



Promotional Merchandise – Personalisation

Personalising your promotional items

You can add personalisation to the institutionally branded products available on our promotional merchandise portal using options such as:

- Printed bands
- Inserts or postcards
- Swing tags
- Packaging

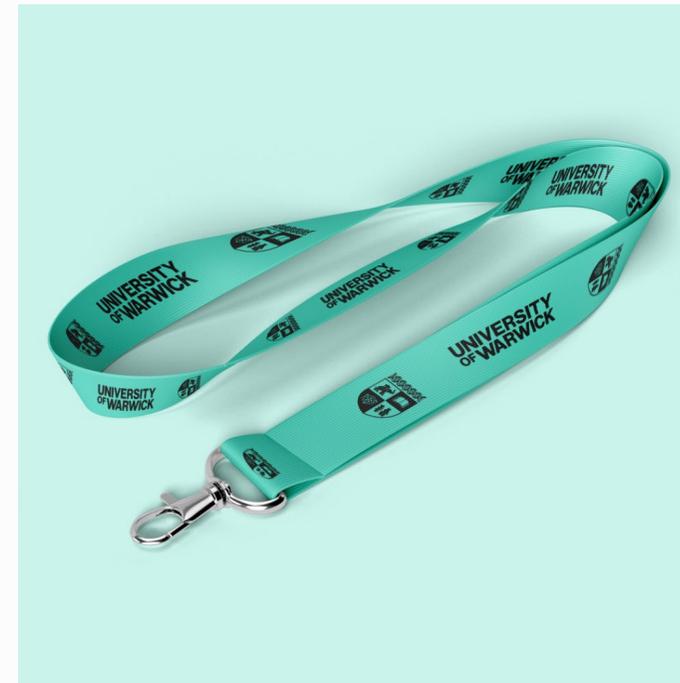
These options allow you to personalise items for specific audiences or events without permanently altering the core product. Because the personalised elements can be easily removed, the core item can be reused for another purpose or by another department, helping to reduce waste and extend its useful life.

The promotional items themselves are not directly personalised. This is because permanent, department or campaign specific branding often limits reuse, incurs minimum print quantity charges, requires bespoke artwork, and results in unused stock sitting in cupboards or being incinerated.

Using a single, institution-wide brand on promotional merchandise:

- Ensures consistency, colour accuracy and recognisability
- Supports a clear, unified Warwick identity
- Allows items to be shared across departments
- Enables unused stock to be passed on, redistributed or reused
- Avoids minimum print quantities through shared stock

The examples shown in this document are to be used for ideas and inspiration. If you are looking to customise your promotional merchandise, please speak with the Brand Team and we can help you explore creative, on-brand ways to personalise your items.



Printed band

Personalise your notebook with a printed band, which can be used to showcase your campaign messaging, department lockup, or a QR code / web address.



Packaging

Utilise personalised packaging to promote a specific message, provide a more premium feel, and make a lasting impression.



Swing tag

A perfect pairing with our thermal bottle, swing tags are great for providing a clear call to action with a QR code, and can also be used for department lockups.



Postcard

A small A5 postcard can be an effective way to share snippets of information, promote a specific course / offering, or share an impactful message.



Get in touch

brand@warwick.ac.uk

