

HOW TO PICK PERFECT PROMOTIONAL HATS FOR YOUR COMPANY

The only thing that could make these hats look better? Your logo, of course! Choose from these **popular headwear styles** to create the **best custom hats** to promote your brand.



Baseball Caps

This **timeless and versatile hat style** never goes out of fashion, making it an excellent investment to advertise your brand. Add your logo to **baseball caps** with embroidery for an **impressive, premium look**, or opt for full-color patches that **show off your logo** in full detail.



Trucker Hats

Combining **retro flair** with **modern appeal**, **trucker hats** are a bold and effective way to boost brand visibility. Mesh backs make these hats **great giveaways for outdoor events** where wearers need to stay cool, such as for concerts, music festivals or street teams at pop-up events.



Bucket Hats

If you want your brand to **appeal to Gen Alpha and Gen Z**, look no further than **bucket hats**. This throwback and funky headwear style is seeing a resurgence in popularity and is a great way to position your company as being **trend-conscious** and on top of the **latest fashions**.



Beanies

For **cooler climates**, there's no better branded hat style than **beanies**. Cozy, comfortable and sure to complement any outfit, beanies have **mass appeal** and will be **worn often outdoors**, turning wearers into walking billboards for your brand.