

HOW TO ORDER CUSTOM REAL LIFE MERCH

for real life teams

1 GATHER YOUR DETAILS

What's your budget for these items?

The more colors and more print locations (front, back...) you select will effect the final price.

How many are you ordering?

Keep in mind that larger quantities cost less per unit. A minimum quantity of 50 will be best for cost-effectiveness and turnaround time.

(T-shirts) How will you determine the amount of shirts you need in each size?

This sometimes takes a while to compile, so keep that in mind when planning! Not all shirt styles come in all sizes, so be sure to communicate with the Gear Store your choice for shirt options.

When do you need the merch to arrive?

Our in-house design team (see Step 2) could take up to 3-weeks to get the design you want, depending on what you need. Once you get a design, Erin needs a 3-week lead time to have t-shirts printed and delivered, and other types of merchandise vary on production times.

Need help navigating this process? Email Erin Lyles.

2 GET A DESIGN

Submit a Creative Request Form at least 3 weeks prior to the time you'd like to place your order at www.real.life/forms (select "Creative Request") and let us know as many details as you can.

Already have a design? Do you have a designer outside of the Real Life staff that you'd like to work with? Please still submit the above Creative Request letting us know your designer's contact information. Our brand standards and guidelines will need to be shared with the designer to make sure your merch fits within the look of our brand, and their design will still need final approval from our Creative Department (Sally Whitmore and Crystal Hutcheson). Submitting the Creative Request will help all of this happen in a quick and organized way.

Please read the second page of this PDF for more info on selecting a t-shirt color.

3 CONTACT THE GEAR STORE

All merch orders will be handled by Erin Lyles through the Gear Store. When you submit your Creative Request Form (Step 2 above), Erin will be looped in to the conversation on Basecamp and will be in touch with you about the details you are gathering (Step 1 above).

Questions about vendors, colors, materials, brands, special printing processes, etc. will be routed through her.

Erin will also need the Formstack #, Department (i.e. Outreach, Spiritual Growth, etc.) and Account Code to be charged BEFORE the order can be placed.

SELECTING TSHIRT COLORS

for real life shirts

Everyone wants their t-shirt design to be unique, to “stand out,” to be a fun color that people will want. While we understand that many of our people already have shirts that are black, red, grey, white...please understand that in many circumstances, we need to stick to our limited brand colors.

If this shirt will be worn while representing Real Life in central Florida (specifically during outreach projects, events, as part of a Real Life Team, etc.), we want to reiterate who we are. Even though it's “just a color,” seeing those colors can help connect someone's mind to Real Life the more they're visually reminded of who we are by seeing us on TV, in the community, signage, billboards, website, etc...if it all matches, it sticks in your mind much better. And hey, if volunteers are saying they're sick of wearing their free red/black/grey shirts, just tell them to buy some of our awesome merch ;)

EXCEPTIONS TO THE BRAND COLOR RULES:

1. Safety Issues

Special circumstances (such as groups on a mission trip or the Parking Team) have requested special colors for safety and security reasons. If your shirt needs to be a different color for reasons of safety, please let us know.

2. Seasonal Gear For Sale

With our official merch lines, the colors and variety of design can vary since:

- (a) These are the only shirts we have that we're asking people to PAY for, so we have to offer variety!
- (b) People are wearing these on an individual basis in the community, not necessarily in a group or as an official representative of Real Life

Thank you for your help with protecting the Real Life brand!