

# How To Choose Your Perfect Promo T-Shirt

All tees are not created equal. Choose from these popular shirt options to find the ideal style for your next project.

## Ways To Add Your Logo

Discover common decoration methods for T-shirts.

### Screen printing:

A classic technique where ink is pushed through a mesh screen onto fabric, ideal for bold, long-lasting designs on apparel.

### Direct-to-garment (DTG):

A digital printing technique that applies water-based ink directly onto fabric, perfect for detailed, full-color artwork on cotton garments.

### Dye Sublimation:

A heat-transfer process where water-based dye ink turns into gas and bonds with polyester surfaces, producing vibrant, permanent prints.



### Classic Favorite

Need **versatile shirts** that you can hand out to anyone at a promotional event or fundraiser? You'll love **combed, ringspun cotton tees**, which offer a **soft feel, smooth printing surface** and **strong durability**. Screen printing is a top choice for decoration, but direct-to-garment (DTG) printing will keep costs down if your artwork has many colors or you only need a few pieces.



### Now Trending

Promote your brand in fashionable style by choosing **garment dye tees**, which boast a **unique, vintage look** and **one-of-a-kind appeal**. This is a great way to take advantage of the trend for **worn-in, nostalgic styles** – especially when paired with a distressed screen print to play up the throwback look.



### Built To Move

If your branded shirts will be **worn outside** for events such as charity walks or sports fundraisers, opt for **performance tees** with **moisture-wicking capabilities, SPF protection** and other **technical features**. As for decoration, dye sublimation works well with performance fabrics and will ensure your branding doesn't wear or fade over time.



### Fashionable Fit

Want that **flattering, retail-inspired fit** that will make anyone feel incredible while repping your brand? Give **tri-blends** a try, which are **soft, lightweight** and **less likely to shrink** in the wash. Add logos and marketing slogans with water-based inks to retain that soft hand feel while showcasing your brand in style.