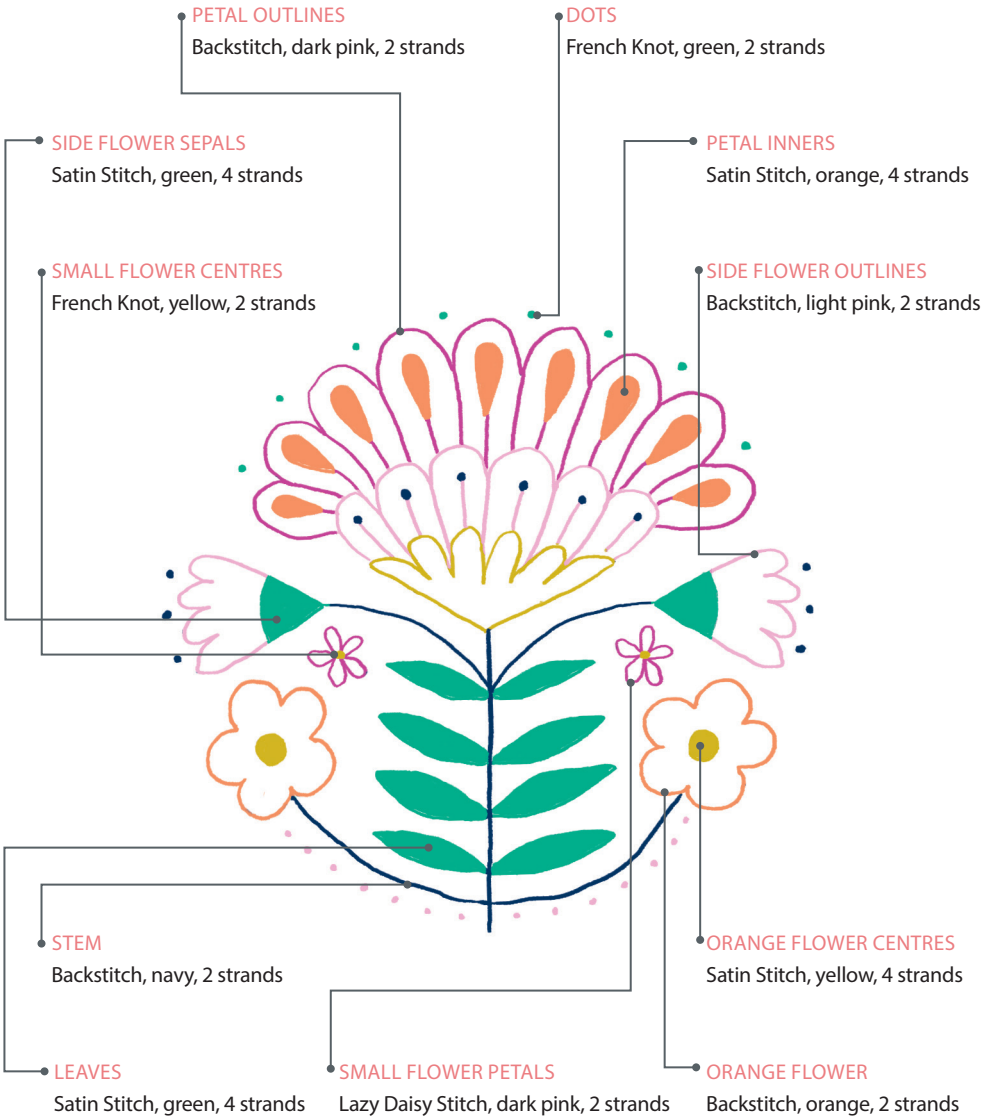Embroidery guide