

Logo Tips

Coordinating colors

This is a case of "different strokes for different logos." What works best really depends on specifications of your logo. Different colored threads (or screen print) may be required depending on the color of garment or accessory you select. But if changing the color scheme of your logo isn't an option, we'll be happy to assist in finding the best apparel colors to coordinate with your corporate logo.

Coordinating fabrics

Not all embroidered logos work well on every fabric and apparel style, especially the lighter-weight garments. If your logo is fairly large or complex you're probably best off sticking with heavier-duty apparel items. Feel free to give us a call if you'd like to get more ideas on best fabric match.

Embroidery or screen printing?

No doubt about it: casual apparel that's custom-embroidered with your logo builds identity. It helps turn your staff into a team and promotes your corporate brand - whether they're on the job, at a trade show, on a corporate retreat or out making sales calls. It's a feeling that shows!

Screen printed apparel has the same effect but is less expensive. You can use this approach for the one-time promotional giveaway, or for employees working in manufacturing, where garments often need frequent replacement.