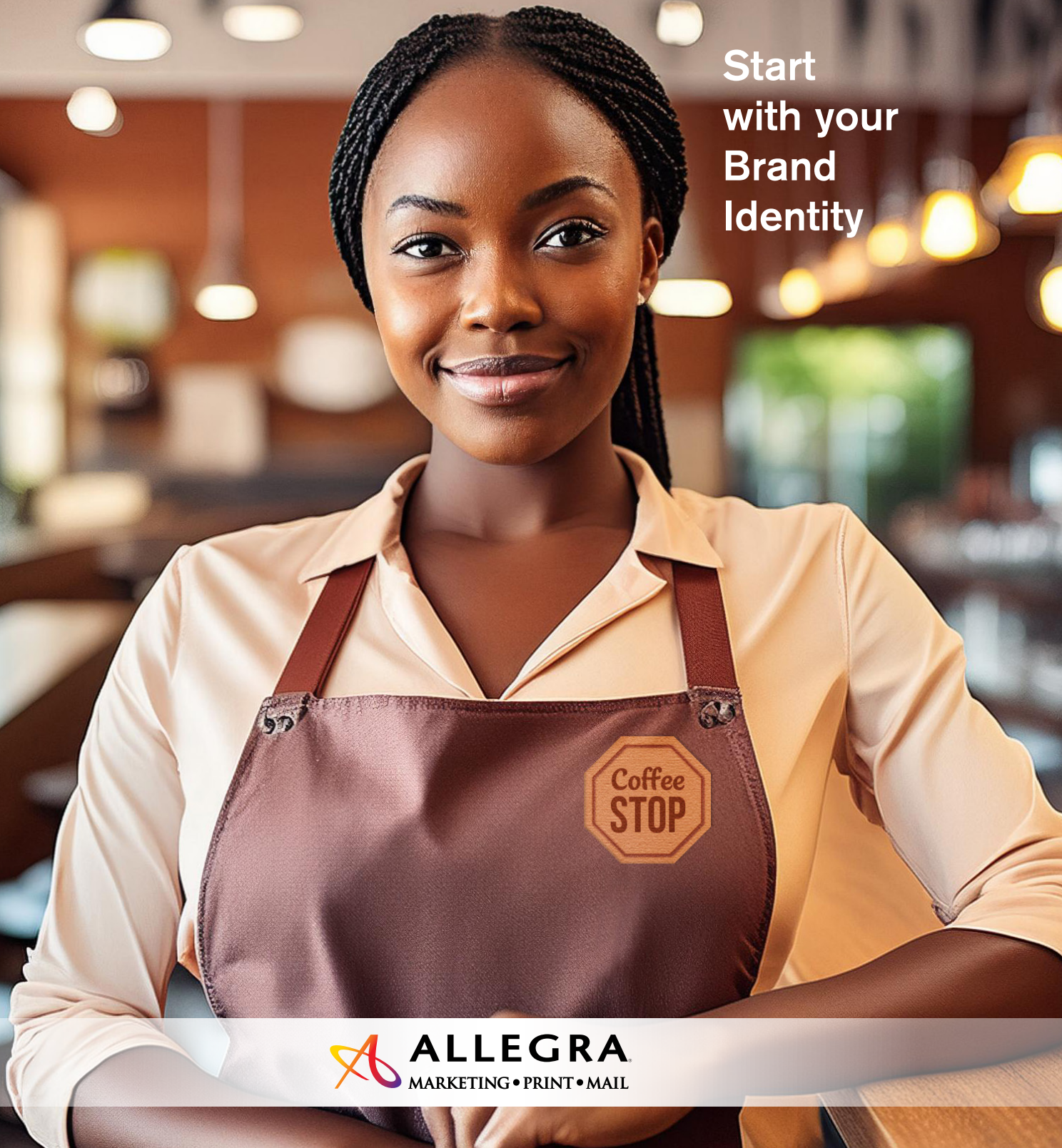




Fashion Tips for a
World of Branded

APPAREL

Start
with your
Brand
Identity





BRANDED APPAREL GETS YOU NOTICED

Uniforms are all around us. Parking attendants, delivery personnel and police officers all wear them. When you need help locating something in a big box store, it's easy to figure out who the employees are simply by their shirts and slacks. Right now, even just the mention of Home Depot might have you seeing orange.

Generally, uniforms are specific clothing items that must be worn in the workplace. Their most defining characteristic is an ability to establish a visual identity and sense of cohesion for a group of employees or team. There are other benefits, too. Wearing one is an inclusive experience conveying a sense of professionalism and belonging, bolstering collaboration and productivity while contributing to work culture and morale.

Perhaps equally important is the message they send about your brand. Not just through the intrinsic value they bring in boosting morale and performance, but in appearance as well. Enthusiastic, well-groomed employees who are dressed for success can speak volumes about your brand.

When deciding on a corporate uniform, you want one that employees feel good about wearing and conveys your business objectives and your brand. So, how do you do branded apparel with style?

Start with your Brand Identity

Brand identity varies depending upon the organization, but it usually involves unique branding elements. It's a good idea to stick to your unique brand identity when choosing uniforms. The uniforms for United Postal Service (UPS), for example, were once the foundation for an entire campaign based on the slogan "What can brown do for you?"¹ Although the messaging has since been retired, the nickname continues to stick.

And don't forget your logo. It's a great promotional tool that can be easily incorporated on ball caps, shirts, aprons, pins and more.

DID YOU KNOW?

61% of CONSUMERS would keep and wear promo outerwear for two years or longer!



Source: 2023 Advertising Specialty Institute's Ad Impression Study

Remember, the beauty of branded apparel is its ability to reinforce your brand in a way that conveys who you are in the context of what it is you do. Chances are that the same delivery person passing out pizzas commutes to and from work. Every interaction they have from the time they leave home until the time they arrive at work is free advertising. That can be said for just about any job requiring a uniform.

Keeping these interactions in mind, do incorporate your corporate values into your uniform choices. For example, sleek business suits are a definite mismatch for an outdoor adventure company. Several chains (think Chipotle or Starbucks), however, do this quite well. Their employees wear branded tees with logos on the front, and clever messaging on the back that further positions their brand, or supports a cause in line with customer expectations, and highlights what they do.

Decide Who Wears What

Interested in outfitting your entire staff, but not sure where to start? Context is important. For instance, if you own a pizzeria, you probably want a uniform that's equally comfortable and casual for your drivers. On the other hand, if you own a business that requires security personnel, those staff might wear something a little more authoritative in nature, similar yet different from a police uniform.

Not all interactions are equal. Pay attention to what your employees do. That polo at the register might be appropriate for the front line, but is it comfortable for the baker or cook working in the back? Similarly, a health club attendant at a pool shack would probably dress differently than a lifeguard. In these instances, you'll want uniforms that can easily help your customers differentiate between employees in different roles.²

Today, business stances on uniforms are evolving from mandates involving standardization and conformity, to opportunities for self-expression and identity.³ Gender-neutral and more inclusive styles are becoming the norm, and some companies are providing a range of options that not only cater to personal preferences but promote inclusivity and diversity in the workplace.³

DID YOU KNOW?

62% of CONSUMERS would keep and wear promo polo for one year or longer!

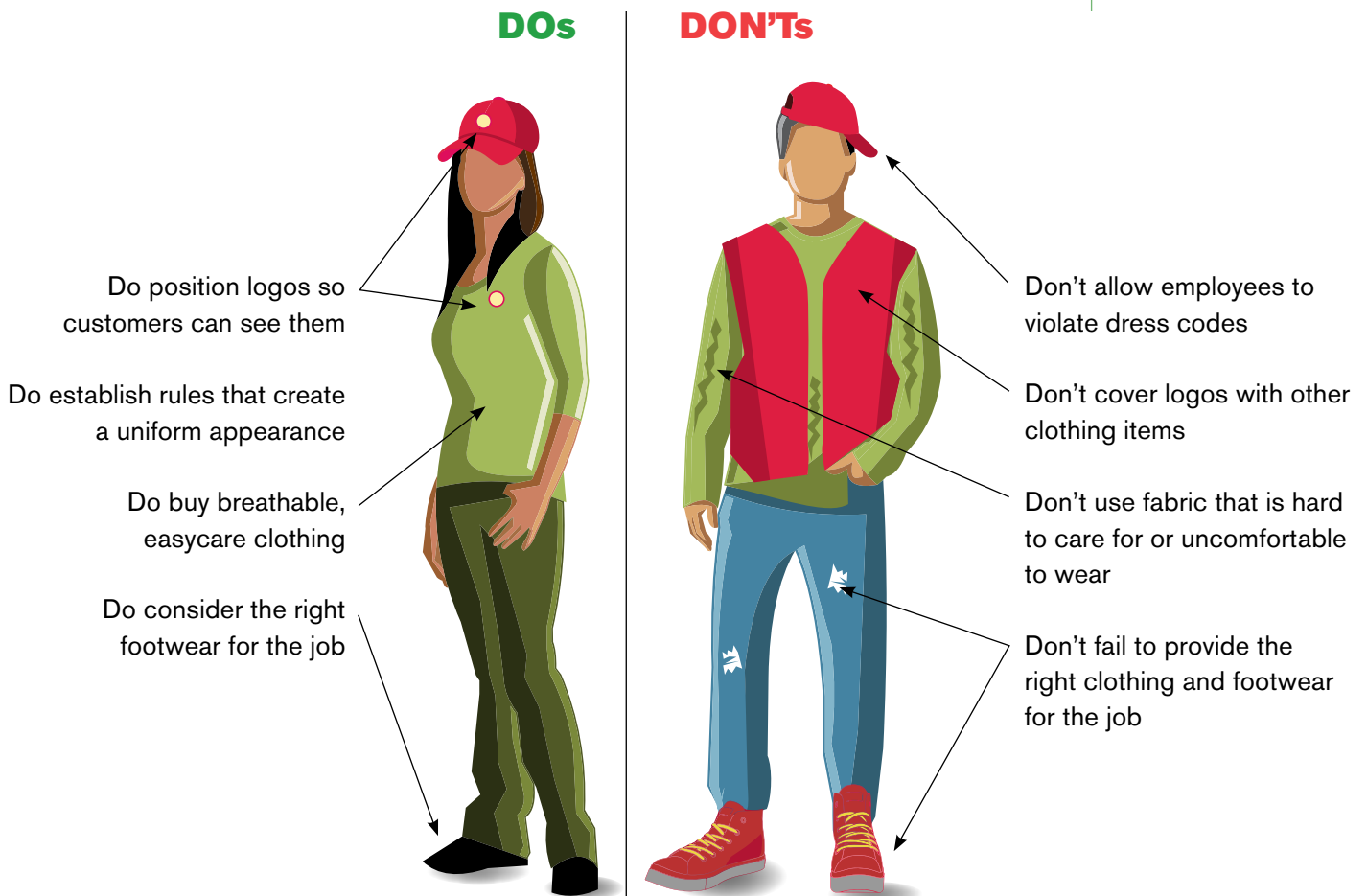


Source: 2023 Advertising Specialty Institute's Ad Impression Study

Dress Your Employees for Success

Sorting the finer details is crucial to executing on the best branded uniform experience. Consider these tips for success:

- **Establish Uniformity.** If your logo is black and gold, you'll want to stipulate that employees all wear company-issued branded gold shirts with black pants and black socks, as well as black shoes, to reinforce the brand.
- **Set Expectations.** Dirty, wrinkled clothing detracts from your brand. Establishing expectations for employees in these areas is important. Better yet, hire a cleaning service so there are always cleaned, pressed uniforms on hand.
- **Choose Comfortable Clothing.** If you're delivering packages all day, you should have clothing that is comfortable yet durable enough to withstand constant lifting, bending and walking. Breathable, cotton fabrics work well for this purpose.
- **Consider Working Conditions.** What types of items will your employees be wearing? The impact of a logo on a shirt is lost if it is covered by an apron or layered underneath a jacket. To adjust to various conditions may require layering up or down.
- **Communicate, Communicate, Communicate.** Style, company branding and your unique logo should set the tone for what your employees wear. Use them to your advantage on hats, tees, polo shirts, hoodies and more to get the message out about your brand.



Remember, an employee in uniform might be the first (and only) impression of your company. Make it a good one with branded work apparel. Of course, we're here to advise you if you need help.

DID YOU KNOW?

Headwear generates
3,380
IMPRESSIONS
over its lifetime!



Source: 2023 Advertising Specialty Institute's Ad Impression Study



Do you need your branding printed on your company apparel? Contact Allegra to get started!



SOURCES:

1. [UPS retires 'What can brown do for you' slogan, The Seattle Times](#)
2. [How to Choose the Right Uniforms for Your Employees, insightsforprofessionals.com](#)
3. [The Psychology Behind Uniforms: How Clothing Influences Perception and Behavior, by Abushaikh, May 2024, Medium](#)