



BRAND YOUR CLOTHING, BRAND YOUR BUSINESS

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In today's world, you can never underestimate the power of visibility to your brand and business. The more you are seen, the better the customer's recall of your business. Repetition of your brand keeps you on the mind of the customer. Print campaigns, billboard media runs, and advertisements come and go, and only a percentage ever have the genius and staying power enough to propel a brand forward. Branding clothing, however, through various decoration methods, is a great way to engrain your brand and into the customer's psyche repeatedly without expensive annual advertising budgets, and gives you more bang for the buck.

Are you considering branding your business with promotional clothing? There are many benefits to such a plan beyond the basics of brand recognition, and the professionalism your company exudes through a unified clean appearance.

One of the main benefits immediately is ensuring that your staff and or representatives are recognizable as members of your business and brand. There is nothing worse than a situation where a potential client, who is interested in your wares, in a traffic-heavy storefront cannot recognize the staff from the other clients, and leaves before getting the information that they needed to secure a sale, or be properly engaged by a professional-looking salesforce, and enticed towards a potential sale.

As another benefit, here is an example, if you are a sports-based company, having athletic-styled clothing decorated with your branding is tantamount to a picture being worth a thousand words. You become identifiable as a team member of the brand and instantly the client understands your business type and goals, knowing that you are involved in an aspect of that industry. All without a word having been spoken. If your company sells hockey equipment, then customizing jerseys for your front-line staff may be the best policy, whereas, an information technology team or golf equipment storefront may choose a classic polo shirt with their company branding. Picking garments that compliment your industry, makes it easier for potential customers to identify you within the industry you service.

Well put together, sharp clothing properly branded and worn by your staff away from the business, carries the brand forward through conversation in social settings. When people talk about the look of the clothes, the word is spread about your business, yet again without costly campaigns. And when the clothing is done right, it becomes an incentive and an award item to your staff for a job well done, and lends itself to a sense of pride and dedication amongst your staff or representatives.

CHOOSING YOUR CLOTHING OPTIONS

It pays to take your time in choosing the clothing you choose to brand. From clothing that is durable and used in a physical work setting, requiring regular cleaning, to clothing that is flashy, detailed and designed for public display, yet worn only once in a while, it is important to know, in advance, the wear and tear expected of the garments used for your branding methodology. Base your decision on the requirements of the job. And the weather! Don't forget to pick the clothing to match the expected weather. Coats that are too thin and selected on looks alone, eventually get covered over by another coat and the branding is lost.

And when you begin to dwell on the logo use, colour and graphic elements to be used in decoration of your brand, always keep in mind the message you want to convey. Is your company going for hip and trendy? Is your firm sophistication, and classy? Does your clothing choices require an explosion of colour to signify the novelty of your product, or the muted colour schemes associated with serious office professionalism? Similarly with graphics and graphic elements; do you need a lot of flash on the garments or is subtle the better message to describe your business?

Before you commit to an order, be conscious of reviewing how your colour selections work together, and that they represent you in a way you are comfortable with. Remember, once the clothes are produced they are a long-term branding tool and you need to know they will still be a good fit for you and your brand for the foreseeable future.

With all of this in mind, Raised Edge is your decoration partner. We are knowledgeable in these matters and have been helping people navigate their business promotional needs, with questions and decisions, based on the points above, for years. We know how to help you achieve the look that portrays your company in the best light, with the colours and the garments that reflects your brand and business or team, and are up to the stresses of the associated workloads. Give us a call and see how we can help **BRAND YOUR CLOTHING, BRAND YOUR BUSINESS.**

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