



## Custom Notebooks and Personalised Sketchbooks: The Ideal Corporate Gifts to Free Your Imagination!

Taking notes and drawing are timeless activities. They are useful to remind us of information or tasks. At times they help us to explain what we mean by sketching a simple image. In some cases they become much more fruitful pastimes than we may think. They are both ways to express ourselves. They allow us to create something personal and to give voice to thoughts and feelings. They are, in short, relaxing and educational activities at the same time. Besides, they are suitable for adults and children alike.

It only takes a little to start writing or drawing, namely a pen and a sheet of paper. Even better, however, is to have a notebook designed specifically for your notes or a sketchbook to use uniquely for your doodles.



And, precisely for this reason, giving one to your employees or your customers is a way to become part of their daily lives. You will offer an accessory that is useful both for duties and leisure. By adding **personalised notebooks** to your marketing campaign you can benefit from the many qualities of these **promotional products** which are small and yet always effective.

### The Qualities of Custom Notebooks and Personalised Sketchbooks: Why Are They Always Loved as Corporate Gifts?

In the field of promotional products there are several options to spread the logo and name of a brand. These include sector-specific as well as versatile items, which can embrace any type of audience. To the first group belong [custom business card holders](#) and [branded badge holders](#), to name a few. The second involves several among the most popular corporate gifts. **Custom notebooks and personalised sketchbooks** fall into this category. Anyone

will find a way to fit them into their daily routine. As they can reach a very large number of customers, it is not surprising that they are used by all companies, no matter what sector they operate in.

[Personalised notebooks](#) have always been a huge success among the public. Some use them to write down their duties, others to take general notes or to plan goals. Without mentioning those people who take a few minutes at the end of the day to write down their thoughts. In this case, a personalised journal may be exactly what they are looking for. Whether they are employed for practical reasons or for pastimes, the **personalised sketchbooks and custom notebooks** will return a great image of your company. Not least because your logo will look very attractive on them.

The habit of taking notes or drawing sketches dates back to the Middle Ages. A lot of people used to carry a small journal always with them at this time. Even today, though simple and ordinary, custom journals and [personalised notepads](#) are strikingly versatile. While they are needed at work, they can be the favourite tool of young artists and writers as well. Useful in and out of the office, **branded notebooks** are a safe solution for any type of brand. Any business can apply its name and logo on the cover and benefit from their advertising impact.



## Adding Custom Notebooks in an Advertising Campaign: How to Choose and Create Them

The versatility of **branded notebooks and custom journals** is one of the strengths of these promotional products. It is thanks to it that they can meet everyone's tastes and habits. And, as a consequence, ensure your logo maximum exposure at all times of the day. They can be used as well as customised in several ways.

### *Choose the Models of Your Branded Notebooks: Size, Cover and Material*

The world of printed notebooks and personalised sketchbooks includes models of various types. These differ for small extras that influence how they can be used. For instance, there are [personalised notebooks with elastic band](#), which are comfortable to carry wherever you wish. A set of [branded notebooks and pen](#), on the other hand, allows you to write on any occasion. Custom journals and **personalised sketchbooks** are standard accessories. They are characterised by a classic shape, which makes them suited for all types of recipient. Even within this subcategory, however, there are several options to choose from. In particular, the models of printed notebooks differ for:



- Size. **Custom notebooks** are available in various formats. In this respect, it is sensible to choose them based on how you think they will be used. If your target is often on the go, it can be smart to opt for personalised journals in A6 or pocket size. On the other hand, A5 notebooks will be perfect for your team. They are large enough to take notes comfortably, but at the same time not too bulky. **Branded notebooks** of this size are perfect for conferences or business meetings. Finally, the A4 is the most popular format for students. If your target consists of this type of audience, choosing them will be a sure hit.
- Material. The cover can be made of paper, cardboard or other materials, mainly organic. Some models are made of recycled paper or with sustainable alternatives. All these fall into the category of [branded eco-friendly notebooks](#), which is faced with an increasing success. By including them in your promotional campaign, you will stress your interest in the defence of the environment and your commitment in helping the planet. Last but not least, you will meet with the approval of a very large audience. The ever-growing success of [promotional eco-friendly products](#) shall suffice to hint at how these items will be appreciated.
- Rigidity of the cover. **Custom notebooks** can be hardcover, softcover or a mix of both. The first type is utterly resistant. This is a valuable quality especially when your notebook is placed in the bag or backpack. It will not bend and can preserve the quality of the original product. The flexible cover can be just as comfortable, but for another reason. It can be rotated 360°, so as to provide extra support. This is very useful when you have to write standing or on the initial or final pages. In this, personalised journals of this type are very similar to [printed spiral notebooks](#).

Each of these aspects makes **branded notebooks** unique. Besides, they affect both the use and aesthetic performance of these small corporate gifts. Once you choose the model, you can take advantage of another



feature of the journals. That is, you can customise them however you please, thanks to the extended possibility they offer in this sense.

#### *Custom Notebooks and Personalised Sketchbooks: How to Turn Them into Premium Corporate Gifts*

The methods of customisation which can be applied depend on the product you have selected. In general, the available printing techniques include digital printing types – such as transfer or UV led printing – screen printing and embossing, within which we can include engraving. They are all perfect to reproduce simple logos and writings. As a result, they will highlight your name impressed on the cover. In the case of transfer and UV led printing, you can reproduce more complex images as well. This will allow you to create **personalised photo notebooks**, if this is your goal. Things change with engraving and embossing. They are the right choice to give birth to **personalised journals** with a sober and refined look. Needless to say, the choice of the printing technique depends on several factors. Among these, who will receive your promotional products and the effect you want to achieve.



Once you have created the **custom notebooks** that best meet your needs, you can start to give them away. They may be corporate gifts to give to your team. But they are also perfect as promotional products to offer customers who attend a fair or buy a product at your business. A much-appreciated option is to combine them with other objects. The first idea that comes to mind is to match them with [personalised pens](#). The result will be a ready-to-use writing kit, which will no doubt find a large approval. However, they can be handed inside [custom tote bags](#) too. In this case, you will be able to make your logo circulate as much as possible.

Thanks to their exceptional versatility, **custom notebooks and personalised sketchbooks** can be used by all brands in their promotional activities. They are useful and can be made so as to match the identity and goals of the company. Being at once office supplies and accessories for leisure activities, they bring your company closer to customers and employees. All thanks to the creativity of the brand and of the recipient. The business will have to draw on imagination to make them original. The latter, on the other hand, has to find their own way to employ them. With their unique appearance and use, **personalised journals and custom notebooks** will arouse positive emotions. What else can you ask of your corporate gifts?