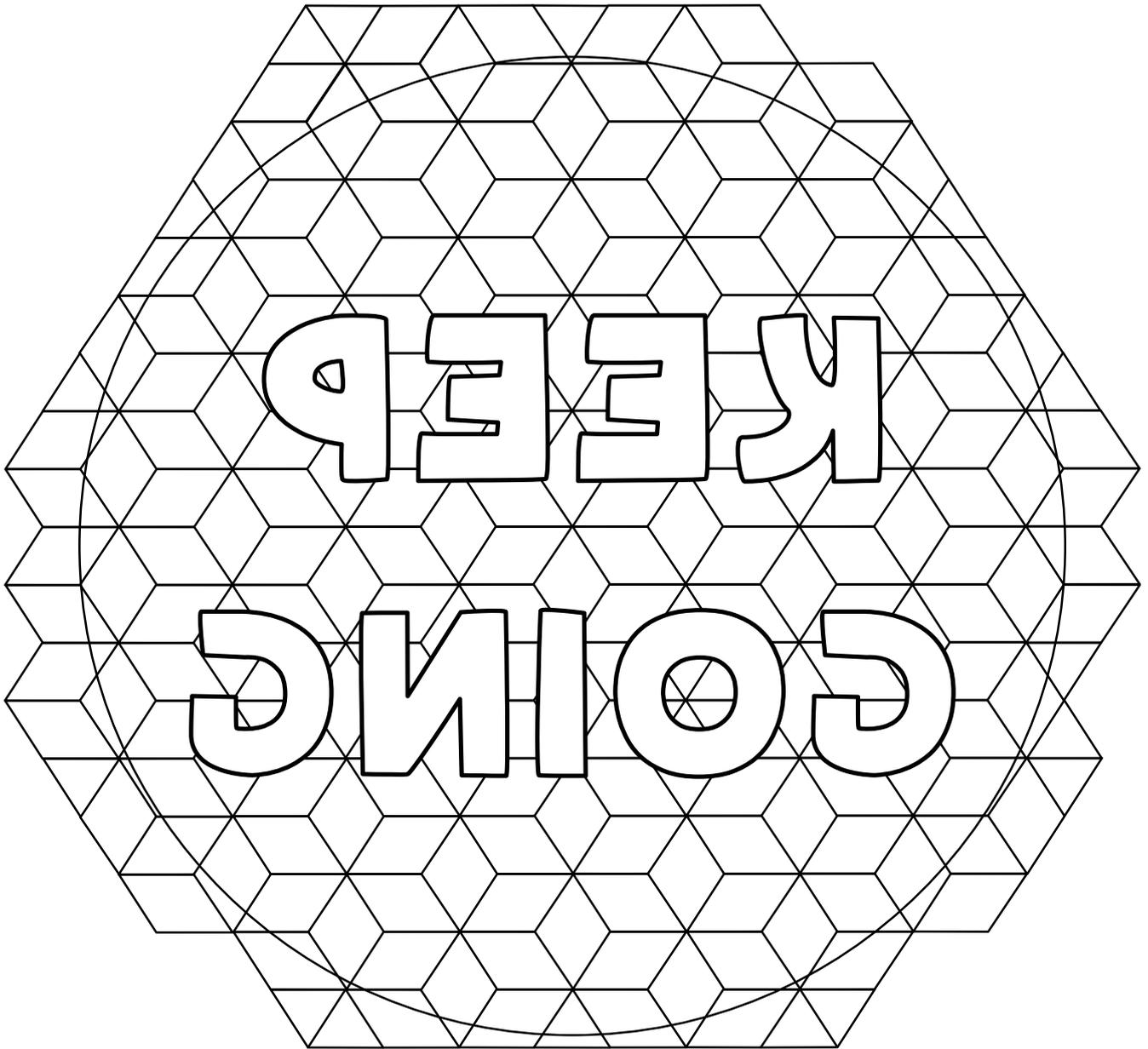


Use this template if you are using an air or water erasable pen, or a pencil. Trace the circle as a guide if you wish.



# Templates

For a 15cm (6") hoop



## Reverse template

Use this template if you are using a permanent heat transfer pen. Trace the circle as a guide if you wish.



# Colour guide

There are 36 suggested colours used in this pattern, and you will find the details of all of them below.

To avoid having loads of thread numbers on the template (which looked very confusing) each thread colour has been given its own code. Each colour block has a letter, e.g. red is 'A', and then the shades within the block have a number (1 for the lightest shade, 2 for the mid shade, and 3 for the darkest shade). You'll find the template on the next page of this booklet.

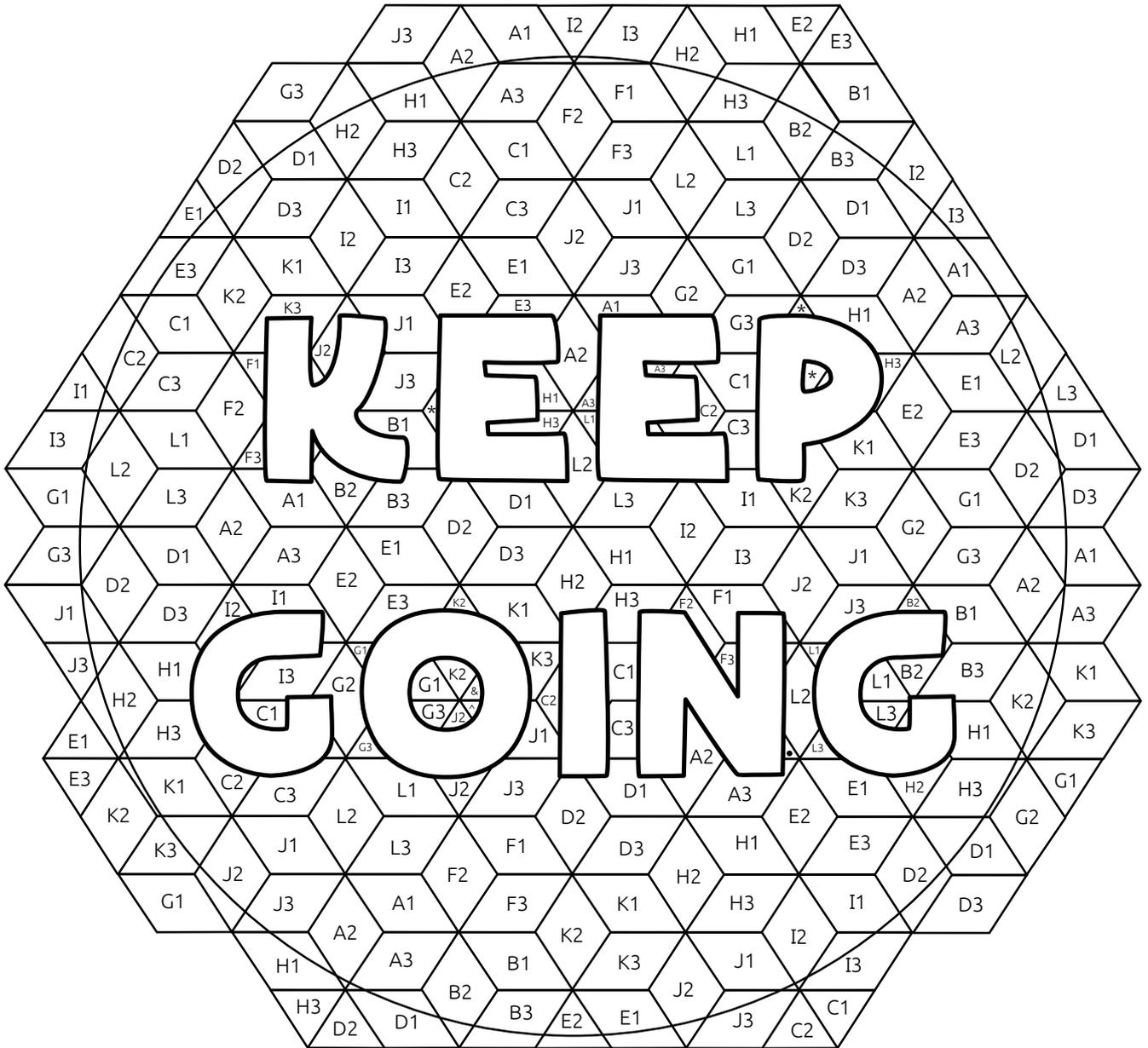


|  |                   |          |  |                       |          |
|--|-------------------|----------|--|-----------------------|----------|
|  | A1 (light red)    | DMC 666  |  | G1 (light aqua)       | DMC 964  |
|  | A2 (mid red)      | DMC 321  |  | G2 (mid aqua)         | DMC 959  |
|  | A3 (dark red)     | DMC 498  |  | G3 (dark aqua)        | DMC 3812 |
|  | B1 (orange)       | DMC 970  |  | H1 (kingfisher)       | DMC 3845 |
|  | B2 (mid orange)   | DMC 946  |  | H2 (dark kingfisher)  | DMC 3843 |
|  | B3 (burnt orange) | DMC 920  |  | H3 (dark blue)        | DMC 3842 |
|  | C1 (light peach)  | DMC 20   |  | I1 (light cornflower) | DMC 3840 |
|  | C2 (mid peach)    | DMC 3341 |  | I2 (mid cornflower)   | DMC 3839 |
|  | C3 (light orange) | DMC 3340 |  | I3 (dark cornflower)  | DMC 3838 |
|  | D1 (yellow)       | DMC 973  |  | J1 (lilac)            | DMC 210  |
|  | D2 (mid gold)     | DMC 728  |  | J2 (mid purple)       | DMC 208  |
|  | D3 (dark gold)    | DMC 783  |  | J3 (dark purple)      | DMC 3837 |
|  | E1 (light green)  | DMC 16   |  | K1 (light magenta)    | DMC 3609 |
|  | E2 (mid green)    | DMC 703  |  | K2 (mid magenta)      | DMC 3607 |
|  | E3 (dark green)   | DMC 702  |  | K3 (dark magenta)     | DMC 917  |
|  | F1 (pale mint)    | DMC 955  |  | L1 (pale pink)        | DMC 605  |
|  | F2 (mid mint)     | DMC 913  |  | F2 (mid pink)         | DMC 603  |
|  | F3 (dark mint)    | DMC 911  |  | L3 (dark pink)        | DMC 601  |

Feel free to mix things up and choose your own colours instead!



# Colour guide



The circle here is a guide showing where the edge of the hoop should be. Where it runs through a diamond, the whole diamond should be stitched with the same number.

Symbol key:

- = A1 (light red)
- \* = H2 (dark kingfisher)
- & = K3 (dark magenta)
- ^ = J1 (mid purple)



# Stitch guide

Choose a colour to start with, and thread your needle with 3 strands of the palest shade. I have used I1 to start in these step-by-step photos, where I show you how to stitch satin stitch. Don't worry if you haven't done this stitch before - you're going to be brilliant at it by the end of this!

If you are a more experienced stitcher, you might want to stitch the partial diamonds around the text first (see Step 5), but it's completely up to you.

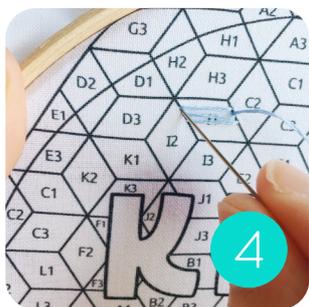
Please note that in the photos, I am stitching on the pre-printed fabric from one of my Keep Going kits, so the design will look more bold than when transferred using another method.

## Step 1 stitching the lightest shade on each diamond



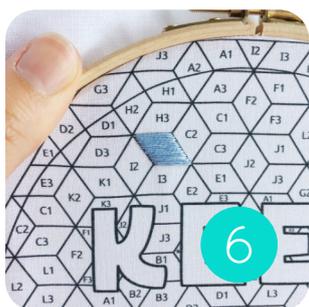
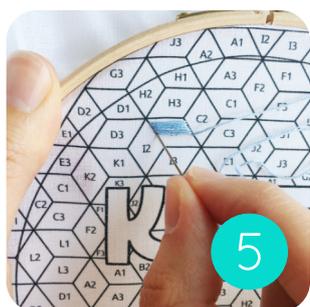
1. Bring your needle up through the fabric on the line of one of the diamonds (indicated '1' for lightest shade - see colour guide on previous page).

2. Then make a stitch as shown, making sure your needle is going through the line on the other side. Make sure the stitch is horizontal.



3. Repeat this process, starting at the same side of the diamond each time. Make sure that you don't do the stitches right next to each other - leave small gaps between each one.

4. Fill in the gaps between stitches. By stitching this way, you should end up with a neater finish.



5. Keep stitching as steps 3 and 4 until the whole of the diamond is covered by satin stitch.

6. When the whole diamond is covered, there might be one or two places where you can see the pattern lines - don't worry! These will be covered up as you add the other colours.

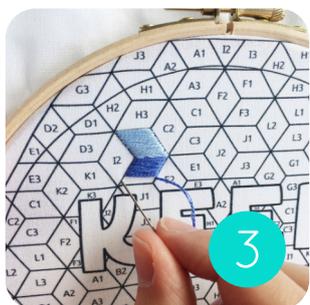
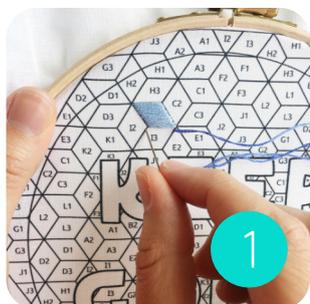
## Top tip!

Stitching the lightest and darkest shades horizontally will give a really neat finish to the project, and helps to add to the 3D effect of this design.

# Stitch guide (continued)

## Step 2 stitching the darkest shade on each diamond

Stitch the darkest shades just like the lightest, keeping them horizontal throughout.



1. Bring your needle up through the fabric at the side of one of the diamonds (indicated '3' for darkest shade).

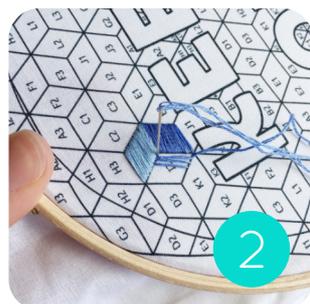
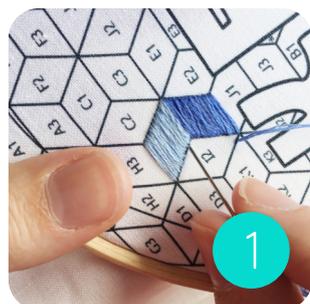
2. Then make a stitch as shown, making sure your needle is going through the line on the other side and keeping them horizontal.

3. Repeat this process, starting at the same side of the diamond each time. Leave small gaps between each stitch and then fill until the whole diamond is covered.

4. When complete, trim the ends of the thread at the back. The back will be covered like the front, but not as neatly!

## Step 3 stitching the mid shades

The mid shades are stitched diagonally, to give depth to the design. You could do what I've done here and turn your hoop around so that you can stitch them in the same direction as the others.



1. Bring your needle up through the fabric at the side of one of the diamonds (indicated '2' for mid shade). Make a stitch by pushing the needle through the fabric where it meets the lightest shade thread.

2. Keep making stitches and filling in the gaps, as you have done with the previous shades.

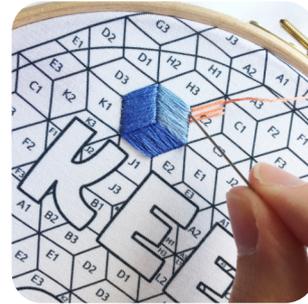
3. Repeat until all of the mid shade diamond is covered.

4. Ta-dah! Your first cube is complete - yay!

# Stitch guide (continued)

## Step 4 adding more colours

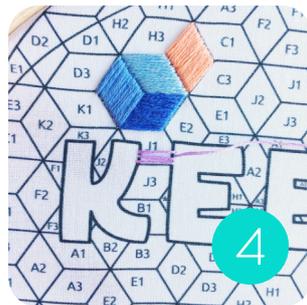
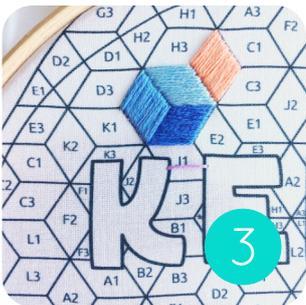
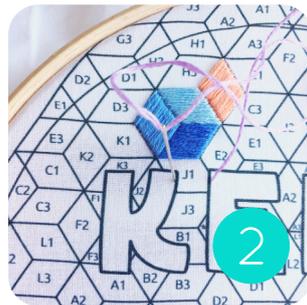
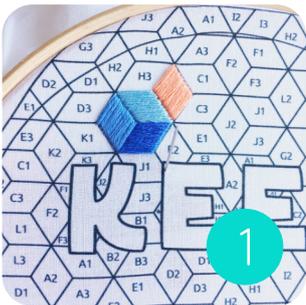
Now that you have got the hang of the stitching, you can keep adding more colours! I find it easiest to work from the outside of an unstitched diamond towards one that has been stitched already, like this:



## Step 5 stitching around the lettering

Stitching around the lettering takes a little extra time and care, but it's really worth it for the overall effect of the negative space. You'll need to refer to the symbol key underneath the colour chart earlier in the document, as this helps you to identify some of the small sections of colour around the lettering.

Take your time, and try to make sure that you remember which direction you need to stitch in!



1. Bring your needle up through the fabric on the inside of the letter - this is important so that the black line is covered.

2. Work out where your first stitch needs to be - this is a light shade so I'm stitching horizontally, and I'm also making sure I cover the black line on the other letter too.

3. Pull the thread through to make the stitch. You can see that both outlines of the letters are covered.

4. Repeat, making sure you leave small gaps between each of your stitches.

5. Fill in the gaps, and work your way across the rest of the diamond shape, following the lines on the pattern carefully.

6. Ta-dah! That section is complete. Now to work your way around the rest of the lettering!

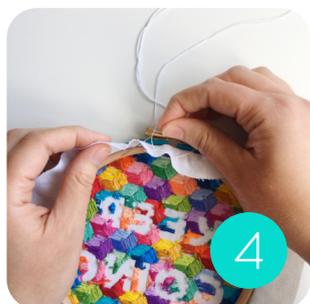
# Finishing the back of your hoop

There are lots of different ways to finish the back of your hoop. This is always my preferred way, as I like to be able to see all of the work that has gone into my stitching (but you may wish to hide yours with some felt or scrapbook paper on top of this!). Finishing is part of your stitching signature, so go with what you like best.



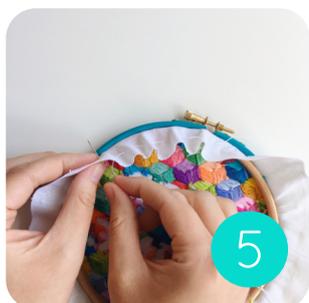
1. Position the fabric in the hoop so that you are happy that the placement is central. Trim around the hoop, so that there is a couple of centimetres or so around the edge.

2. Thread your needle with the white perlé thread. Tie a knot in the end but don't trim the excess.



3. At the top of the hoop, push the needle through the top of the fabric, about half way between the hoop and the edge of the fabric.

4. Make a large stitch by coming back through the fabric the other way. Make another stitch next to it.



5. Repeat! As you stitch, pull the thread a little so that the fabric starts to gather.

6. When you have stitched all the way around, use the untrimmed end to pull it together. Tie a knot to secure it and trim the ends of the thread.



## Ta-dah!

Your hoop is now ready to display - you can just hang it up like this, or add some ribbon through the top. You could even add pom poms for some extra colour!

I hope that you have enjoyed the process of stitching, and that it brings you so much joy to see your finished hoop.



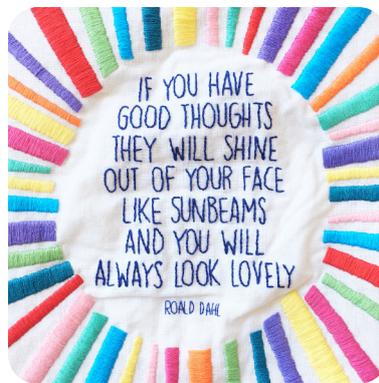


# Clare Alban

<https://hellohooray.com>

Clare is a mama, maker and author living in Newcastle upon Tyne. She is passionate about all things crafty, and can usually be found stitching #colourfulfunembroidery with a cup of tea!

Clare runs her small business from her studio in Lemington, which will be opening up to the public in October 2021 - alongside her bricks-and-mortar haberdashery shop! Buy in person or online via her website.



@hellohoorayblog



*Thank you so much for purchasing this pattern!*

I really hope that you enjoy stitching this design. If you have any questions about your project, you can always get in touch through social media, or you can email me directly with any questions - [clare@hellohooray.com](mailto:clare@hellohooray.com)

I'd love to see what you have made, so don't forget to share it and tag me @hellohoorayblog

If you have enjoyed stitching this hoop and would like to stitch another project, you can purchase embroidery kits and patterns or book a place on a workshop/1-2-1 lesson via Clare's website.



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