Promotional Clothing

6-steps to the right corporate workwear





5. Bespoke custom labelling.

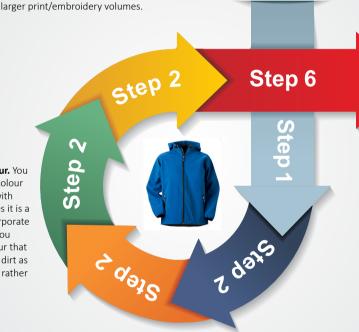
Sometimes we are asked to provide a bespoke clothing label and even zip-pull or button. This type of project means that it is more custom or bespoke and should only be considered for



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



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.





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.



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 sleave is fine. Also consider the back.



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.