



THE COMPLETE GUIDE TO

CORPORATE BRANDED APPAREL



SOURCEPROMO
BY SOURCEPAK

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THE COMPLETE GUIDE TO CORPORATE BRANDED APPAREL

Branded corporate wear can be an excellent way for a business to develop brand recognition among customers and potential customers. Whether you want your business to stand apart from the competition or want to increase your brand recognition, custom corporate branded apparel can give you the branding space you need.

Companies worldwide use a wide range of marketing techniques to promote their brand. From billboard advertisements to online commercials, these advertising forms help companies expand customer bases and build brand awareness.

One excellent option for marketing is corporate branded apparel. This strategy involves placing your company name or logo on various pieces of clothing. Giving out company apparel can boost brand awareness. As your employees and customers wear the clothing, it works as a free source of advertising. You can use different creative techniques to create engaging apparel.

What Is Branded Apparel?

Corporate branded apparel is clothing and accessories that contain a company's name, logo, or motto. Corporate apparel can consist of many clothing types, including:

 T-shirts  Hats  Pants  Accessories



Marketers and company officials don't use branded apparel to generate revenue. Instead, the apparel can establish brand identity and boost product awareness. Sometimes, corporations give out branded apparel for free after customers buy a product or use a service. For instance, your company might sell textbooks. If a customer buys a certain number of books, you could give them a hat with [your company's logo](#).

You could also give out customized apparel for free, such as at local events. Giving branded apparel to customers can build brand loyalty.

Sometimes, companies give branded apparel to employees to wear while at work. Workers wearing branded merchandise can display a sense of unity and show pride in your brand.

Why Is Corporate Apparel Important?

Branded corporate clothing is important for spreading and improving brand awareness. Customers, potential customers, and employees can see the logo on your clothing. Branded shirts, jackets, hats, and bags can all be excellent ways to promote your company and what you stand for. You can use this apparel to ensure your brand gets noticed. If you offer customers customized apparel gifts, you turn them into advertisements for your company.

Think of your logo as your brand's face. When you put your logo on everything from your company website to your employee uniforms, customers will have a clear impression of who your company is and what you represent. Clear branding can ensure there is clarity about who customers are buying from.

Additionally, when you give employees and customers one-of-a-kind designs that feature your company's logo, you create an opportunity to establish long-term relationships. This can facilitate customer retention and loyalty over time, giving you more chances for success as your customer base grows. We discuss the benefits of corporate apparel more in-depth in the first chapter.

What You'll Learn in This Guide

In this guide, we will cover the ways custom branded apparel can elevate your brand, the advantages of branded company clothing, what to consider before ordering branded apparel, the types of custom corporate apparel, printing methods for branded apparel, how branded apparel is made, and how you can start designing your corporate apparel today. Read on to [learn more about corporate branded apparel](#) and [how you can get started](#).

CHAPTER 1: 7 WAYS BRANDED APPAREL CAN ELEVATE YOUR BRAND

Corporate branding is the practice of promoting your company's brand name for overall advertising purposes rather than for specific services or products. Corporate branding can include both branded company clothing like shirts and hats and branded company merchandise like bags.

In this chapter, we cover the ways a company apparel program can elevate your brand, including the advantages of branded company clothing, how you can create a company apparel store for employees, and why you should order branded corporate apparel from SourcePromo.

The Advantages of Branded Company Clothing

Corporate apparel is a popular investment for many companies. You can use branded apparel to expand your customer base and establish a strong corporate identity.

Here are more benefits of branded apparel:

1. Shows Brand Values

You can design apparel that reflects your company's values and preferences. Then, as employees and customers wear the attire, they share these choices with the rest of the world. Your company might represent itself through a particular color, catchphrase, or symbol. When you build the design for your apparel, you can incorporate these features. For instance, your company might associate itself with the color red. You could make red T-shirts with your company's logo to create a strong brand image.

2. Creates Corporate Culture

If you give corporate apparel to your employees, you can establish a strong sense of corporate culture. The apparel displays pride in the company, whether it's a shirt, hat, or jacket. It can also show a sense of unity between your employees and your overall values. For instance, visiting customers could notice the unified apparel and view it as an additional positive for your brand.

3. Advertises Your Logo to Others

Branded apparel can also help with brand awareness. Apparel is one of the best types of branded merchandise because users can wear it regardless of location. The best part is, they promote your company's name, logo, or symbol when they wear it. Potential customers can build an association between identifying colors and your brand. Additionally, customers wearing your merchandise give a positive impression to others. They show a commitment to your brand and a silent endorsement, which could encourage others to seek your products or services.

4. Cost-Effective

Branded apparel is one of the most cost-effective marketing techniques available. Whenever an employee or customer wears your apparel, they promote your brand to the world. You don't have to pay any additional expenses or make any extra plans to further the advertising. This method is also timely — apparel can last for several years or more, providing free advertising for an extended time.

5. Encourages Loyalty

Handing out branded apparel to customers can promote loyalty and increase retention rates. They can wear clothing and accessories to express their enthusiasm about your brand. Giving away apparel shows that you care about your customers and want to create an emotional connection. The more they wear the merchandise, the stronger connection they might form with your company. In turn, they are more likely to invest in your services or purchase your products in the future.

6. Develop a Reliable Image

Corporate apparel can be a highly effective branding method for your company. When you implement corporate apparel, you can improve the perceptions of your image among customers. This can lead to higher sales and increased customer loyalty. Customers often associate corporate apparel with well-established, large businesses. When you have this type of image, you enhance your customers' confidence in the professionalism and skill of your company, which means they may be more likely to make a purchase.

Consistency helps you retain customers and continue selling. When customers trust that they'll have a positive, reliable experience each time they work with your company, they are likely to continue patronizing your business. Corporate branded apparel establishes a consistent appearance across your brand and employees, reinforcing the feeling of reliability.

7. Distinguish Between Different Types of Employees

You can also use branded apparel to distinguish between lower-level and higher-level employees. Regardless of whether an employee is a subordinate employee or management, they can participate in wearing the uniform and feel like a team. Additionally, you can use different types of apparel to denote their different employment levels. For example, you may choose to give lower-level employees blue shirts while higher-level employees have red shirts. This distinction allows customers to tell the difference and know who they should approach for their needs.



How to Create a Company Apparel Store for Employees

By creating a company apparel store for employees, you can increase your brand's visibility. Though implementing a company-wide uniform policy is a staple in the business world, establishing an online store where employees can choose their apparel is a relatively recent game-changer. Partner with a branded apparel distributor to start your employee apparel program and follow the steps below.

1. Determine Your Needs

Start with determining what your company's needs are for branded apparel. Your apparel needs will inform the best way to proceed, including which clothing type to choose and the best shipping method. Whether you are interested in developing a branded shirt for a volunteer event or sustainable branded apparel for everyday wear, you want to determine these needs at the start. Keep your needs in mind while you move through the remaining steps of establishing a company apparel store for employees.

2. Select Materials and Clothing Types

Next, choose the materials and clothing types that will best suit the needs of your employees and brand. The apparel you select should be both appropriate for your company culture and comfortable for your work environment. Consider the following factors to help make your selection:

Company culture: Think about which styles of apparel align best with your company culture, such as polos or button-downs and blazers.

Nature of the work: The nature of the work can also influence what materials and clothing types are the best options for your company, such as a thin material for work that doesn't require much physical activity. If the nature of the work could put apparel at risk of tearing or ripping, you may want to opt for a more durable material.

Working environment: Finally, consider the working environment and climate for your employees. For example, in a humid environment, you may want to opt for a moisture-wicking material, while a colder environment may call for a warmer material.

3. Choose a Logo Embellishment

You will then choose the logo embellishment, also referred to as the imprint method. Different methods use different technology, and each comes with its unique advantages depending on your preferences and apparel fabric. If you want a dimensional logo, for example, you may want to opt for raised embroidery. Popular logo embellishments include:

- | | |
|-------------------|---------------------------|
| ✦ Heat transfer | ✦ Dye sublimation |
| ✦ Offset printing | ✦ Debossing and embossing |
| ✦ Screen printing | |

Request expert guidance if you are unsure of the right logo embellishment for your company and request product samples.

4. Pick a Shipping Method

Finally, you will pick a shipping method that is most suitable to the needs of your company and employees. Shipping method options include:

- ✦ **Drop shipping:** With drop shipping, you can send your corporate branded apparel directly to an employee's door when they make a purchase from your company apparel store.
- ✦ **Split shipping:** When you have several business locations, you may want to opt for split shipping so you can send branded apparel to different addresses.
- ✦ **International shipping:** If your company operates out of more than one country, you may want to ship your corporate branded apparel internationally.

Choose SourcePromo for Corporate Branded Apparel

Branded apparel can [elevate your brand in many ways](#). Whether you give it to employees, customers, or both, the clothes can boost brand awareness and establish a unified brand identity. Corporate branded apparel allows you to establish a strong corporate culture, encourage loyalty and retention, [develop a reliable image](#), and distinguish between different types of employees.

In addition to giving branded apparel to your customers, you can enjoy these advantages by creating a company apparel store for employees. To set up your store, determine your company's needs, select materials and clothing types, choose the logo embellishment, and pick a shipping method. [Order branded corporate apparel](#) from SourcePromo today or contact us to learn more.

CHAPTER 2: 8 THINGS TO CONSIDER BEFORE ORDERING BRANDED APPAREL

Before you order branded apparel, you need to know what to consider regarding ordering and designing your company apparel.

This chapter covers tips and factors to consider for designing and ordering company apparel, such as who will wear the clothing, how much to order, and determining your ideal message and timeline.

8 Tips for Designing and Ordering Company Apparel

Investing in corporate branded apparel can bring many benefits to your company. If you're ready to create your own apparel but aren't sure how to make a clothing logo or where to start, we can help.

Most people get their corporate apparel [from fulfillment order services](#). You can work directly with an apparel design and fulfillment service to create your design and place your order. They can guide you through the entire process and ensure your apparel represents your brand values.

Your branded apparel will display integral aspects of your brand, so planning ahead is important. Having an idea of how you want your apparel to look can help you when you start working with providers.

Here's what to consider before ordering apparel from a fulfillment service:

1. The Apparel's Wearer

First, you should think about who you want to wear the apparel. Do you intend your clothing for customers, employees, or both? The user might influence your design choices. For instance, you might just want the apparel for your employees. If this is the case, you might choose one color for all the apparel to show a sense of unity. But if you want the clothing to be for customers, you could select a wide range of colors. You might want garments for both group types, and you can adjust your choices accordingly.

2. Your Typical Customers

If you intend to develop corporate apparel for your customers, creating designs that appeal to them is crucial. Think about your average consumer and what design preferences they might have. You might already have a typical buyer persona in mind. If you don't, it might be helpful to research your customers' buying habits, geographic locations, and other vital data. Then, you can use the data you gather to inform your ordering decisions. For example, you might find that your customers prefer certain colors when buying your products. You could incorporate those colors into your branded apparel.

3. Your Ideal Message

You should also consider what message you want the apparel to convey. Think about whether you want to display your logo, company name, signature phrase, or other content. Each of these can promote a particular aspect of your company to the public. For example, showing your logo can help customers associate you with an image. Then, they can think of your product or services when they see that image. Some businesses use a combination of a logo, name, and catchphrase on their apparel. It ultimately depends on your preferences and how you want to present yourself to others.

4. Your Budget

Next, plan for your expected budget. Starting with a budget in mind can keep you from spending too much later. You can browse available vendors to find prices that meet your

expectations. It's usually better to look for high-quality materials than choose the lowest prices. Either way, you can work with your service provider to find the best prices for your desired amounts.

5. Your Desired Timeline

It's also helpful to set an ideal timeframe for receiving the clothes. You might need the apparel for a specific event or on a particular date. In these cases, it's best to plan in advance to ensure you receive the clothes on time. Fulfillment services can vary by order processing times, so be sure to ask about timing when selecting a provider.

6. The Amount of Clothing

You should also think about how much apparel you need. You'll need estimates for each type of apparel you order. If you're just ordering for employees, you can set an exact number for your order. But if you want the clothing for general uses, it can be trickier to solidify order numbers. Your service provider can help you narrow down how many items you need. Remember, you can always place additional orders if you find your original estimate wasn't enough.

7. The Apparel Type

Next, consider what types of apparel you want to buy. You can brand various apparel types, from T-shirts and jackets to hats or sunglasses. Each type has different design considerations. For instance, your brand design for a pair of sunglasses will be smaller than one on a T-shirt. Think about what options would suit your brand. You might only want T-shirts, or you could choose a few of every option.

8. The Typical Usage Environment

Lastly, thinking about the average environment can help you choose the apparel type. For example, sunglasses might not be the best fit if you want apparel for your employees working indoors. But sunglasses would be an excellent choice if you're attending a summer event and want to give out apparel that matches the mood. A service provider can help you find the best choice if you're uncertain of the usual environment.

These considerations can help you make the best order for your company's goals.



WHAT TO CONSIDER BEFORE ORDERING

- The apparel's wearer
- Your typical customers
- Your ideal message
- Your budget
- Your desired timeline
- The amount of clothing
- The apparel type
- The typical usage environment

Order Branded Corporate Apparel From SourcePromo

Your company can enjoy many benefits when you invest in corporate apparel. Work directly with an [apparel design and fulfillment service](#) to create your design and place your order.

You'll want to consider a few essential aspects before you order from a fulfillment service. Be sure to account for your expected budget, how much apparel you need, what types of apparel you want to buy, and the average environment where employees or customers will wear this clothing. [Contact us for more information](#) on company apparel ideas, or [order your branded corporate apparel](#) from us at SourcePromo.

CHAPTER 3: TYPES OF CUSTOM CORPORATE APPAREL

To help you decide what the right apparel for your brand is, you should know which types of custom corporate apparel are available to you and your employees.

In this chapter, we cover several types of custom corporate apparel and the different options for each. We also cover the differences between men's apparel and women's apparel and why you should offer various sizes, colors, and designs to meet buyer preferences.

6 Corporate Apparel Options

As you start planning for your corporate apparel order, it can help to take a closer look at apparel options. Exploring these options can help you select apparel types. Then, you can seek out fulfillment services that supply your desired types.

Here are examples of branded corporate wear:

1. T-Shirts

T-shirts are often the first pieces that come to mind when you think of corporate apparel. Most people have several of these lightweight and comfortable shirts in their closets. T-shirts [are a versatile option](#) for your corporate branding. You have plenty of room to display your logo, company name, or both. You could use the front and back of the T-shirt for your design.

Another advantage of T-shirts is their wide availability. You can find them in various options:

- ✚ **Colors:** From red and orange to blue and purple, you can shop for T-shirts in every rainbow color. You can find a shade that matches your brand or meets your customers' preferences.
- ✚ **Sizes:** It's important that your corporate apparel includes sizes for all customers. T-shirts are typically available in every size, making them a great option.
- ✚ **Materials:** Next, you can also choose from a wide range of materials for your T-shirts. Whether you prefer cotton, polyester, or a blend of materials, you're sure to find a provider with the material you want most.
- ✚ **Styles:** Lastly, you can choose from long-sleeve or short-sleeve T-shirts. You could also find more distinctive styles, such as a V-neck style.

With so many T-shirt types available, you can build a customized design for your apparel.

2. Office Wear

Another option for corporate apparel is office wear. This type, in particular, is an excellent option for apparel you can give to your employees. A company's office wear can depend on culture and preferences. However, common examples of office wear include:

- ✚ [Polo shirts](#)
- ✚ [Dress shirts](#)
- ✚ [Twill shirts](#)

Another option for corporate apparel is office wear. This type, in particular, is an **excellent option for apparel** you can give to your employees.



You can use office wear to create corporate clothing for your employees. Options like polos are classic and sophisticated choices for workers to wear in the office. By adding your company name or logo to the shirts, you can create a unified presence for customers. Employees can show their pride in their work, fellow employees, and company culture.

Polos, dress shirts, and other office clothing types are available in many colors and sizes. You can select the styles that suit your employees and brand best. Workers could also get involved in the design process, which can increase the excitement for the apparel.

3. Outerwear

Some companies [choose outerwear for their corporate apparel](#). These warmer options are perfect for colder months. Outerwear includes pieces like:

+ [Jackets and coats](#)

+ [Sweaters](#)

+ [Vests](#)

+ [Fleece](#)

+ [Sweatshirts](#)



You could add your business logo or information to any of these options. Outerwear is a great giveaway choice for events during the winter, perfect for staying warm when you're out and about. They also make excellent gifts for your employees to wear throughout the year.

Because there are so many styles available, you can get specific with your design and gifts. Your outerwear choice might depend on your customer and employee preferences. For instance, some people

might not prefer vests but might love sweaters. You can use their preferences to create an ideal style for your corporate apparel.

4. Pants

There are also different pant styles available for branded apparel. You could brand any of these types with your logo or company name. For instance, you can find:

+ [Pants](#)

+ [Shorts](#)

+ [Jeans](#)

+ [Skirts](#)

5. Headwear

Next, headwear is another option for branded apparel. These accessories are perfect for sporting a logo or business name. And many people use hats year-round, allowing for consistent advertising.



Here are examples of headwear you can use for corporate apparel:

- + **Caps:** Caps have a fitted crown and a visor facing the front instead of a full brim. A [baseball cap](#) is a classic example.
- + **Hats:** Hats are any round head covering with a brim. This description includes everything from [a sun hat](#) to a [cowboy hat](#).
- + **Beanies:** Beanies [are a popular option](#) for year-round style. Their softness and various designs make them a great choice for branded apparel.
- + **Visors:** Visors' signature looks [are also excellent options](#) for branded clothing. They're especially popular in the summer months for blocking the sun's rays.

6. Accessories

Lastly, you can also brand a wide range of accessories with your business logo. Consider choices like:

- | | |
|---|--|
|  Sunglasses |  Bandanas |
|  Gloves or mittens |  Shoes |

These choices are more unique than other typical clothing options. Their smaller size makes them excellent giveaway options because they're easily portable. You can also choose from many colors and styles for any of these accessories.

Men's vs. Women's Apparel

As you select your corporate apparel, you must consider both men's and women's options. You likely have both male and female customers and employees, so it's crucial to provide apparel options for both groups. That way, you give all your customers the option to use your clothing and optimize your reach.

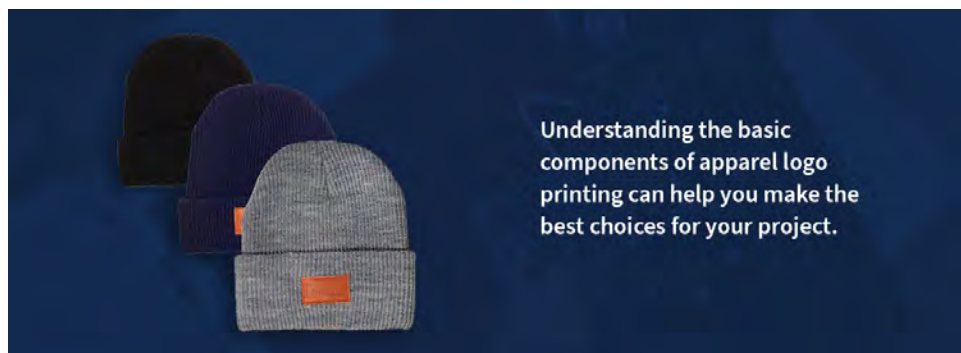
Men and women often have different preferences for clothing. Their lifestyles and values can inform their preferred clothing. To make sure you meet both needs, try to offer a variety of:

-  **Sizes:** Both men and women represent a wide range of sizes. No matter what apparel type you choose, you should offer many sizes. An abundance of sizes allows everyone to feel represented and wear the apparel comfortably.
-  **Colors:** Depending on the person, men and women could have different preferences for colors. Offering various colors might encourage more people to wear your apparel. You can include your brand's typical colors in the logo, then offer multiple colors in the rest of the apparel.
-  **Designs:** Lastly, people might have different inclinations for designs. Some might like big images, while others prefer smaller ones. Offering a range of apparel types can

help you meet these preferences. For instance, you could provide T-shirts with big designs and jackets with smaller ones.

Overall, the most critical aspect is meeting your typical buyers' choices.

Luckily, most branded corporate clothing is available in unisex options. This style can suit all genders comfortably, making it an inclusive choice. Many shirts, hats, socks, and other garments can fit someone regardless of gender. Consider adding these alternatives to your corporate apparel so every customer or employee feels comfortable.



Find All Types of Corporate Apparel on SourcePromo

Now that you know the different types of custom corporate apparel available, you can choose what specific apparel you may want to consider for your brand. Whether you want men's apparel, women's apparel, or unisex options, you can find all types of corporate apparel at SourcePromo. Contact us at SourcePromo to learn more about the types of custom corporate apparel and what may be the right options for your company.

CHAPTER 4: PRINTING METHODS FOR BRANDED APPAREL

Before you order apparel for your company, you need to consider the printing methods available for branded apparel.

This chapter covers the basics of apparel logo printing options and terminology, including colors, vector images, and resolution. We also cover the types of logo printing, such as screen printing, vinyl graphics, and embroidery. Additionally, we explore choosing a printer or service provider and what to consider when making your selection.

Basics of Apparel Logo Printing Options

Once you have a better idea of what apparel types you want, it's time to move forward with printing. Understanding the basic components of apparel logo printing can help you make the best choices for your project.

There are a few notable terms that you might frequently come across during discussions about logo printing:

- Colors:** Logo printing professionals use specific names and acronyms to reference colors. For instance, you might encounter the phrase CMYK. This term refers to a particular color scheme — CMYK stands for cyan, magenta, yellow, and key. "Key" is another word for black, which is the approximate shade that forms when you combine the other three colors. CMYK is the color mode used for print designs, such as apparel.
- Vector images:** Next, you might see the term vector images. This image type is usually used for printing logos on apparel and other merchandise because you can resize them easily. As you scale a [vector image to a different size](#), it retains its original ratios without becoming pixelated or distorted.

- ✚ **Resolution:** Resolution is also an essential concept for logo printing. Your image's resolution refers to how many [pixels are in 1 square inch](#) of space. The better your resolution, the clearer your images are on apparel. This measurement can help you prepare high-quality prints no matter your apparel type.

Types of Logo Printing

Another important aspect of logo printing is its different types. Depending on your desired design, one type might suit you better than others. By familiarizing yourself with these options, you can make the best choice for your apparel decorations.

Here are some common types of logo printing for apparel:

- ✚ **Screen printing:** Screen printing is a popular choice for T-shirt prints and other clothing. It's ideal for printing big orders, making it an excellent option for large corporate apparel orders. Using a fine mesh screen, designers transfer a stenciled design of your logo or company name onto apparel. This method uses thick inks that lay on top of the shirt. For multicolored items, manufacturers create a stencil for each color to complete the full design. Overall, screen printing produces vivid colors and allows for easy reproduction.
- ✚ **Vinyl graphics:** Next, vinyl graphics are another option for your corporate apparel. During this process, a machine prints and cuts designs and letters on pieces of vinyl. Then, manufacturers use a heat press to transfer each vinyl piece to the desired material. The heat transfer creates dimensional and textured images. Companies often use vinyl graphics for smaller orders.
- ✚ **Direct-to-garment:** In direct-to-garment printing, manufacturers use inkjet technology to create your desired image and text. Your corporate logo or name is made using water-based ink, then sprayed onto the garment. The material fibers in your apparel absorb the ink, allowing for strong details and a polished final look. Direct-to-garment printing also supports a wide range of colors. However, this process can take longer than other styles because of its close attention to detail. Because of the slower pace, some professionals prefer other methods for larger orders.
- ✚ **Heat transfer:** You can also choose the heat transfer printing method for your branded apparel. This process prints your design on the material. Then, you apply the material

to your desired garment using a heat press. The heat transfer can recreate small details and text. Some materials cannot use screen printing due to the nature of their material, such as nylon and silk. However, you can still use heat transfer for these materials, making them a versatile option.

✚ Embroidery: Embroidery is a classic choice for corporate apparel. Embroidery stitches a logo or text onto the fabric of your choice. Many companies embroider their logo or company name onto hats, jackets, shirts, and more. You can also use options like puff embroidery or sequins to add an additional pop to your design. Some manufacturers embroider designs onto a patch, then stitch the patch to apparel.

✚ Laser etching: Lastly, this method involves lasering an image on the top layer of your fabric. It renders a glossy and polished image of your design. Because of its more intensive nature, manufacturers commonly use laser etching for thicker materials, like fleece in outerwear.

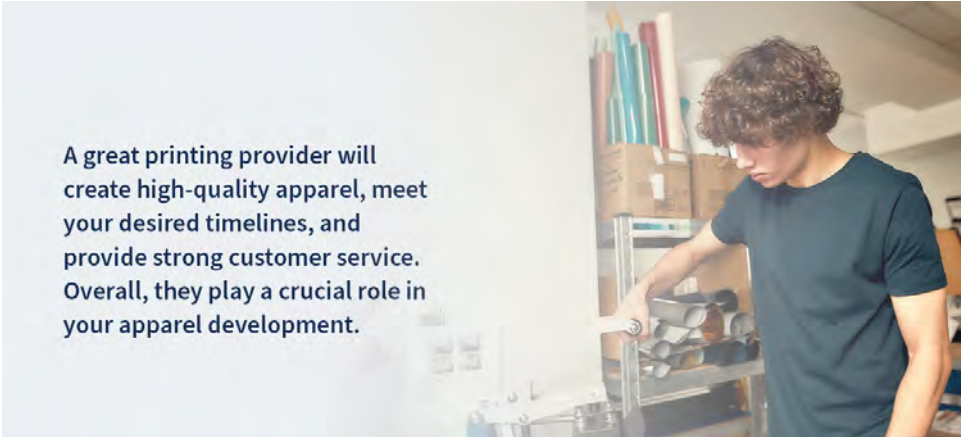


Your company design and preferences can influence your printing type selection. For instance, heat transfer could help you replicate the exact logo if you have a detailed design. But if you need a large order and have a strict deadline, screen printing can help you fulfill those needs.

A fulfillment service provider can also help you explore these types and suggest the best fit for your design goals.

Choosing a Printer or Service Provider

The last major component of logo printing is finding the right service provider for your project. A great printing provider will create high-quality apparel, meet your desired timelines, and provide strong customer service. Overall, they play a crucial role in your apparel development.

A photograph of a person with curly hair, wearing a dark t-shirt, operating a printing machine in a workshop. The background shows shelves with various materials and equipment. The text is overlaid on the left side of the image.

A great printing provider will create high-quality apparel, meet your desired timelines, and provide strong customer service. Overall, they play a crucial role in your apparel development.

With so many printers available, selecting the best one for you can be tricky. These are a few aspects to consider when selecting a printing service provider:

- Deadlines:** Most companies set a specific deadline for their corporate apparel. For instance, you might need the clothing before a local event or want your employees to wear the garments at the start of a new quarter. Whatever the reason, finding a provider that respects and works with your deadline is important. To narrow potential providers, you can ask them about typical project timeframes. Additionally, you can ask for an estimated schedule for your order.
- Customer service:** Next, positive customer service significantly impacts your project's success. Providers with dedicated customer support can answer your questions and suggest the best approaches for your apparel. Anything from their website's language to how they answer your questions can inform you of a provider's customer service approach.

- ✦ **Available printing types:** You might have a particular printing method in mind for your apparel. For example, you might want to use heat transfer because of small details on your logo. As you look for providers, be sure to ask whether they support your desired style.
- ✦ **Reputation:** You should also examine a provider's recent reviews before selecting them. You can [browse online testimonials](#) or speak to previous customers about the vendor's services. If you notice reviews about bad communication, missed deadlines, or other poor service indicators, you might consider a different provider instead.
- ✦ **Previous work:** Another way to choose a fulfillment service is by researching their past work. Their other projects can display their expertise and the specific techniques they use. You can likely find images on their website of past projects before deciding whether their other prints match your intentions for your apparel.

Design Custom Branded Apparel With SourcePromo

Now that you know more about the basics of apparel logo printing options and common types of logo printing for apparel, you can find a service provider for your project. When selecting a printing service provider, consider their customer service, available printing types, and previous work.

[Contact us at SourcePromo](#) today or [browse our branded apparel](#).

CHAPTER 5: HOW IS BRANDED APPAREL MADE?

Finally, if you want to include corporate branded apparel in your company, you should also understand how it is made and the three steps involved in the apparel fulfillment process.

This chapter explains the apparel fulfillment process, which consists of design, creation, and distribution. We also cover why SourcePromo is your solution for corporate apparel, along with the various services we offer.

Apparel Fulfillment Process

After you select a service provider, the apparel fulfillment process can begin. Apparel creation typically follows three distinctive steps:

1. Design

In the initial step, you work with your provider to create your company's design. You might already have an image in mind, or you might rely on your vendor's help. Either way, this first stage is all about crafting and refining apparel design.

Your provider might ask you specific questions about your choices. These are common considerations for building apparel design:

+ **Colors:** Your color choices for apparel make a big impact on brand expression. Studies have shown [that people associate colors](#) with specific feelings or actions. For instance, blue is often associated with calmer feelings, while red can symbolize power and strength. Keep these color associations in mind as you select colors for your branded apparel. The shades impact how customers view your brand. For example, choosing blue polo shirts for your employees might show calmness and professionalism. But

selecting yellow shirts can display enthusiasm and positivity. Think about what feeling you want your brand to express, and choose a corresponding color.

✚ **Logo placement:** Logo placement also impacts how people perceive your brand. Depending on the apparel type, your logo location will vary. You want a site that provides maximum visibility, such as on a pocket or a chest. Your logo placement also depends on the apparel wearer. For instance, if your apparel is for employees, you likely want a logo on the apparel's front so customers speaking to employees can see it easily. But if the apparel is for customers, you could print a large logo on the back of the garment or other locations.

✚ **Overall messaging:** Always keep your overall intention for the apparel in mind. You can align the design with your goals. For instance, you might want the clothing to encourage customers to take action, like calling or filling out an online contact form. You could use a simple and effective call to action (CTA) in your design to remind potential customers of the action. Other companies use their slogan on their apparel. These words can remind customers of your available services and encourage them to approach your business. For example, a slogan might express humor, showing your company's friendly nature when dealing with customers.

Your fulfillment partner can help you decide on various design aspects. Once you finalize a design, it's time for the creation process.



DESIGN

In the initial step, you work with your provider to create your company's design. You might already have an image in mind, or you might rely on your vendor's help.

2. Creation

During creation, your service provider uses a printing method to transfer your design onto apparel. They choose a printing process based on your design specifics and preferences. For example, you might request screen printing because of a large order volume.

Depending on your provider, the creators can provide updates during production. You can view the order progress and refer to estimated completion times.



3. Distribution

Finally, the service provider [will send the apparel](#) to your company. You can work with them to find the best delivery date and time. Once you receive the order, you should examine it to ensure all the items from your order are accounted for. You can also look for misprints or other flaws with the clothing. If you find any problems, work with your provider to get a replacement or a refund.

Once you have the apparel, your next steps are up to you. Some companies keep their apparel in inventory until they want to use it. In other cases, you might have an immediate need for it. For example, you might want employees to start wearing the apparel right away. Or, you might have an upcoming event where you want to distribute clothing.

After you pass out corporate apparel, you can examine whether it affects brand awareness or customer loyalty. For instance, you can study whether giving customers a free T-shirt encourages them to return to your store. If you notice an increase in interest or engagement, consider investing in more corporate apparel in the future.

Why SourcePromo Is Your Solution for Corporate Apparel

Corporate apparel can boost brand awareness, encourage customer loyalty, and improve employee morale. If you're ready to get started with corporate branded apparel, choose SourcePromo today.

We have over 400,000 products available for corporate apparel. Whether you want to use T-shirts, sunglasses, or any other clothing type, SourcePromo can help you design apparel that meets your company goals. Our dedicated customer service team can guide you through the order fulfillment process, answering all questions and making informed suggestions. We offer free quotes and samples that can help you select the best apparel option for your business.

SourcePromo also offers several other services, including:

- + Website design
- + Warehousing and fulfillment services
- + Tailored design for apparel

Start Designing Your Corporate Apparel Today

When you're ready to order corporate apparel, you'll work with your chosen provider to create your company's design. From there, your service provider prints your apparel and sends it to your company, employees, or customers.

SourcePromo is your solution for corporate apparel! Our apparel can help boost [brand awareness and encourage customer loyalty](#), and we offer additional services to help your

business. To get started with SourcePromo, [contact us today](#) or [browse our corporate apparel](#) for your employees or customers.

START DESIGNING YOUR **CORPORATE** **APPAREL** TODAY

SourcePromo is your solution for corporate apparel!



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