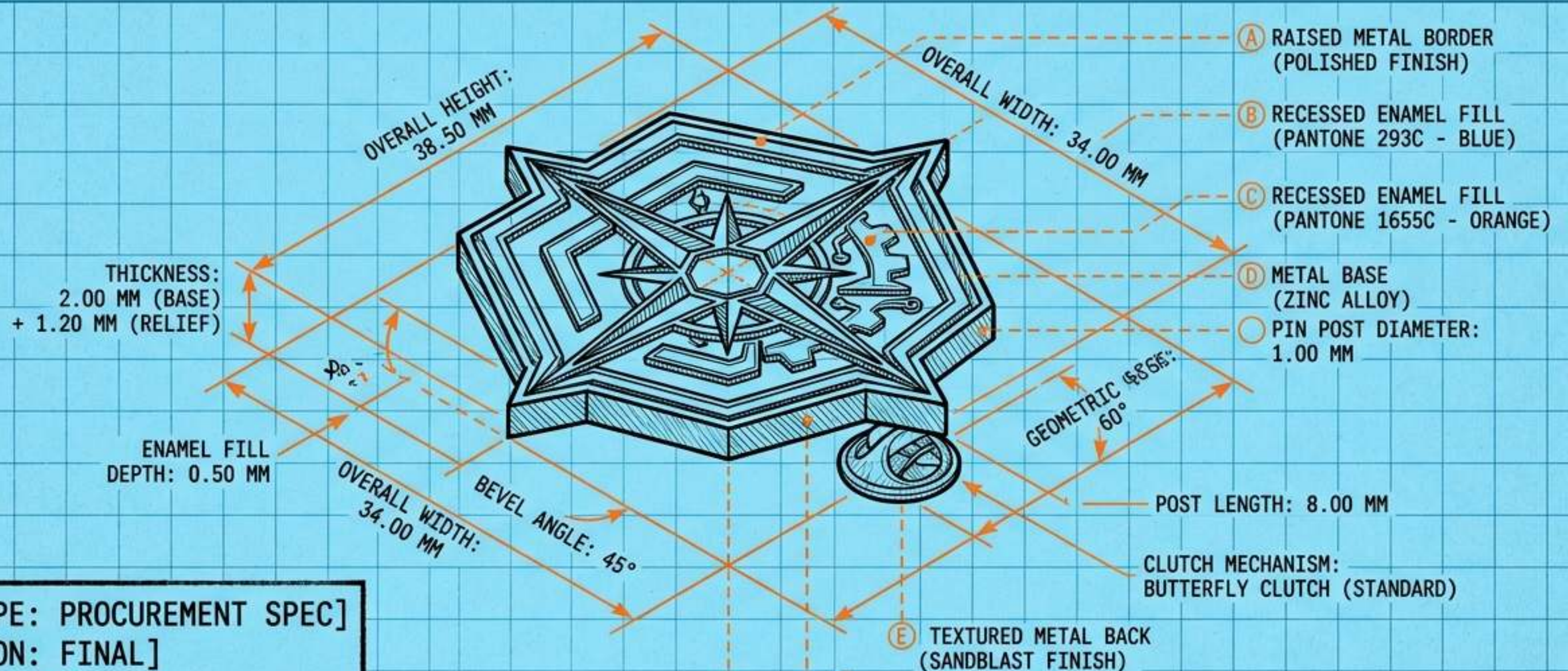
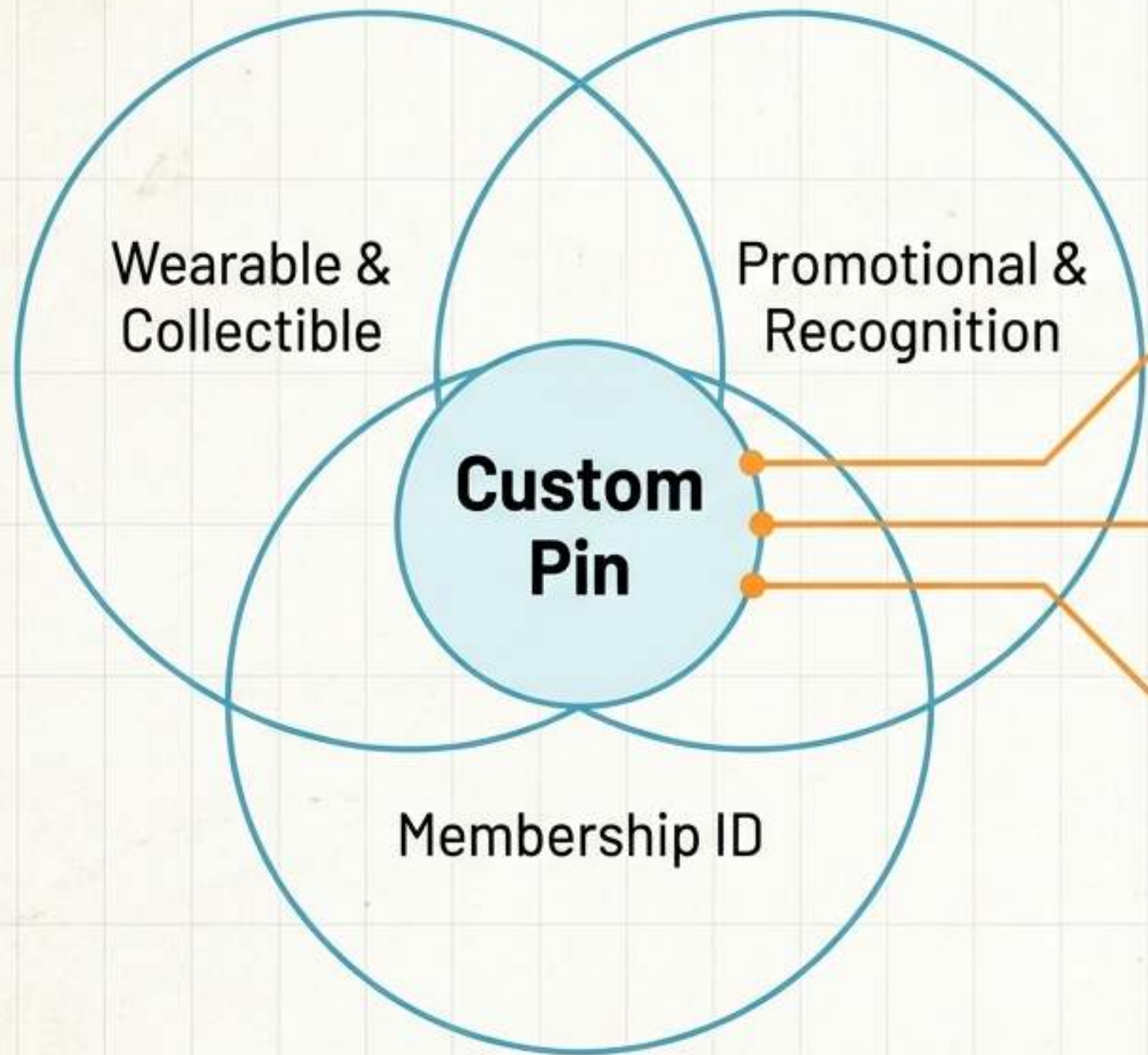


# Specifying the Perfect Custom Pin

An anatomical playbook for flawless RFQs and manufacturing specifications



[DOC TYPE: PROCUREMENT SPEC]  
[REVISION: FINAL]  
[SCALE: 1:1]



## Defining the Custom Pin Category

Custom pins are small decorative or identification items designed to attach to clothing, bags, hats, lanyards, or display cards.

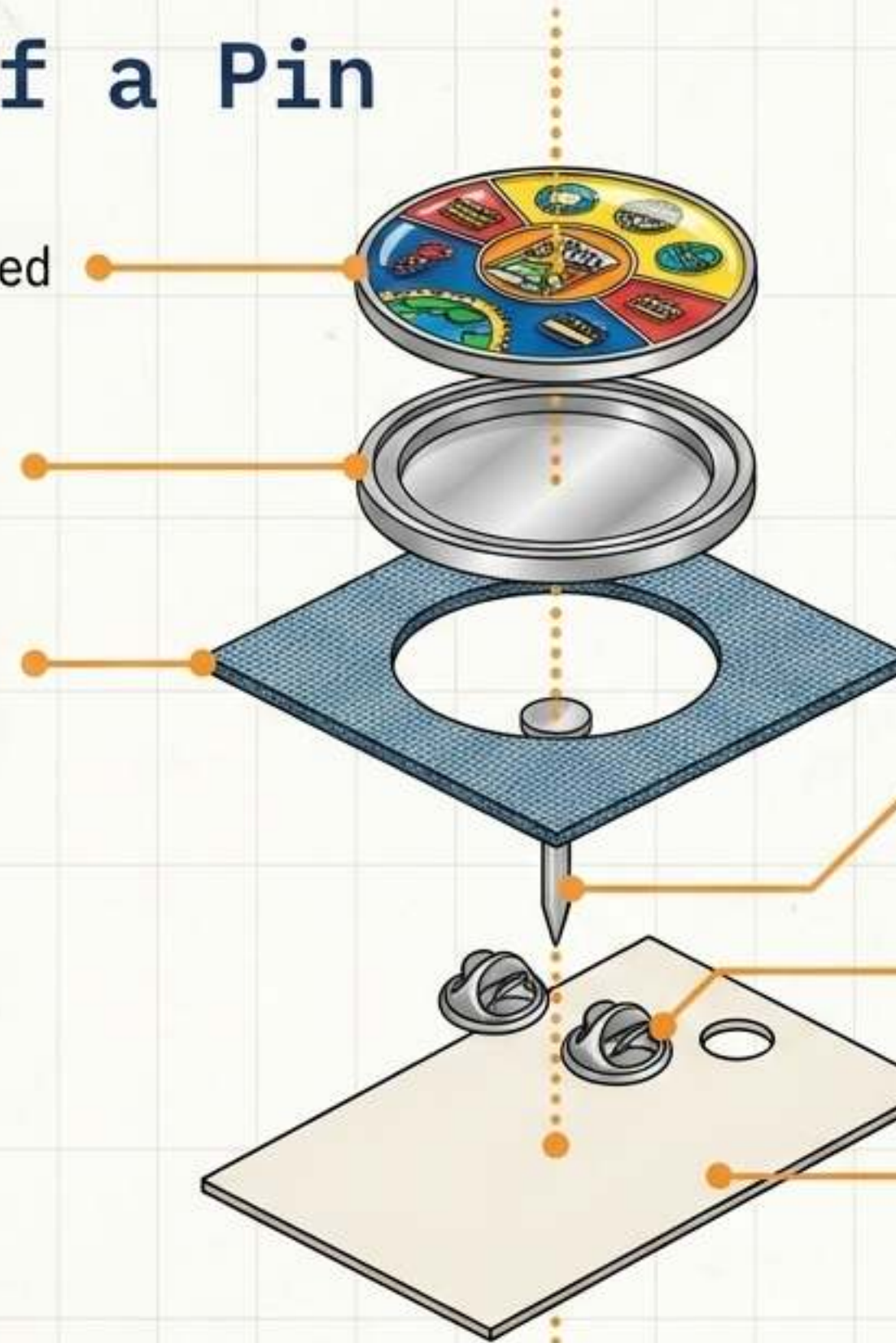
Key Distinction: A pin differs from a standard badge (larger plastic/magnetic items) or a keychain because the attachment mechanism and wear position are central to its structural design.

# The Anatomy of a Pin

**1. The Face:** Enamel/printed surface finish.

**2. The Base:** Physical metal outline/canvas.

**3. The Context:** Intended garment/fabric layer.



**4. The Post:** Central attachment hardware.

**5. The Fitting:** Clutch or backing mechanism.

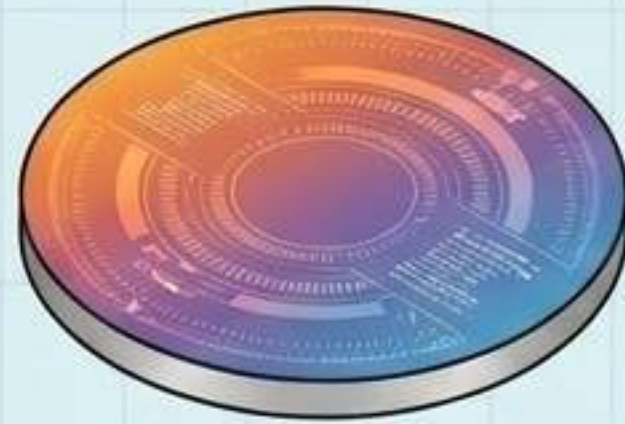
**6. The Presentation:** Retail/display backing card.

# Face Construction & Visual Effect Matrix



## Metal Linework & Recessed Color

Best for classic enamel looks. Distinct color regions.



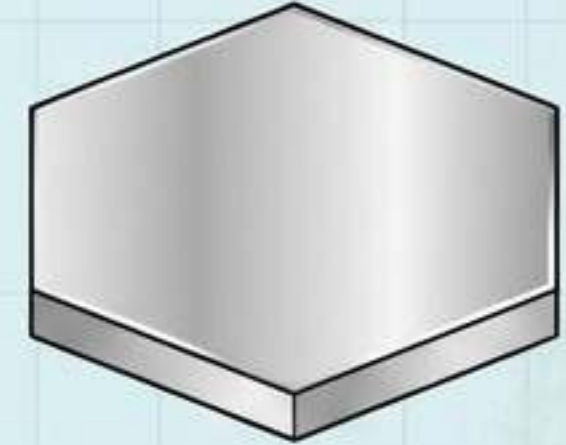
## Flat Printed Image

Best for complex graphics requiring a smooth, flat surface.



## Raised Molded Look

Best for dimensional, textured, or sculpted monochromatic metal designs.

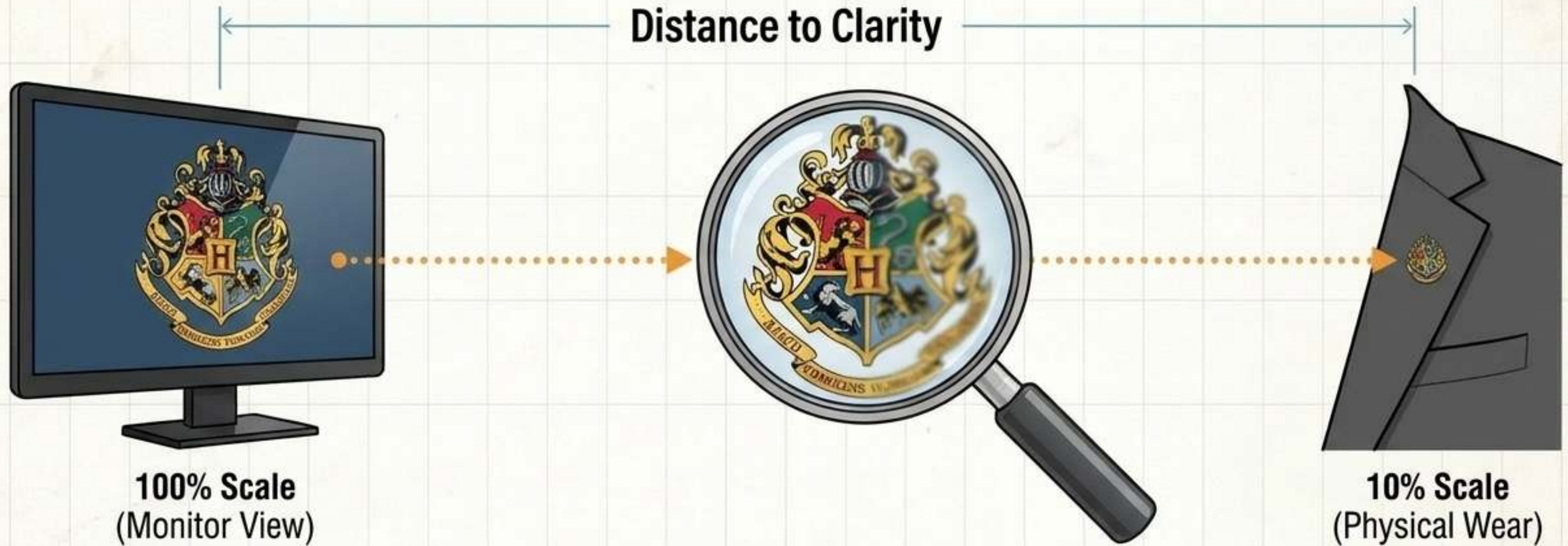


## Simple Logo Mark

Best for ultra-minimalist, high-recognition corporate branding.



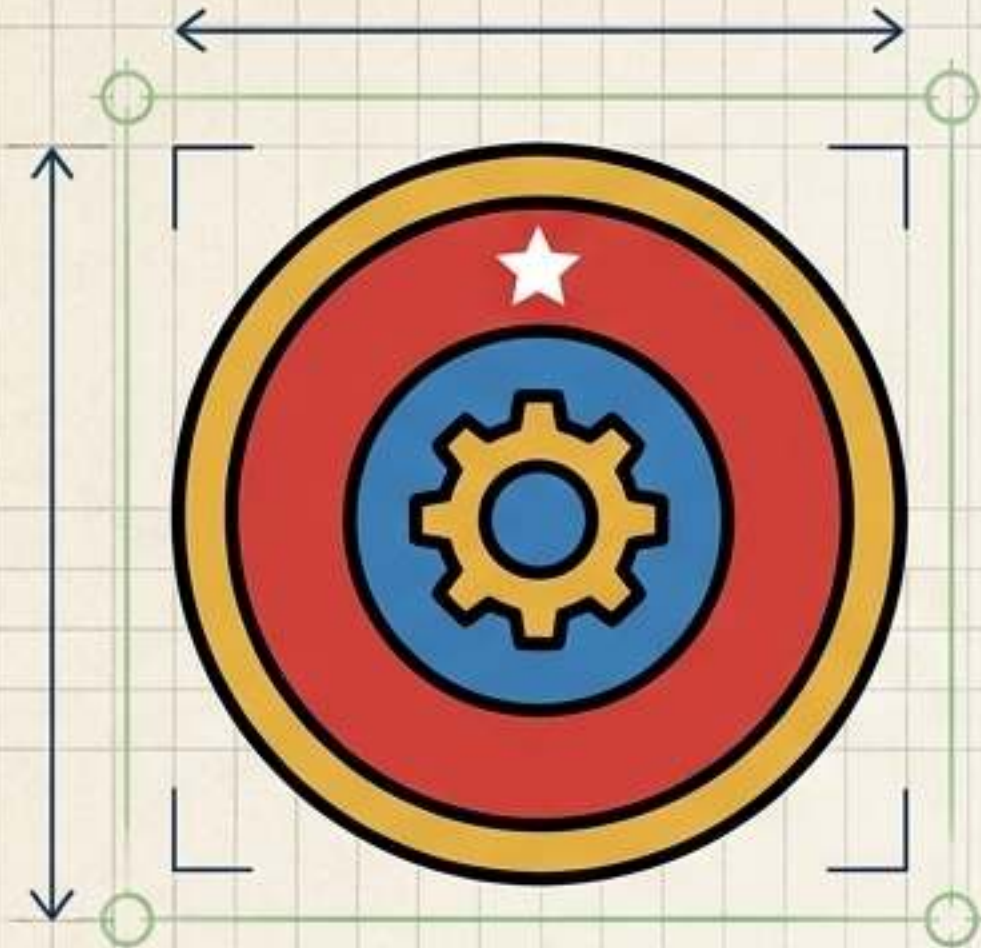
# The Scale & Viewing Distance Reality



**Key Insight:** Pin size must be chosen based on logo complexity and physical viewing distance, not just visual preference on a monitor.

**The Rule:** Tiny artwork loses clarity when reduced. Highly detailed illustrations are better simplified than forced into a pin format.

# Pre-Flight Artwork Specifications



**Ideal Spec (DO)**

Vector artwork, clearly separated color areas, readable simplified linework.



**Rejected Spec (DON'T)**

Small type, gradients, transparent effects, minute photographic detail.

Note: Unless a physical proof confirms suitability, simplify the design. Specify if colors are exact brand references or approximate visual references.

# Mapping the Physical Canvas

**Finished Outline:**  
The absolute exterior cut path.

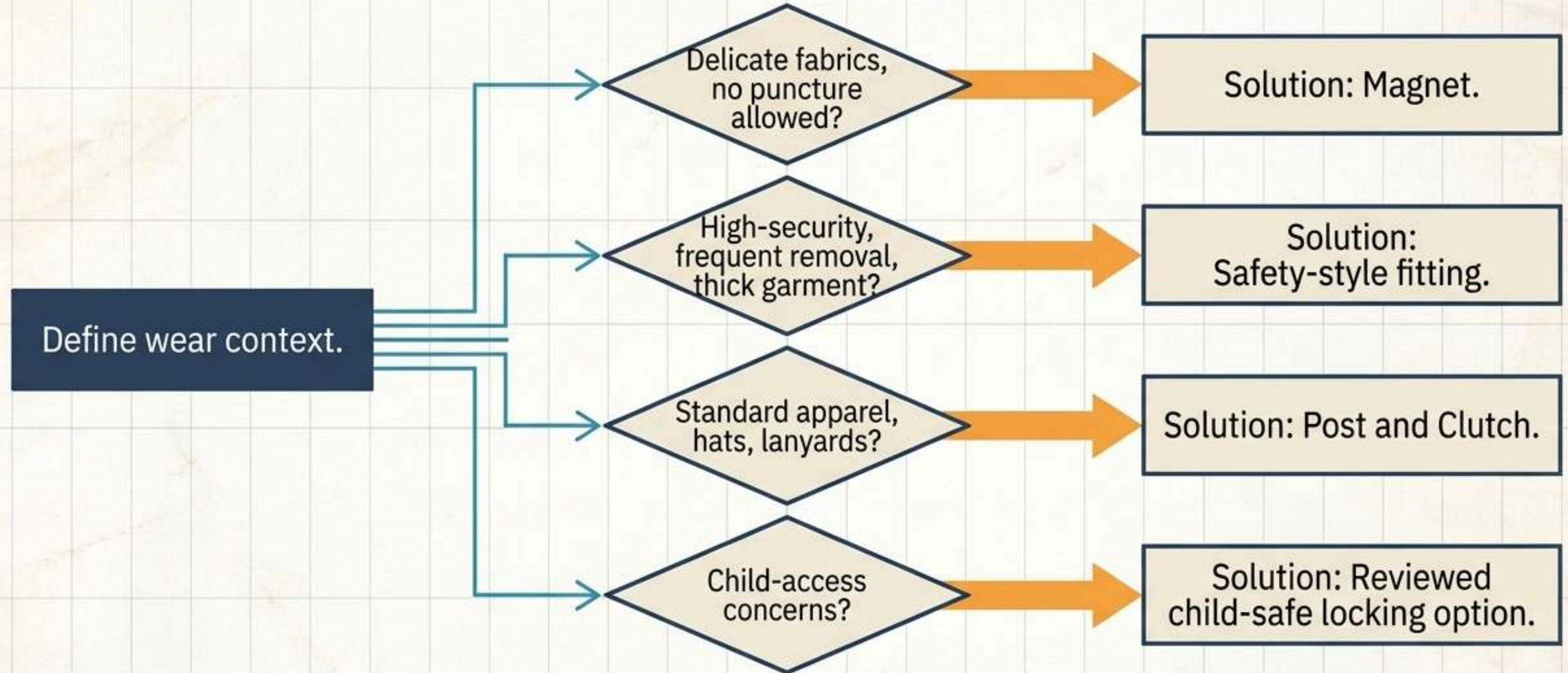
**Internal Cutouts:**  
Negative space requiring tooling.

**Topography:**  
Specific raised or recessed regions.

**Visible Metal Lines:**  
Borders where base metal remains exposed between colors.



# The Attachment Decision Tree



**Rule:** Never assume one fitting suits every garment.

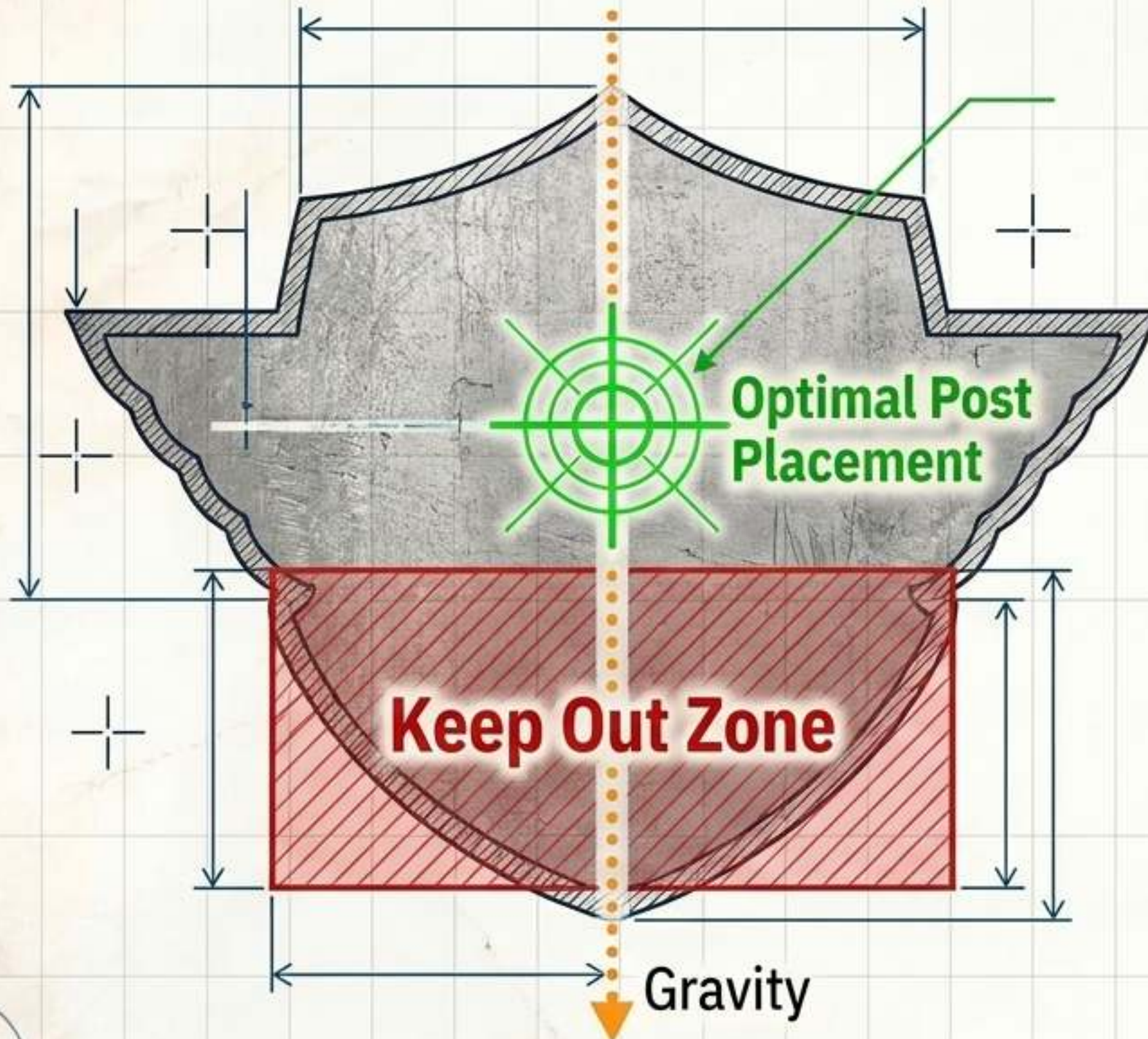
# Reverse-View Engineering

## Core Instruction:

Provide clear back-view instructions for attachment position.

## Key Considerations:

- **Vertical Alignment:** Ensure the post placement prevents the pin from rotating downwards due to gravity.
- **Avoidance Zones:** Specify if the fitting must avoid a specific structural area.
- **Discreet Backs:** Note if the back must remain aesthetically discreet based on the display method.



# Critical Compliance & Performance Testing



## Skin-Contact

Request review if materials are intended for direct skin contact.



## Attachment Security

Test fittings for high-impact or thick-garment use cases.



## Coating Behavior

Review surface finishes for durability and exact brand color matching.



## Magnetic Use

Verify magnetic strength through sample testing if using non-puncture fittings.

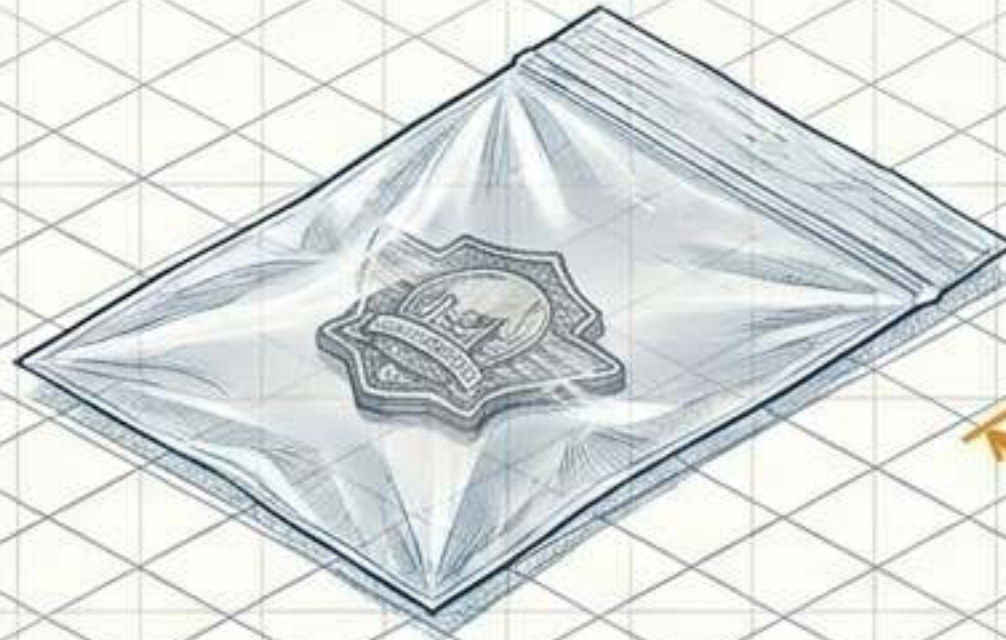
**Critical surface, material, performance, or compliance requirements always need sample/testing review.**

# Presentation & Packaging Canvas

Bulk packing



Individual bags



Carded sets/labels



## Backing Card Specs Required:

- Artwork & orientation.
- Hole arrangement & spacing.
- Retail information/barcodes.

## Transport Warning:

Specify protection for polished or printed faces from contact/friction during transit.

# Order Architecture & Variant Strategy

**Defining Quantity:**  
Provide quantities specifically by artwork design.

**Tooling Efficiency:**  
State whether multiple designs share a base shape (same mold, different color fill).

**Sequential Data:**  
Identify if serial numbers or member-specific information is involved.

**FILL/VARIANT LAYERS  
(UNIQUE DESIGNS)**

**Repeatability:**  
If for recognition programs or resale, explicitly discuss consistency standards for repeat orders and across design variants.

**SHARED TOOLING  
(IDENTICAL BASE SHAPES)**

# The 7-Point RFQ Formula

**Quantities by design  
& required  
card/packing format?**

**Face construction  
& visual effect?**

**Attachment,  
surface, skin-contact  
& compliance  
reviews?**

**Outline, cutouts,  
color regions &  
back fitting?**

**Simplification of text,  
photos, gradients  
& fine lines?**

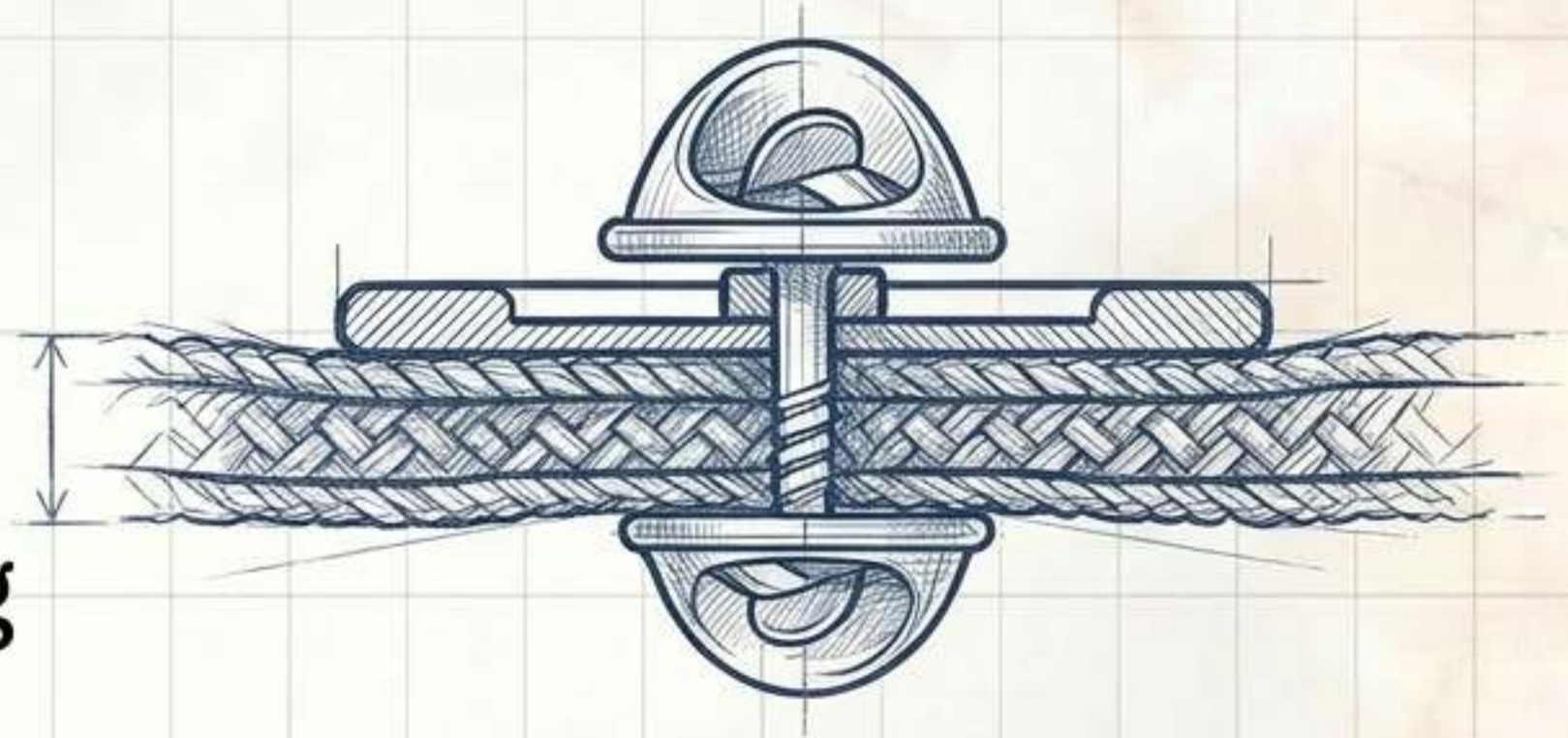
**Brand color matching  
& repeat-order  
consistency?**



# Context Dictates Construction.

A strong pin RFQ connects artwork scale, face construction, attachment, and packing directly to the intended wearing context.

**Next Steps:** Final technical and commercial commitments require formal quotation, artwork, and material review.



DISCLAIMER: This brief does not confirm a supplier's available pin styles, attachments, materials, finishes, production route, price, order threshold, lead time, or certifications. Do not substitute generic product assumptions for written approval.