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In this document we will outline some explanations and guidelines related to promotional pens. It is always best to email us your logo and we will determine the best printing method for your pen should you be unsure.

Placing an order is easy!

If you wish to place an order for printed pens please contact us and we will take care of everything!

Artwork & Print colours

The majority of promotional pens use a printing method called screen printing. This method is perfect for printing text and shapes of up to 4 solid colours. A separate print screen needs to be made up for each colour and this is the reason there is a charge for additional colours. A 1 colour print will be cheaper than a 2 colour print and so on. Below there are examples of 1, 2, 3 and 4 colour logos.

1 colour logo
(Blue)



2 colour logo
(Black, Green)



3 colour logo
(Blue, Orange, Yellow)



4 colour logo
(Black, Gold, Red, White)



Digital full colour branded pens

Until recently promotional pens could only be printed using basic logos and text. Now new technologies allow us to print in full photographic colour all around the barrel. This is known as digital print. There are no limitations and we can reproduce colourful photographic and complex imagery. It also is generally more cost efficient as you can have as much colour as you like and achieve eye catching vibrant pens. Below are some examples of the digitally printed pens.

