Crafting an Identity:

The Ultimate Guide To Designing On-Brand Uniforms

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What does your uniform say about your brand?

More than just a piece of fabric, a well-crafted uniform is a powerful tool in building and reinforcing your company's identity.

For large organizations, **the stakes are even higher.**

Beyond logo placement, every element of your uniform—from the colors to the cut—can enhance or detract from the image you wish to project.

This is about creating a uniform that embodies your brand's ethos, exudes professionalism, and instills trust among customers and stakeholders.

You want a uniform that makes people proud to support your brand.
So, let's talk about how you can do that!

In this guide, we will explore:

- A comprehensive grasp of the current market and emerging trends
- Insight into your target audience's preferences and behaviors
- An understanding of the key trends driving consumer interest
- Strategies for crafting high-demand streetwear items
- Criteria for selecting the right manufacturing and fulfillment partner

At Scrappy Apparel, we've learned that there is both an art and a strategy to this.

Ready to transform how the world sees your brand? Let's get started!

The Benefits of Branded Uniform Design

Uniform branding is key for any business, product, or service to thrive.

When customers are more aware of your brand, loyalty increases and they come back for more. That's why approximately *71% of businesses* invest in uniforms to promote their corporate branding.

Uniforms have more advantages than you might think. Here are some of their perks:

- **Professional Business Image** – First impressions are everything. Matching uniforms boost consumer trust and reflect your quality of work.

- **Create Brand Ambassadors** – While wearing your uniform, employees serve as walking, talking billboards that advertise your business.

- **Save Time for Employees** – Your team members don't have to worry about shopping or planning what to wear to work. Also, managers don't need to implement and enforce a dress code.

- **Tax Savings** – In some states, branded uniforms can be claimable tax deductions. (Don't take our word for it—talk to your accountant about this!)

Even implementing small touches like custom hats can foster a sense of unity among employees who wear matching uniforms—thus, reinforcing their importance as a cohesive team. According to the *Harvard Business Review*, employees who feel they belong have:

- 56% better job performance
- 50% less turnover risk
- 75% reduction in sick days

88% of employees believe a strong company culture is key to business success.

Source: Deloitte

How Can My Brand Craft the Perfect Uniform?

In general, a uniform's design conveys a feeling of professionalism, trustworthiness, and, most importantly, your brand's personality. It not only makes your brand more recognizable but also communicates its message to your audience.

Design Principles To Follow

Uniform design is not just about logos, colors, fabrics, and typography. There are some principles you should always keep in mind to ensure the design delivers all the potential benefits.

Talk to Your Employees

Before making any decisions, engage with your team members. After all, they will be wearing the uniform day in and day out.

Ask for input on your decisions about fabric, colors, garments, and other details to ensure appropriate:

- Appearance
- Comfort
- Practicality of the attire

First, discuss your employees' uniform requirements. For example, if they work in a hot environment, they might want moisture-wicking fabrics to maintain comfort and prevent perspiration.

Addressing comfort is also crucial if you are considering form-fitting garments like t-shirts. By talking with your employees, you might uncover some valuable and innovative ideas that enhance the final product.

Make Sure Brand Personality Is Clear

From the design of your polo shirts to the fit of your trousers, every aspect should resonate with your company's philosophy, values, and ideas. That goes even further than the colors and logos, which we will explore later.

For example, t-shirts and polo shirts offer a professional vibe, but a relaxed appearance. If you want a sophisticated silhouette, go for more structured jackets or shirts.

Maintain Consistency

Make sure the uniform design incorporates the same elements as your other materials. It goes beyond the logo, including features like lines, mascots, and any other graphics. This cohesion maximizes brand recognition among your customers.

Aim for Flexibility

Think about your future. While maintaining overall cohesion, the uniform also needs to be flexible. You want to prepare for when your business grows, evolves, and expands into new markets.

Effective Application of Color Theory

Colors can change how people see others and even themselves, affecting the first impression of your business. According to *Sargarch*, **62% to 90% of first impressions are based on colors**. In other words, you are not just picking the color of your brand's uniform—you're also determining the first impression it will make.

Your Primary Color

In December 1999, Nancy J. Stone and Anthony J. English tested the effects of color in the workplace and employees' performance. These colors modify the sensation both customers and employees feel about your brand and workplace. For example, while red stimulates vigor or even tension, blue causes relaxation.

The findings from *the research* were fascinating:

| Color		Mental Association	Direct Association	Object Impressions	Subjective Impressions
Red	🔴	Hot, fire, blood	Danger, Christmas	Passionate, excitement	Rage, fierce
Orange	🟠	Warm, autumnal	Halloween, Thanksgiving	Lively, energetic	Exuberance
Yellow	🟡	Sunny	Caution	Cheerful, inspiring	High spirit, cowardice
Green	🟢	Cool, nature	St. Patrick's Day	Refreshing, peaceful	Disease, guilt
Blue	🔵	Cold, sky, water, ice	Service, flag	Subduing, melancholy	Unhappiness
Purple	🟣	Mist, shadow	Mourning, Easter	Dignified, mystic	Loneliness
White	⚪	Cool, snow	Cleanliness, flag	Pure, clean	Brightness of spirit
Black	⚫	Night, emptiness	Mourning	Death, depressing	Negation of spirit

See how colors can also be applied to specific celebrations and events. These are important periods of time to engage your employees and deepen their connections with your business, and you can leverage color theory to do so. For example, you can offer a green hat on St. Patrick's Day and an orange one on Halloween.

Secondary Colors

Now, you need to pick the secondary colors of the uniform, which will be used in details and symbols. However, not all colors complement one another, so you have to pick the one that harmonizes best with your primary color.

Thanks to research, we know which color schemes work best. You can choose one of the following:
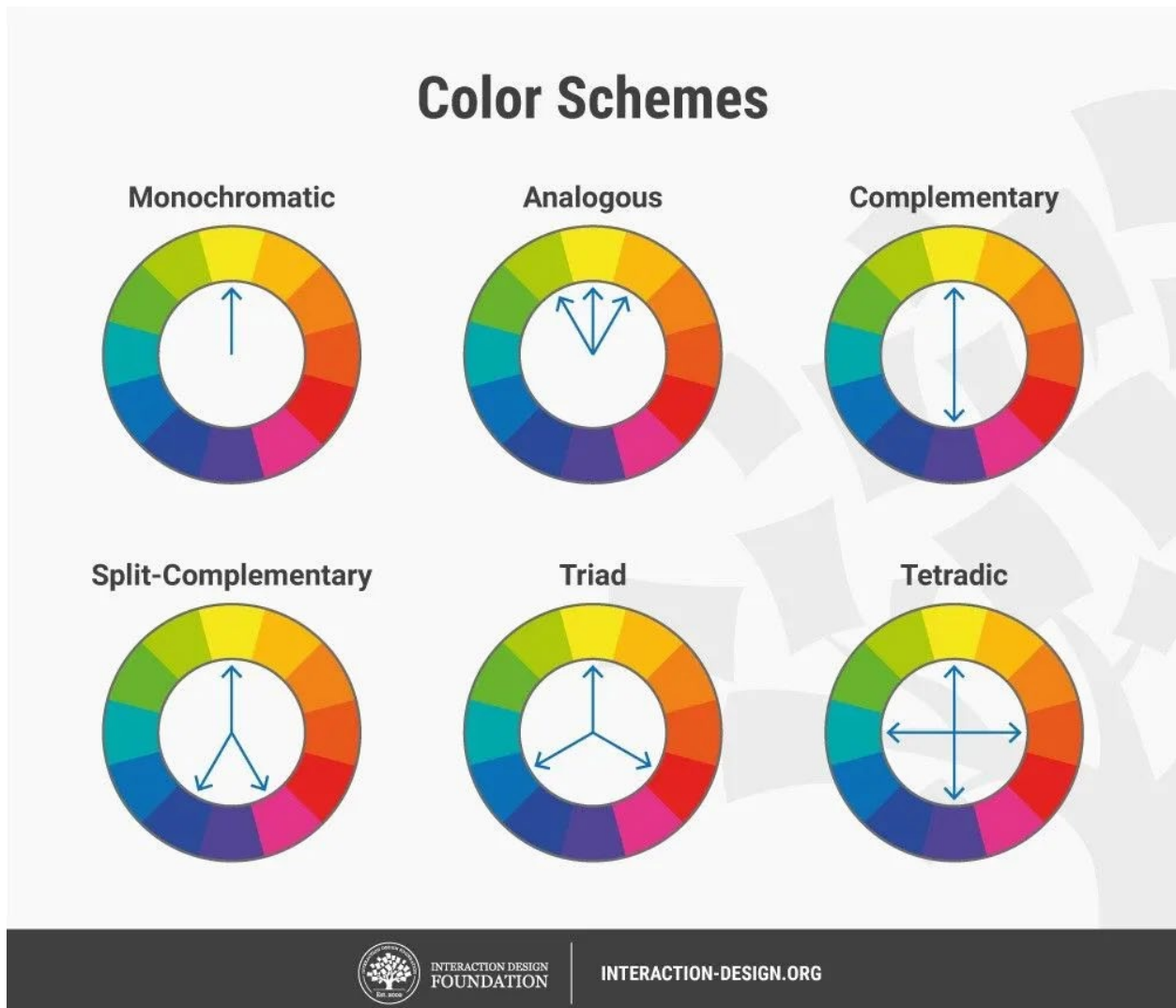
Color theory chart from InteractionDesign.

For example, if your primary color is red and you pick the "triad scheme," your secondary colors would be yellow and blue. If your primary color is blue and you choose the "complementary scheme," then your secondary color is orange. Got it?

It's important to avoid picking colors that won't fit together and may feel weird for your customers or employees.

Saturation and Brightness

This color theory also applies to its **saturation and brightness**. For example, a darker color makes the wearer appear more authoritative. That's why most dark colors—such as black, dark blue, or gray—are applied to security and law enforcement uniforms.

Strategic Logo Placement

Your brand's logo holds the utmost significance when crafting your uniform's aesthetics. It serves as the unmistakable icon representing your brand, making precision in its depiction essential.

That's why you must take into account the dimensions, positioning, and method of application when considering your logo. For example, its placement can change how consumers and employees see your brand:

- **Sleeves** – Add a stylish touch and increase brand exposure. Recommended for when employees need to move their arms frequently while working.

- **Back** – This is an effective area if your employees frequently face away from clients. (Think retail or hospitality environments.)

- **Chest or Upper Torso** – This area ensures maximum visibility and professionalism.

- **Hats or Caps** – Consider headwear for additional brand visibility, especially at outdoor events.

Here is a more detailed insight into the most popular areas you can place your logo:
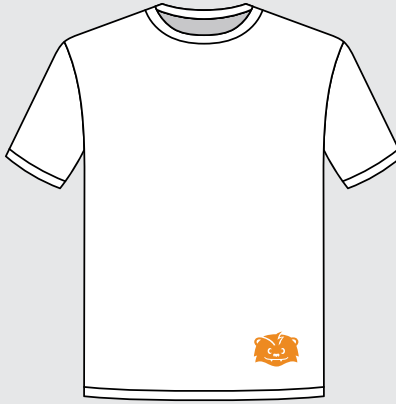

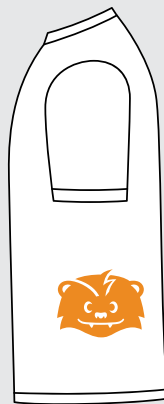**Standard Print**   **Left/Right Chest**   **All Over**

Vertical Side (Left/Right)

Hip Placement (Left/Right)
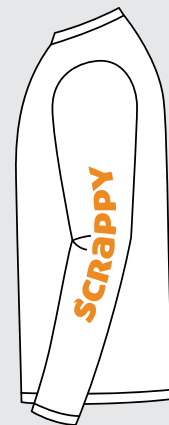
Back Yoke

Back Shoulder

Side Seam

Sleeve

Other Relevant Details

- **Embroidery** – Along with your logo, you can use embroidery with employee names, job titles, or other details. This adds a unique touch to each uniform, building a sense of appreciation and acknowledgment among your staff.
- **Fastenings** – Buttons or zippers can significantly influence the style and practicality of your uniforms.
- **Seams** – The stitching on the uniforms is an opportunity to infuse style and reinforce your brand's colors. You can explore using contrasting thread colors for visual intrigue, or opt for tonal matches to maintain a subtle aesthetic. Additionally, double-stitched and reinforced seams can enhance the durability and lifespan of your uniforms.

- **Pockets** – Pockets serve both functional and aesthetic purposes in uniforms. Consider their placement, size, and design to meet your specific requirements and preferences.

- **Accentuation** – Incorporating contrasting trim or piping into your uniforms offers a subtle means of integrating your brand's colors or adding visual appeal. Whether it's a distinctive collar or cuff detail or a subtle stripe along pants, ensure that the trim harmonizes with your overall design without overpowering the garment.

Choose the Fabric and Garment Wisely

Remember to marry design with utility. Your priority is to cultivate a polished, cohesive company appearance while ensuring ease of movement for your employees.

The right fabric and type of garment will depend on your specific industry and functional needs. Consider the work environment of your employees and what additional qualities might be needed for fabrics. Here are some examples:

- **UV Inhibitors** – Shield your employees from UV radiation.

- **Moisture-Wicking** – This property combats sweat, so your team can remain dry and comfortable while working.

- **Waterproofing** – Allow your employees to focus on their work, no matter what the weather has to say.

- **Fire-Retardant Properties** – Safety is of the utmost importance, so make sure they meet standards such as NFPA 701 or CAL 117-2013.

- **Stain Resistance** – This is suitable for businesses like hotels, restaurants, or healthcare facilities.

- **Windproofing** – They are impervious to the wind, no matter how hard it blows, which is excellent for outdoor workers.

- **Enhanced Visibility** – The uniform is easily discernible from any background and is highly reflective to promote safety.

Now that you've considered your functional needs, select the specific garments for your uniforms. The options are virtually endless, from classic polos and button-ups to trendy t-shirts and outerwear. Some popular choices are:

- Polo shirts
- Button-up shirts
- T-shirts
- Outerwear
- Accessories, such as hats

By considering all these factors and selecting pieces that work together cohesively, you'll create a uniform that looks great and performs even better.

What Printing Technique Should I Choose For My Uniforms?

One of the most popular methods is sublimation printing, which offers remarkable benefits once completed correctly:

- The design remains vibrant indefinitely
- You get unlimited color choices (which is not the case for traditional screen printing)
- The garment remains intact wash after wash

Sublimation printing adapts the design scale to suit each shirt size, facilitating consistent placement and appearance across the board. This is crucial for uniforms, as each one must be perfectly crafted.

The process also yields designs with a remarkably smooth texture, enhancing comfort as the ink seamlessly bonds with the substrate, unlike conventional printing methods where the ink sits on top of the fabric.

This process results in visually appealing and comfortable garments your team will love wearing!

Create a Professional Branded Uniform with *Scrappy Apparel*

At Scrappy Apparel, we're your dedicated partners in success. Unlike many other apparel manufacturing companies, we're genuinely committed to the growth and prosperity of your business.

We go beyond simply printing logos on shirts and sending them out. We offer comprehensive support from material sourcing to the final delivery of each garment.

All Over Sublimation for Uniforms

All Over Sublimation Printing is one of our signature services. It's a surefire way to make a striking impression like no other. Our technique covers every corner of your garment with your desired design.

You can bring to life captivating graphics that are vivid, intricate, and unparalleled. Whether you fancy a tropical motif with subtle logo integration or a geometric pattern in your brand's signature hues, we've got you covered.

The creative possibilities are infinite, empowering you to differentiate your apparel from others and leave a lasting impact on your stakeholders.

Top-Quality Custom Embroidery

Imagine thousands of vibrant threads intricately woven together to create a three-dimensional masterpiece, capable of showcasing detailed graphics, logos, and messaging.

That's the essence of custom-designed embroidery: a fusion of color, versatility, and durability.

Just send us the digital file of your logo, and we'll turn it into an embroidered masterpiece!

Personalized Branded Hats or Caps

Looking for unique headwear? Our skilled team guarantees meticulous craftsmanship, delivering hats your team will be proud to wear.

We have the world's best custom headwear program. Infuse your brand and personality into hats that resonate with your audience.

WITH OUR *SPECIALIZED* KNOWLEDGE AND DEDICATION TO *YOUR SUCCESS*, THERE'S TRULY NO OTHER APPAREL PARTNER LIKE US.