gap evolution

all items require a gap for each imprint color; this is simply the nature of screen printing, but it doesn't mean we can't get creativite to avoid the gap, whether it's with a two-sided imprint, filling a standard gap with a website, or crafting your own unique dynamic gap

one-side, standard logo one-sided imprint in the standard location



leaving the back
blank wastes valuable
branding real estate

two-sides, standard logo logo placed vertically at maximum height



add additional information to the back at no additonal cost and increase visibility wrap, standard gap knock out your logo



wrap the item in your brand's custom PMS color and fully utilize the imprint area full wrap, standard gap fill the gap



fill the standard gap with additional information to make it a full wrap fill fill

step 1
knock out the shape of your logo
from the sides of the wrap

full wrap, dynamic gap
fill dynamic gap

Nil

step 2
align second imprint to fill
dynamic gap

common

uncommon

interesting

compelling