

# CORPIGIFT BRANDING GUIDE

## Everything You Need to Know About Branding Your Products

At CorpIGift, we've simplified the process of ordering branded merchandise online. This guide explains each branding technique, where it works best, artwork requirements, limitations and practical considerations, helping you make informed decisions before placing your order.



### BEFORE YOU BEGIN

#### Understanding Your Artwork

The quality of your final product starts with the quality of your artwork.



- ✓ AI, EPS, Vector PDF, SVG (Preferred)
- ✓ PNG (High resolution)
- ✗ JPG (Low resolution)
- ✗ Screenshots / Files from websites
- ✗ Word / PowerPoint documents



### COLOUR MATCHING

We match colours as closely as possible using Pantone (PMS) references. Please note colours may vary depending on:

- Branding method
- Product material
- Fabric colour
- Coating and finish
- Lighting conditions



### CHOOSING THE RIGHT BRANDING METHOD

Different methods offer different benefits. Use the guide below to choose the best option for your product, logo and budget.



| BRANDING METHOD    | SCREEN PRINTING | PAD PRINTING | DIGITAL PRINTING | UV PRINTING   | LASER ENGRAVING | EMBROIDERY      | SUBLIMATION        | HEAT TRANSFER | DTG PRINTING   | DEBOSSING        | FOILING           | DOVE STICKERS        |
|--------------------|-----------------|--------------|------------------|---------------|-----------------|-----------------|--------------------|---------------|----------------|------------------|-------------------|----------------------|
| BEST FOR           | Apparel, Bags   | Small Items  | Complex Logos    | Hard Surfaces | Metal & Wood    | Clothing & Caps | Polyester Products | Apparel       | Cotton Apparel | Leather Products | Premium Gifts     | Promotional Products |
| COLOUR CAPABILITY  | 1-6 Colours     | 1-4 Colours  | Full Colour      | Full Colour   | Single Colour   | Thread Colours  | Full Colour        | Full Colour   | Full Colour    | No Colour        | Metallic Finishes | Full Colour          |
| DURABILITY         | Excellent       | Excellent    | Very Good        | Excellent     | Permanent       | Excellent       | Permanent          | Very Good     | Very Good      | Permanent        | Excellent         | Excellent            |
| PREMIUM APPEARANCE | ★★★★☆           | ★★★★☆        | ★★★★☆            | ★★★★☆         | ★★★★☆           | ★★★★☆           | ★★★★☆              | ★★★★☆         | ★★★★☆          | ★★★★☆            | ★★★★☆             | ★★★★☆                |

#### SCREEN PRINTING



Ink is pushed through a mesh screen onto the product. Ideal for large runs and bold designs with solid colours.

#### PAD PRINTING



Ink is transferred with a silicone pad from an etched plate onto the product. Perfect for curved or uneven surfaces.

#### DIGITAL PRINTING



Full-colour inkjet printing directly onto the surface. Ideal for complex logos, gradients and photos.

#### UV PRINTING



UV inks are cured instantly with ultraviolet light, producing a high-quality, scratch-resistant, full-colour print.

#### LASER ENGRAVING



A laser removes the surface coating to reveal the material underneath. Permanent and extremely durable.

#### EMBROIDERY



Your logo is stitched into the fabric with coloured thread. Premium look with excellent durability.

#### SUBLIMATION



Heat turns the ink to gas, bonding it into polyester materials. Unlimited colours that will never peel or crack.

#### HEAT TRANSFER



Printed transfer applied with heat and pressure. Great for full-colour designs, names and numbers.

#### DTG PRINTING



Ink is printed directly into cotton fibres. Soft feel with excellent detail and vibrant colours.

#### DEBOSSING



A heated die presses your logo into the material, creating a recessed, elegant impression.

#### FOILING



Metallic foil is heat transferred onto the product for a luxurious, high-end finish.

#### DOVE STICKERS



Full-colour print with a raised, resin-coated finish. Scratch-resistant and waterproof.



### ARTWORK CHECKLIST

- ✓ Vector artwork supplied where possible
- ✓ Fonts converted to outlines
- ✓ Images embedded
- ✓ Colours specified correctly (Pantone if possible)
- ✓ Artwork sized proportionally
- ✓ Small text checked for readability



### CARE INSTRUCTIONS

- Wash garments inside out
- Use cold or lukewarm water
- Avoid bleach
- Do not tumble dry unless specified
- Iron garments inside out
- Avoid abrasive cleaning products on printed surfaces



### COMMON FILE FORMATS



AI  
(Preferred)



EPS  
(Preferred)



PDF  
(Preferred)



SVG  
(Preferred)



PNG  
(High Res)



JPG  
(Not Recommended)

### NEED SOMETHING MORE TAILORED?

CorpIGift is designed for fast, self-service online ordering with transparent pricing and instant artwork uploads.

For large events, employee programmes or fully customised solutions, our award-winning team at Promo-One can help with strategic sourcing, custom manufacturing, online stores and end-to-end project management.

CONTACT THE  
PROMO-ONE TEAM

