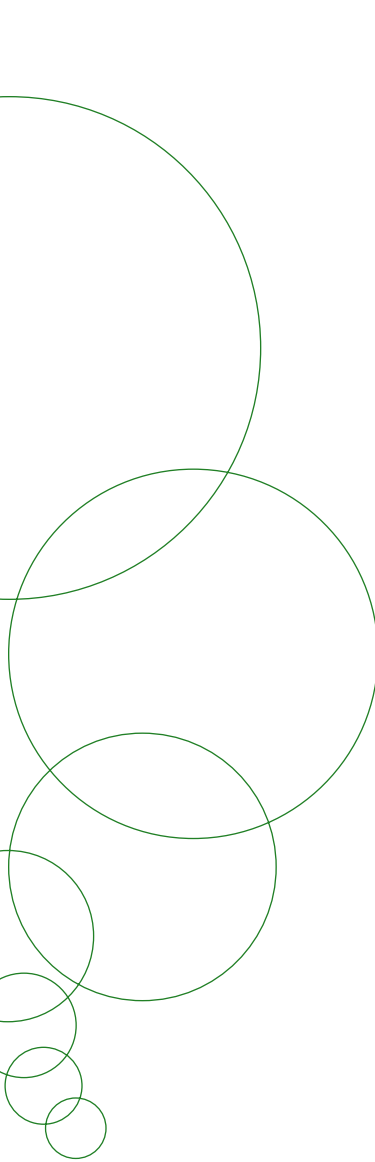
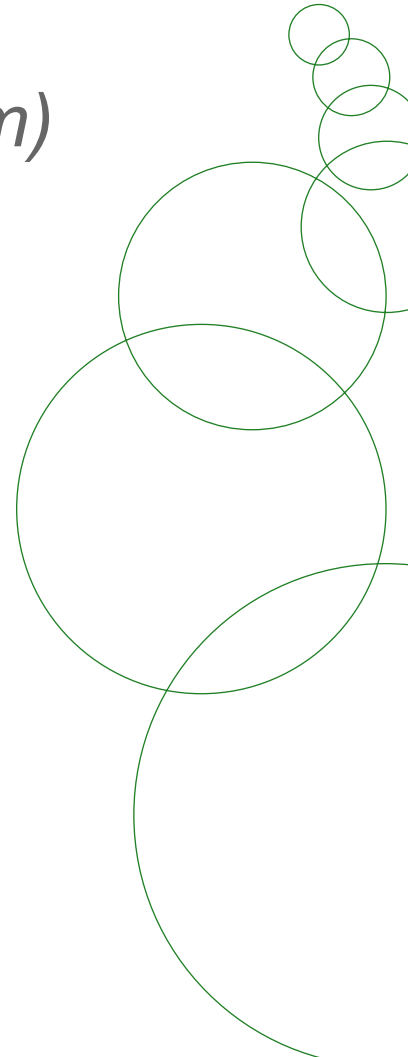




6 Logo Mistakes that Jeopardize Your Giveaways

(And How to Avoid Them)



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6 Mistakes You Could Easily Avoid with Your Imprinted Promotional Items

You probably know this by now: Your logo is the most important visual element that lives with your brand. It's the face of your business, taking on the vital task of making your first impression to the public.

This is why a well-designed logo on the right promotional item can do what ordinary advertising can't—it takes your business right to your target audience. With your logo in people's hands, you build brand awareness, generate more word of mouth and repeat business, and ultimately, increase your net dollars, all for a fraction of how much you'd spend for traditional ads. If people love your giveaways, chances are they'll love your business, too.

In the same way, your logo gone wrong on your item choice means bad news! It's something no one in business wants to see happen, but unfortunately it does. Here are 6 mistakes people are making with their logos—a good list to look over to avoid going down the same road of jeopardizing your next marketing project.

1. **Wrong logo and item orientation** :: Choose right or redesign

We've seen it happen many times—complaints such as “Why does my logo look so tiny on this pen?!” when the logo is really vertical in orientation, or “Only the middle part is seen on my promotional tumbler!” when the artwork is spread out like a banner.

It may sound like a silly mistake, but it surprisingly happens often—when people are rushing to prepare for an event or when they are bent on using a giveaway even when it's wrong for their logo.



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The solution? Plan ahead and pick an item that renders your logo best. A flat item with ample space works for round or square logos; spherical items are great for rounded ones or text that wraps just about halfway. If you really must, though, you can tweak the logo layout to fit your item choice—just don't go too far off the original lest you run into copyright issues! Then, have a mockup sent to you—something we do at Branders free of charge—before going ahead with your order. No logo mess-ups, no surprises.

2. **Wrong color combinations :: Complement and accent, DON'T clash and saturate**

You've got a great logo design and the perfect item to go with it. But when the item is delivered, you finally realize the colors you insisted on using don't work together—uh-oh! Again, another disaster you could have easily avoided with the right foresight.

Brush up on some Design and Imprinting 101 before choosing the item or background color to use with your artwork. Otherwise, you'll end up with (a) clashing colors that fail to display your logo and message well and (b) background colors that saturate your imprint.



Remember these basics: When choosing an item color, make sure your logo becomes the stand-out accent. Go for muted tones when you have bright-colored artwork, and vice versa. When using dark-colored backgrounds like black, midnight blue, and charcoal, steer clear of reds, yellows, and oranges—these tend to get “eaten up” by the dark background and it will look like you had cheap stamping done when you actually went fancy on 4-color printing, for example.

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3. **Too much detail or text on embroidery** :: Stitch less, print more

Some logos really do look gorgeous on embroidery. But watch out! Put a little too much detail that are too close to each other and the stitches will overlap, causing text or image run-ins. And since most embroidery is done on apparel or headgear, it's important that stitching looks good; otherwise the items would be sitting in your customers' closets, gathering dust and not getting any brand exposure!



So here's the key: If you really want your giveaways embroidered, then ditch the intricate detail. Embroidery works best for solid logos and minimal, evenly spaced-out text. But if you really must have all that text show up on your item, then try screen printing! All the detail you like, no stitch run-ins. Less expensive, too, so you're saving both on imprint cost and possible wastage.

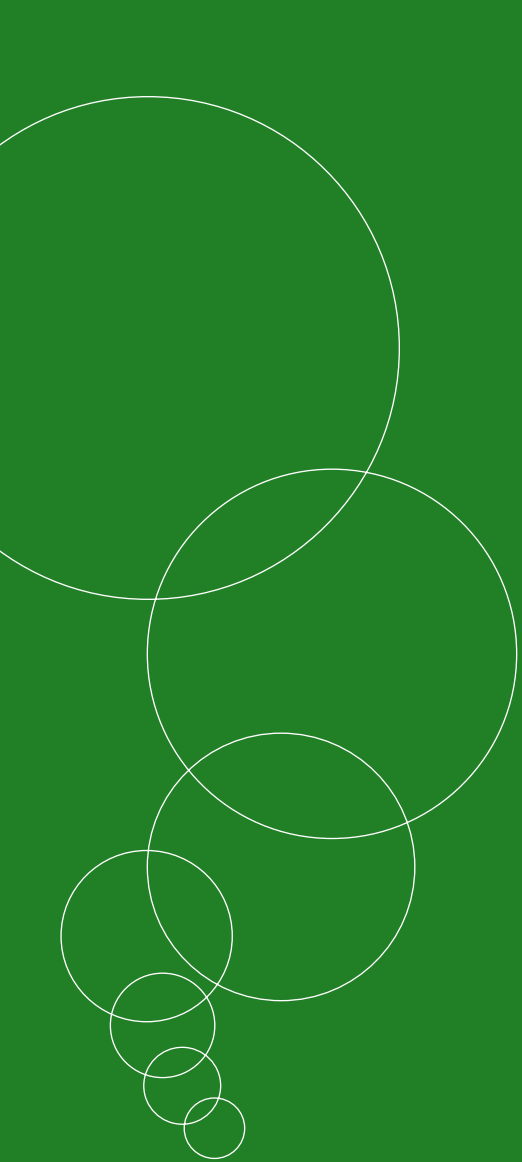
4. **Two or more colors with tight registration** :: More space, less mistakes

Here's something not a lot of people know about bulk imprinting: Colors are applied one at a time, not all at once. So when you have two imprint colors with too little space around them, the printer may not be able to print the second logo color exactly where it should be. What more for a third or fourth? Yikes!



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Reconsider your layout, especially if the artist or any printer personnel you're dealing with says your logo has "tight color registration." Remember the rule: More space, less mistakes!

5. **Unfit image resolution and color specs :: Get your specs right**

It's the technology age, so if you want to make your promotional item ace your next marketing campaign, better make sure you got the basic specs covered for excellent printing results!

On resolution. Logos and images should have a resolution of at least 300dpi—this means photographic quality. If not, the printed image will appear grainy with rough edges and colors can bleed.

You can check the size of your image using software like Adobe Photoshop (Click > Image > Resize).

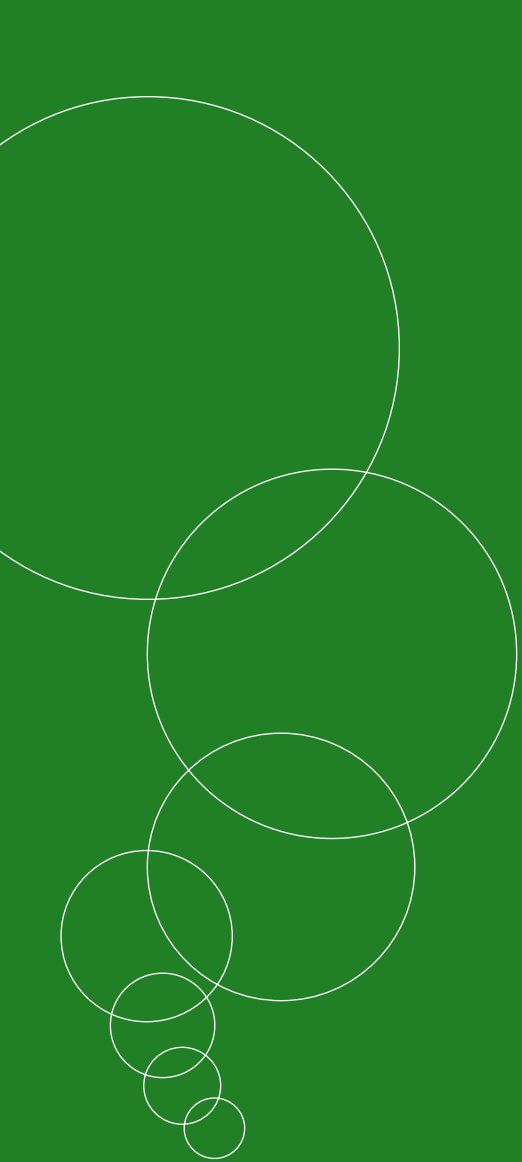
On color specification. The printing process and how it's priced is actually defined by the number of colors used in your artwork. It may be a single-color print, two-, three-, or four-color print (also known as full-color printing). Every ink color printed is defined in parts and percentages by a formula from the four primary colors—cyan, magenta, yellow, and black (or what's referred to as CMYK).

To accurately replicate your artwork in print, make sure you give the set-up personnel the right Pantone references for the individual spot color(s) used in your design. Pantone colors use unique numbered IDs to indicate the color and finish, so it can pretty much cover all possible colors.

6. **Poor font and text size choice :: Can't read it? Don't use it!**

The last place to get fancy with on promotional items? Font selection. Get your text size wrong and it's double the trouble!

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Believe it or not, the best fonts are common fonts that are easily readable, like Arial or Times New Roman. At Branders, we can personalize your giveaways with a wide range of easily readable fonts you can take cues from, or we simply advise customers to make sure that their imprint can be easily read. One of the best ways to do this is to make the print as large as the design allows. The trick to keep in mind: Maximize your imprint space, but never go beyond the imprint area. This way you're sure your text looks great and is readable even from a distance.

The best tip of all...

...is something we can put a guarantee on anytime: Team up with experienced professionals to help you all the way, from selecting the right product for your marketing project to getting the promotional items delivered to your doorstep, just the way you like it. Make no mistake about it—you may be tempted to take the advice of an old friend who knows a bit about screen printing on this or that item, but personalizing giveaways and getting it right each time is still a science and an art.

There's a reason that over 97% of Fortune 500 companies—as well as thousands of growing companies—have used Branders, the promotional product company that guarantees 100% satisfaction. We offer thousands of quality items at prices that average 20% lower than our top competitors. And that's on top of excellent service and technology that allows you to see before you buy. Call us and see for yourself!

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