

Promotional Clothing

6-steps to the right corporate workwear



STEP 5

5. Bespoke custom labelling.

Sometimes we are asked to provide a bespoke clothing label and even zip-pull or button. This type of project means that it is more custom or bespoke and should only be considered for larger print/embroidery volumes.

STEP 6

6. Budget and leadtimes. Remember that all delivery times are from artwork sign-off. We have our own in-house team of clothing and artwork design experts and can help you get the right clothing printed and delivered on time

STEP 4

4. Choose your colour. You want a background colour which will contrast with your logo. Sometimes it is a fine balance with corporate workwear because you want a clothing colour that will not show up the dirt as quickly and is darker rather than lighter.



STEP 1

1. Choose the right clothing. Choose items that people will want to wear and give the most impact to your marketing such as t-shirts, polo-shirts, shirts, ties, sweaters, fleeces, trousers, jackets and aprons.

STEP 3

3. Imprint position.

Most organisation will put their logo onto a breast pocket area for example when it comes to a polo-shirt or t-shirt. If it's just for branding then the pocket or sleeve is fine. Also consider the back.

STEP 2

2. Pinted or embroidered logos.

Embroidery is always the preferred method because it looks better and shows more of an investment. Screen-printing costs less and either imprint method can suit volume runs.