

The Cap Chooser

Structured or unstructured: pick the right cap in one minute

	STRUCTURED	UNSTRUCTURED
Front panels	Stiff backing behind the front	Soft fabric, no backing
Off the head	Stands up and keeps its shape	Relaxes and lies flat
Look	Crisp, sporty, uniform	Casual, broken-in, relaxed
Feel	Firm on the forehead	Soft from the first wear
Logo	A firm base for bold, tall embroidery	Best with smaller, flatter logos
Packing	Needs room so the front is not crushed	Folds into a bag or pocket
Common styles	Trucker, snapback, classic ballcap	Dad cap, washed cap, relaxed cap
Good for	Teams, uniforms, bold logos, events	Everyday wear, travel, staff gifts

Five quick questions

☐ Is the logo tall or bold?	Structured
☐ Will people stuff it in a bag?	Unstructured
☐ Is it part of a uniform?	Structured
☐ Is it a relaxed, everyday gift?	Unstructured
☐ Not sure who will wear it?	Unstructured, low profile

Cap words to know

Crown	The part that covers your head
Panels	The fabric sections of the crown, usually five or six
Profile	How tall the crown sits: low, medium or high
Visor or bill	The brim: pre-curved or flat
Closure	How it adjusts: snap, strap, buckle or hook-and-loop
Buckram	The stiff backing that makes a cap structured