Practical checklist for Promotional Badges & pins

A worksheet to complete before choosing products: define your objective, then match the shape, artwork and fastening.

1. Match the model to your objective

Objective	Models to consider	Check before choosing
Identify staff, speakers or volunteers	Identification badges	Readable name and role; usable area; suitable fastening
Distribute promotional items at events and fairs	Button pins	Logo visibility at the chosen diameter and minimum quantity
Highlight a distinctive symbol	Geometric or shaped pins	Brand proportions, outline detail and print area
Support a campaign or fundraiser	Symbolic pins, ribbons or rosettes	Recognisable symbol and model suited to the message
Wear on delicate garments	Magnetic pins or badges	Magnetic fastening available for the specific model

2. Compare printing and finishes

Desired artwork or effect	Process to check	Practical check
Colours, gradients and details	Digital printing	Check material and printable area
Protected, raised surface	Epoxy resin	Check availability and whether included or quoted separately
Simple logo or text	Pad printing	Confirm surface and material compatibility
Multicolour pictures	Digital transfer	Check whether the technique is offered
Classic effect without ink	Engraving	Consider compatible metal, wood or bamboo

Reminder: printing methods, fastenings and finishes are not necessarily available on every model. Consult the individual product pages for the definitive options.

Order preparation worksheet

Complete this form after selecting one or more models. The information will help you compare options and check the customisation.

3. Record your project details

Details to define	Choice / notes
Event or initiative	_____
Recipients and product purpose	_____
Estimated quantity	_____
Model, shape and dimensions	_____
Material, fastening and finish	_____

Details to define	Choice / notes
Artwork (logo, symbol, name or role)	_____
Printing method / printable area	_____
Sample availability and costs to check	_____

4. Final checklist

[ ] The product size suits the artwork and intended use.
[ ] I have checked the actual printable area.
[ ] Names, roles, logos and messages are easy to read.
[ ] The fastening suits the fabric or accessory.
[ ] The selected model supports the printing method and finish.
[ ] I have checked minimum quantities, inclusions and setup costs.
[ ] I have considered a sample, where available.
[ ] I have verified the artwork details before ordering.

Useful links

Promotional Badges & pins

Personalised Pens • Personalised Keyrings • Personalised Water bottles & Sport bottles • Personalised Mugs • Personalised USB flash drives