Get back to what you do best.

We've got your brand covered.

THE BRAND PROGRAM STARTER GUIDE

A practical starting point for apparel, merchandise, company stores, welcome kits and fulfillment.



Illustrative program concept; products and branding shown are examples.

Plan your program with Jason or Shannon

Five decisions that make the whole program easier.

01 Choose the audience and the moment.

Who receives the items: employees, customers, agents or event guests? Define the useful outcome and the problem your team wants taken off its plate.

02 Start with a focused assortment.

Choose a small set of useful products. Consider fit, size range, decoration, packaging and how each item will actually be used.

03 Agree who orders, approves and pays.

Identify users, artwork approvers, payment arrangements and the person who handles exceptions. Company store controls depend on the selected platform.

04 Match inventory to the real demand.

Stock repeat essentials, review on-demand options for variable needs, or combine the two. Confirm ownership, storage and replenishment approval.

05 Work backward from the in-hands date.

Include artwork, sample review, proof approval, production, assembly and transit. Share destinations early; timing is confirmed for the selected products.

See it. Feel it.
Make a confident decision.

01 Virtual mockup: how will our logo look?

Use a digital concept to explore placement and colors. A mockup is not a production proof or a promise of exact color or texture.

02 Blank sample: does the product feel right?

Check fabric, fit, construction or everyday usefulness. This is especially helpful for apparel and items that will be used repeatedly.

03 Decorated spec sample: how does it come together?

Review a physical item with your logo when available. Product eligibility, decoration limits, timing and any shipping or other costs are confirmed before proceeding.

Your artwork checklist

Bring an AI, EPS, SVG or vector PDF; approved logo colors; and any brand guidelines. A PDF can contain a flat image, so PHCS checks the actual artwork. No vector file? Ask us to review what you have.

Explore sample ideas and next steps

A short brief.
A useful next conversation.

Our company and audience

The project or moment we are planning

Approximate quantity and budget range

In-hands date and delivery locations

What we want PHCS to take off our plate

Compare the complete cost

Ask about products, decoration/setup, artwork, packaging, storage, assembly, shipping and applicable taxes. Confirm what is included before approving.

Book a 20-minute discovery call

orders.hcs@proforma.com | Jason Hess and Shannon Crisci, Co-CEOs & Owners