

Step-by-Step Instructional Checklist for Purchasing Custom Branding and Custom Displays

Ready to boost your brand with eye-catching custom displays? Follow this easy guide to get started:

1. Define Your Display Needs

- Determine the exact type and size of custom displays you need.
- Specify any preferred materials or finishes to match your brand aesthetic.
- Identify where you'll place the displays to ensure maximum impact and alignment with your marketing goals.

2. Gather Your Brand Assets

- Prepare high-resolution versions of your logo and any product images you want to feature.
- Verify the required file formats for design and printing (e.g., AI, PDF, EPS for logos).

3. Pinpoint Your Logo's PMS Color

- PMS (Pantone Matching System) ensures color consistency across all your branding materials.
- If you have the PMS color code, note it down.
- If not, consult your graphic designer, use online color matching tools, or refer to Pantone color books.

4. Find the Right Custom Display Partner

- Research reputable companies specializing in custom branding and displays.
- Read reviews and examine their portfolios to assess their quality and style.
- Request quotes from multiple providers to compare pricing, services, and turnaround times.

5. Connect with Your Chosen Company

- Reach out to the selected company and clearly communicate your project requirements.
- Provide your logo files in the specified formats.
- Share the PMS color code for accurate color reproduction.
- Discuss any additional design elements or text you want to include.

6. Review and Refine the Design

- Carefully examine the design proofs provided by the company.
- Ensure the layout, colors, and design elements align with your vision.
- Provide clear feedback for any necessary revisions.
- Collaborate with the company to finalize the design, ensuring it perfectly matches your branding goals.

7. Approve and Proceed

- Once you're fully satisfied with the design, give your approval to start production.
- Double-check that you've reviewed and approved all aspects, including design, colors, materials, and dimensions.

8. Production, Delivery, and Installation

- The company will initiate the production process based on the approved design.
- Coordinate with them to determine the timeline for production, delivery, and installation.
- If required, obtain any necessary permits or permissions for installation.

9. Quality Assurance

- Upon delivery, inspect the custom displays to ensure they meet your specifications and match the approved design.
- Verify accurate PMS color reproduction and alignment with your branding guidelines.
- Promptly communicate any issues to the company for resolution.

By following these clear steps, you can seamlessly purchase custom branding and displays that effectively showcase your brand and captivate your audience.