

BRANDING GUIDE



EMBROIDERY

Embroidery is an excellent way of branding bags, apparel and other textile products. It offers higher perceived value and a depth of branding quality which other processes can't match and the finished image has a slightly raised effect. Embroidery uses rayon thread which is stitched into the product.

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Illustrator EPS File with converted curves/paths or .TTF font supplied

HOT STAMP

Hot stamping is a dry printing method of lithography in which pre-dried ink or foils are transferred to a surface at high temperatures. The die is mounted and heated, with the product to be stamped placed underneath. It is widely used on plastic and paper.

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DIGITAL PRINT

Digital printing is a great way to brand full colour images onto T-shirts, tote bags, mouse mats and cooler bags. The image is printed using a CMYK process and applied to the garment using heat and pressure giving a durable and clean presentation.

Digital Transfer is when the image is screened on a transfer substrate which is then laid directly on the material to be imprinted. The image is then transferred from the substrate to the material through the use of heat and pressure. Works best on cotton and cotton blends.

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FOIL & EMOSS

This is the highest quality branding onto leather or PU 'leather look' items and can be done in gold or silver. Zinc plated press or melt your design onto leather, PVC, and other materials resulting in a "raised" or "embossed" finish.

Embossing adds depth, and texture. Foil can be added to the embossing process resulting in a silver or gold raised logo. We impress an image in relief to achieve a raised surface.

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DIE CUT

Die cutting is the process of using a die to shear webs of low-strength materials, such as rubber, fibre, foil, cloth, paper, corrugated fibreboard, paperboard, plastics, pressure-sensitive adhesive tapes, foam and sheet metal.

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ENGRAVING

Laser Engraving can be applied to most metal products (subject to branding area) such as pens, keyrings, flasks etc. Can also be applied to wood and glass products. Usually applied to metal pens, keyrings, clocks and glassware. Laser engraving enhances the base colour of the item being engraved in a high quantity finish. Laser engraving produces a subtle and importantly permanent high quality decoration. Computer controlled lasers etch a small amount of the product's surface giving an 'etch' effect. This is a complex and technical process with very precise and even results, for a professional and high quality finish.

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KILN FIRED

Kiln fired decals are transfers printed with a ceramic ink that are applied to coffee mugs and glassware which are then fired at high temperatures in a kiln. The advantage of kiln fired decals is that the print becomes part of the surface and is permanent. They are also good for decorating mug handles and the inside lip as well as producing larger print areas on irregular shaped mugs or glasses.

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PAD PRINT

The most common method for branding logos onto 'hard' surface items such as pens, golf balls, plastic or metal items. Pad printing uses a silicone pad to transfer an image to a product from a laser etched printing plate. Pad printing is one of the most practical and popular ways of branding promotional products due to its ability to reproduce images on uneven or curved surfaces and print multiple colours in a single pass.

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RESIN PRINT

Resin printing is a full colour printed label with resin coating and a strong adhesive on the back. Resin coating an image produces a stunning 3 dimensional effect and elevates the perceived value of any product. Vinyl labels are resin coated which produces a very durable weather proof label that is almost indestructible. Can be used on items such as compendiums, keyrings and lid jars.

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SCREEN PRINT

Screen printing involves forcing ink through a mesh screen with a squeegee onto the product or substrate and is excellent for large print areas on flat or cylindrical objects. Some items could include T-shirts, clothing, bags, towels and aprons, Screen printing can also be used for larger prints onto compendiums and wrap prints onto drink bottles, mugs, and pens.

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SCREEN TRANSFER

A screen printed transfer (also known as a plastisol transfer) is an image which has been screen printed onto release paper. Instead of being directly screen printed onto a shirt or other item, the design is printed onto transfer paper, then applied with a heat press. Screen printed transfers can be single or multi-colour, and heat apply in seconds to any number of items, such as T-shirts, sweatshirts, shorts, jackets, and caps. Though screen printed transfers use the same inks and processes as other types of screen printing, the use of transfers holds several advantages. We recommend that this process is used when branding moisture wicking apparel for example dry fit.

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SUBLIMATION

Sublimation printing of promotional products involves a dye transfer system where the image is permanently embedded right into the texture of the promotional material surface. Primarily used in particular for clothing (i.e. cycling and sporting jackets etc) and other textiles; this method renders the best quality, very vibrant, full colour branding.

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