



## How branded workwear will help you gain brand recognition

Studies have shown that within as little as seven seconds of meeting, your customers will have a solid impression of who your business is, with some research suggesting that a tenth of a second is all it takes to start determining traits like trustworthiness. With branded workwear being one of the first things your customer see's, it is crucial that you get the design process right.

### What is brand identity?

In simple terms, brand identity (or brand recognition) is the face of your brand; through a combination of visual and content choices it represents your company's personality. Factors contributing to these things include your brand's colour palette and tone of voice which align with your brand values and mission.

**Brand visuals** relate to colours, logos , fonts, layouts and design elements (photography and illustrations) used.

**Brand voice and tone** involve slogans, taglines, social media email and in-product content messaging (ad copy, website copy).

The aim is for your customers to see this brand and align it with your positive values.

# How to create brand identity using branded workwear

Branded workwear is a fundamental part of any brand's identity, and it speaks volumes about your company and its values – for example, small details such as the fit and colour of your workwear can completely change the interpretation of your business for a customer.

## Branded workwear colour psychology and materials used

Colour and material choices are perhaps one of the easiest ways to showcase your brand's personality. For example, a bright red uniform with contrast stitching might be chosen for an upbeat fast food chain or retail store aiming to create an energetic atmosphere, whilst muted tones like navy blue or black may lend themselves better for a serious law firm or banking institution.

Furthermore, certain fabrics like wool or cashmere can project an image of sophistication, while lighter materials like cotton are more casual in their appeal – some materials can even portray a strong message about the pride you have for your business and its goals; by using high quality materials you can look professional and polished.

As mentioned above, colours can evoke emotions, create an atmosphere or mood, and even influence behaviour. Find out what different colours are linked with below:

- **White** is often associated with purity, cleanliness, freshness, and simplicity. In terms of business, white can convey a sense of professionalism and neutrality. It's also seen as a blank canvas – a great way to draw attention to more vibrant colours that are used alongside it. White can also be seen as a sign of new beginnings as it implies hope and optimism.
- **Black** is seen as being authoritative and powerful. It has connotations of luxury, sophistication, formality and elegance. Black is often used by businesses looking to appear strong or high end – for example financial institutions or technology companies may use black as part of their branding strategy in order to come across as professional and reliable.
- **Blue** is thought to represent trustworthiness and dependability which makes it one of the most common colours used in business logo design. Blue is also associated with tranquillity and loyalty so businesses may use this colour to calm customers or encourage trust within their brand. Darker shades of blue can convey feelings of power while lighter hues suggest stability and security.
- **Green** stands for growth, healthiness and harmony – making it common amongst eco-friendly organisations or products promoting health/wellbeing such as healthcare

providers or fitness brands. Green also gives off a natural feel which can help create connection between customers and the brand's values (e.g sustainability).

- **Yellow** has an energy that implies happiness and positivity – it's bright enough to draw attention but not too aggressive like pure red may be red if used frequently. Yellow may be seen as optimistic or cheerful and could work well for brands targeting children/young people who are looking for something fun/exciting such as food products or recreational activities like theme parks etc.
- **Orange** projects enthusiasm, creativity and even playfulness which makes it an attractive colour choice for youth-oriented brands. But be sure to use it carefully within company logos, as its overuse can make it difficult on the eye.
- **Red** normally represents passion, excitement, strength but also danger when taken too far – As one of the most powerful hues out there; red will naturally stand out among other colours but due to its intensity should really only be used sparingly if wanting to maintain customer relationships over time (i.e. not overwhelming them).
- **Purple** often suggests royalty – making it popular within luxury goods industries such as cosmetics, where they want buyers to feel special/exclusive while shopping with them.

## Branded workwear design details

Design details such as lapels, buttons and pockets all contribute to the visual effect branded workwear has on your customers. For example, double-breasted designs can give off a sense of prestige and professionalism whereas single-breasted cuts might be more ideal for a youthful tech startup looking to make a good impression. Lapel pins are another way for your staff members to express their individual style within the framework of your company's dress code, allowing them to showcase their creativity without appearing unprofessional.

Fit is also key when it comes to conveying brand identity through uniforms—a tailored, breathable look will go a long way in creating an air of confidence amongst your employees. Choosing clothes that flatter each individual's shape will help them to feel more comfortable in what they're wearing. This will benefit your brand due to them having relaxed interactions with customers and clients.

## How branded workwear collaborations between customers and workers help with brand recognition.

Alongside increasing your employees' wellbeing levels, this boosted employee morale can help create a better atmosphere for your customers (leading to a positive brand identity). Employees wearing apparel that they have had a hand in creating will help them feel more involved within your organisation and identify more closely with your values. This increased morale due to branded workwear means that employees will be happier within your workplace and express this enthusiasm to customers. This could also result in positive word-of-mouth outside your business (which will help those close to them see your brand in a positive light).

Additionally, involving your customers in the process can help to foster relationships with them, as well as gaining valuable feedback on design ideas from their perspective.

## Staying competitive with branded workwear

When your employees are seen in branded workwear, whether it's a simple t-shirt or a full uniform, it helps your customers to identify them as members of the same organisation and brand identity.

Employees wearing branded clothing can also act as ambassadors for your brand. When they are interacting with customers or attending networking events, their attire will help to spread awareness about what you do and how you do it – making sure people remember who you are long after any given interaction.

Finally, customised clothing offers an excellent platform for advertising purposes; either through direct sales promotions such as discounts or simply through displaying logos on hats or other items of clothing which your employees may wear during everyday tasks like coffee runs or lunch meetings. By doing this, your business can access potential customers who may not have otherwise been exposed to your brand in more traditional marketing campaigns such as television ads or sponsored content online.

## Branded workwear UK

Overall, branding your workwear is a great way to make a lasting impression on both customers and staff alike – helping you stand out from the competition while also sending a clear message about who you are as a company. Through careful selection of materials as well as highly visible logos and designs, you can ensure that your employees' workwear will be viewed favourably – while also spreading awareness of your company's presence in various contexts.

At PPG Workwear we can make this dream become a reality for you through five-star [embroidery machines](#) and high quality garments. [Contact](#) our friendly team now to start getting recognised by potential customers.