

TREND GUIDE:
**BRANDING
SUCCESS**

THE DECORATORS GUIDE TO BRINGING
A BRAND TO LIFE WITH APPAREL



WHAT'S INSIDE

THIS TREND GUIDE



THIS TREND GUIDE COVERS:

- The Importance of Understanding a Brand
- Legal Requirements for Labeling Apparel
- Translating Branding Elements into Retail-Quality Apparel
- Bold vs. Minimal Branding– How To Decorate For Both
- Product Inspiration
- Wrapping It Up– Small Details That Make a Big Impact
- Make It Easy– Understanding Fulfillment

APPAREL CURATED AND DECORATED BY TREND EXPERT



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Content Strategy Manager

Let's Connect!
[@HeatPrintingWithKelly](https://www.instagram.com/HeatPrintingWithKelly)

SECTION ONE:

YOUR BRAND

SUBTLE LOGO PLACEMENTS TO DEFINE YOUR BRAND

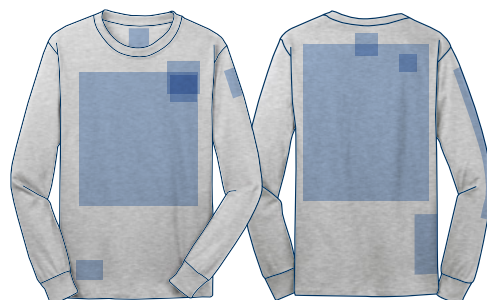
Your brand is more than just your logo.

Let's face it, not every brand is an instantly recognizable global giant like Supreme or Nike, and customers are seeking more than just another logo tee. Subtle branding offers a unique and sophisticated approach to apparel decoration, allowing your brand's to be recognized and remembered.

T-shirts are commonly referred to as the "Walking Billboard" with great advertising potential, but unless you have avid fans of your business, these designs may not sell.

Get creative with unique and additional print placements to add branding to apparel without relying on your logo as the central design aspect. This approach not only enhances your brand's perceived value but also sets you apart from your competition in a crowded marketplace.

STANDARD PLACEMENTS



Inside Tag

2.5" x 2.5"

Lower Side

5" x 2"

Left/ Right Chest

4.5" x 4.5"

Long Sleeves

2" x 14"

Pocket

3.5" x 3.5"

Upper Back

2.5" x 2.5"

Full Chest Print

11.25" x 14"

Full Back Print

12.5" x 17"

Locker Patch

3.5" x 2"

Back Shoulder

1.5" x 1.5"

Short Sleeves

3.5" x 3.5"

INSIDE LABELS

OUTSIDE IMPACT

Elevate your brands from the inside out with inside tag labeling using heat transfers. Transform any blank garment into exclusive, branded apparel while increasing the value for both you, as a decorator, and the brand.

Relabeling blanks instantly makes the T-shirt your own or your customer's, increasing value and removing any preconceived notion of the cost of the T-shirt. Outside of the apparel decorating industry, some brands are known in retail as budget-friendly (For example: those Fruit of the Loom or Hanes 12 packs at Target or Walmart), while the blank you may be decorating is a completely different fabric or fit, the end customer may see the brand on the inside tag and question the durability or price of their custom printed apparel.

Custom heat printed inside labels give high perceived value to apparel that bring basic or promotional merchandise into the world of retail.

Word of Advice:

*Keep it simple and efficient—
use our customizable tag layouts
for easy implementation.*

Comfort

Many end customers remove sewn-in labels because they're uncomfortable or scratchy. Most blanks feature tear away labels without the need for seam rippers or scissors, making decorating this location easy.

Customization

Decorators and clothing brands can swap the garment instructions with details that highlight brand voice and delight their customers, from humor to adding detailed care instructions.

Durability

Printed inside labels last longer than typical inside tags as they may eventually fall out or fray over time.

Brand Identity

With the use of QR codes, you can use this location to link directly to your online stores, websites, social media, or fundraising partners.

CLOTHES CAPTIONING

THE LEGAL REQUIREMENTS

The Federal Trade Commission has rules around what information a garment is required to have, the rest can be up to you!



LARGE

• ELEVATED TEES •

50% COTTON • 50% POLYESTER
MADE IN VIETNAM



Tag layout in Easy View®: QTG-12

The F.T.C. mandates that all textiles sold in the U.S. or imported, must include the following information:

Fiber Content

What fabric(s) the garment is made of.

Country of Origin

Where the garment is manufactured. (Not country you pressed it in.)

Care Instructions

How to wash and care for the garment and decoration.

I.D. of Manufacturer/ Business

A brand name or RN number for identification

The following information is not required but encouraged:

Website or QR Code

For marketing purposes, make it easier for customers to connect.

Size

There isn't a set standard for sizing; for customer ease, use the size that the original tag used.



**giving
grace.**
est. 2010

SECTION TWO: **BE BOLD**

A SPLASH OF COLOR, A DASH OF HOPE

**giving
grace.**

AN ECOMMERCE BRAND

Giving Grace is a vibrant and compassionate social media and e-commerce brand with a focus on mental health awareness and positive impact. Embracing a colorful and bright aesthetic, the brand's logo features a symbol of happiness and resilience.

primary logo

**giving
grace.**
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secondary



icon



color palette



font pairings

Bely Display
dunbar tall

application



pattern



Brand Personality

Use your heat press to translate a brand's vibrant personality into high-end apparel. With unique print locations and textured, dimensional transfers, we've incorporated Giving Grace's vivacious spirit into decorated apparel that not only spreads a message of hope, but also adds a unique, tactile feel to each piece. Using uncommon print locations and decoration methods adds a retail quality value to apparel and makes your brand stand out against any competitors.

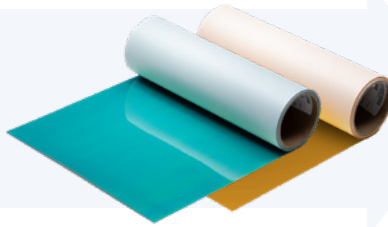
Examples on the Next Page ↘





Bely Display
dunbar tall

Font + Color Palette



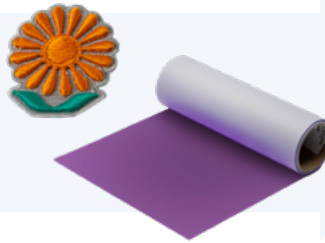
CAD-CUT® Chroma-TWILL™
CAD-CUT® Soft Flock



Foam Mesh-Back Trucker Cap
Valucap VC700 • \$\$



Secondary Logo +
Early Logo Iteration



3D Embroidered Patches
CAD-CUT® Soft Flock



Foam Mesh-Back Trucker Cap
Valucap VC700 • \$\$



Secondary Logo



UltraColor Max™



Heavyweight Ring Spun Tee
Comfort Colors 1717 • \$\$

**giving
grace.**
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Primary Logo + Color Palette



Goof Proof®

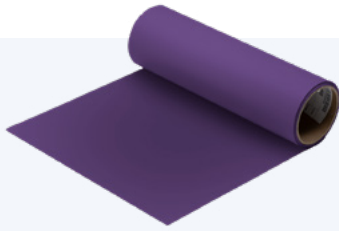


Heavyweight Ring Spun Tee
Comfort Colors 1717 • \$\$



Bely Display
dunbar tall

Font + Color Palette



CAD-CUT® Puff



The Barnes Cap
Imperial 5056 • \$\$\$



Secondary Logo +
Early Logo Iteration



3D Embroidered Patches

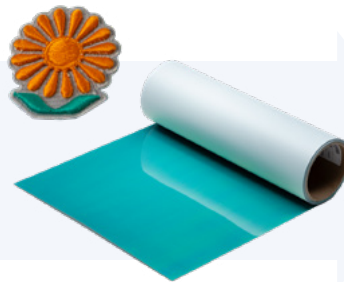


12" Tie-Dyed Cuffed Beanie
Sportsman SP14 • \$\$



Bely Display
dunbar tall

Secondary Logo

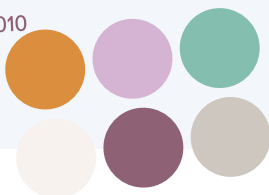


3D Embroidered Patches
CAD-CUT® Chroma-TWILL™

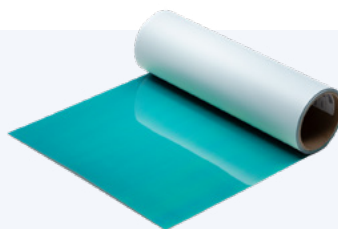


Crop Hooded Sweatshirt
Independent Trading Co. AFX64CRP • \$\$\$

**giving
grace.**
est. 2010



Primary Logo + Color Palette



CAD-CUT® Chroma-TWILL™



California Wave Wash Fleece Shorts
Independent Trading Co. PRM20SRT • \$\$\$

THE BREAKDOWN

OF GIVING GRACE APPAREL

Giving Grace is a brand built around positivity and light. It suits the personality of the brand to utilize decorating materials that can bring out a sense of whimsy and heighten the literal message on the apparel.



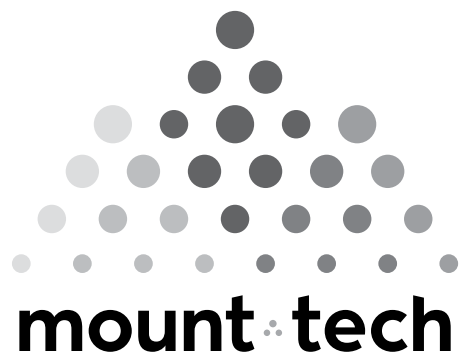
Sensory Experiences

Delight the senses with a range of decorating techniques! [CAD-CUT®](#) [Chroma-TWILL™](#) delivers a delightful iridescent finish with a twill-like texture. Our [Goof Proof®](#) screen printed transfers seamlessly meld with the T-shirt fibers, creating a soft and cozy decorative style. And for that extra touch, try [CAD-CUT®](#) [Puff](#) vinyl on the hat—it adds a playful, spongy dimension that really brings your brand to life!



Unique Placements

Distinguish your work from others made with mass decoration services by testing the limits of your lower platen with unique placement. The drawstrings on a hoodie present an often overlooked opportunity for messaging. Elbow patch and general sleeve/ bicep location printing are unexpected but value adding additional print locations. Customize your design by experimenting with sizes and placements to give it a unique touch.



SECTION THREE:
MINIMALISM

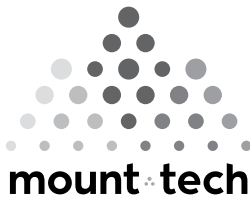
UNDERSTATED EXCELLENCE



A CORPORATE BRAND

Mount Tech is a corporate brand with a sleek and minimal aesthetic. With a greyscale color palette, the brands' identity is polished and professional.

Primary Logo



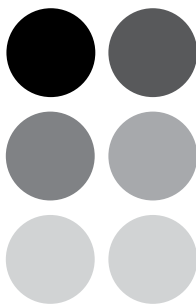
Logotype



Logomark



Color Palette



Font Pairings

Arboria
 Family

Application



Pattern

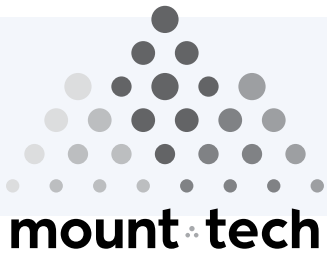


High-end Effects

A brand doesn't need flashy fonts or vibrant color palettes to create standout apparel. Using glossy, metallic, and dimensional decorations, we've translated the Mount Tech brand identity into premium apparel with a high-end minimal aesthetic. Experiment with different textures, finishes, and dimensions to bring a brand to life with just a heat press.

Examples on the Next Page ↘





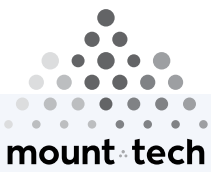
Logo + Pattern



[FlexStyle® Domed Patch](#)



FOMO Solid Cap
TravisMathew TM1MY391 · \$\$\$



Logo + Pattern



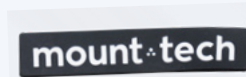
[FlexStyle® Domed Patch](#)
[UltraColor Max™](#)



Grid Fleece Jacket
Port Authority F239 · \$\$



Logomark



[PVC Patches](#)



FOMO Solid Cap
TravisMathew TM1MY391 · \$\$\$



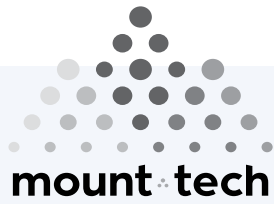
Logo + Pattern



[FlexStyle® Domed Patch](#)
[UltraColor Max™](#)



Grid Fleece Jacket
Port Authority F239 · \$\$



mount·tech

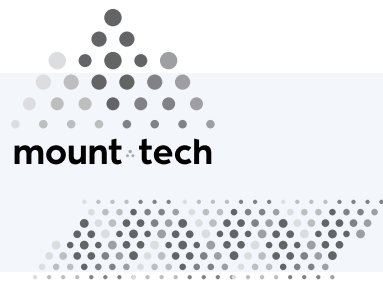
Logo + Logomark



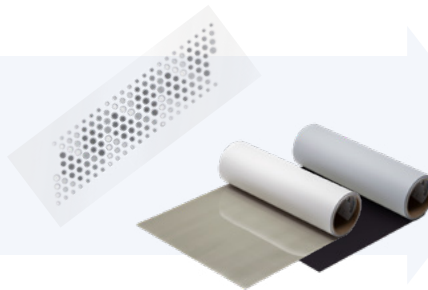
[CAD-CUT® Soft Metallic + Soft Foam](#)
[UltraColor Max™](#)



Shadow Stripe Polo
Port Authority K585 • \$\$



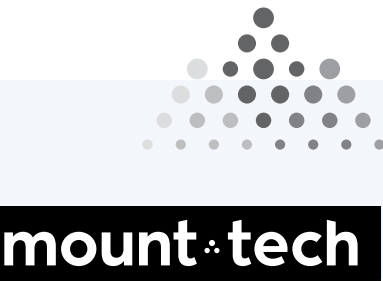
Logomark + Pattern



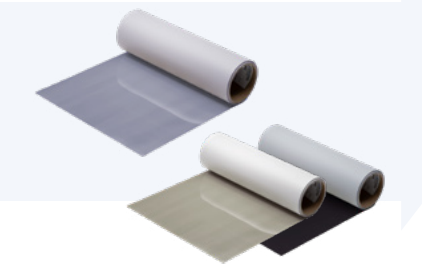
[UltraColor Max™](#)
[CAD-CUT® Soft Metallic + Soft Foam](#)



Ladies Cold Bay Vest
TravisMathew TM1LD002 • \$\$\$



Logomark + Pattern



[CAD-CUT® Soft Metallic + Soft Foam](#)
[CAD-COLOR® SuperTEK® Clear Gloss](#)



Heritage Blend Crew Tee
New Era NEA100 • \$\$

mount·tech

mount·tech

[PVC Patches](#)



Impact Tech Backpack
Port Authority BG225 • \$\$

THE BREAKDOWN

OF MOUNT TECH APPAREL

Mount Tech's uniforms were adorned with sophisticated decoration techniques, aligning seamlessly with the brand's professionalism. Following monochromatic guidelines, the design choices made reflected a commitment to a polished and refined aesthetic, offering an objective and retrospective perspective on the brand's pursuit of excellence.



Mixed Special Effects

Combining different special effects on the same garment can increase the perceived value. This is also a great way to include more interest when working with a more subdued color palette.



Dimensional Logos

Patches and emblems on branded apparel can bring a physicality to the uniform. Distinguish different sets of products with their unique style of patch or emblem, like the [PVC](#) or [Domed FlexStyle®](#) shown above.

SECTION FOUR: **THE DETAILS**

SMALL TOUCHES, BIG IMPACT

Customer delight is in the details. Just like Giving Grace, who elevated their orders with custom-branded boxes and wrapping, you can create a retail-like experience. Use custom hang tags, stickers, poly bags, or branded packaging to add value and create memorable experiences for customers, as well as generate referral sales.

Hang tags are great for bringing the retail feel, even with ecommerce stores. Not only do they make any garment feel like the same quality sold at a store, but they provide plenty of marketing benefits when used effectively.

Organizational

Display sizing, UPC, or more information for easy sorting, inventory tracking, or browsing.

Storytelling

Connect customers to your brand story. Including what you or your customers are all about can help drive repeat business and instill brand loyalty.



Promotions & Discounts

Encourage repeat purchases with discounts or referral coupons.

Connection

Encourage customers to leave an online review, follow, or share on your business' social media.



Print On Demand With Online Store Fulfillment

Utilize heat printing and ecommerce to fulfill orders on demand, allowing you to minimize your risk, offer more products, and experiment with designs. The flexibility to offer an extensive product catalog without the burden of excessive inventory not only minimizes waste, but allows you to respond to customer demand in real-time. Heat printing on demand through your online store gives your brand the agility to thrive.

Adding finishing touches doesn't need to add complication. Here at STAHL'S' and Transfer Express, we offer solutions to provide you with everything you need to craft a brand that leaves a lasting impression.







Transform Branding With Heat Printing


Bringing a brand to life through decorated apparel starts with standing out. Coupling dimensional, textured, and special effect finishes with unique print locations and inside labeling adds value to your apparel and brand. No need to invest in expensive equipment, burn screens, or mix ink— you can achieve a variety of looks, feels, and finishes with just a heat press.

Connect with us for more business tips and tricks



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