



THE RMD GUIDE TO

Better Branded Apparel

What growing businesses should know before
investing in custom teamwear, uniforms, and
company merchandise.

FIRST IMPRESSIONS

Branded apparel says something before you do

Your team's apparel is part of the first impression. Before anyone introduces themselves, before a word is spoken, what your people are wearing has already told clients, staff, guests, and the public something about the standard of your business.

That message lands whether you intend it or not. Apparel that fits well, feels right, and carries a clean, considered logo says the business pays attention to detail. Apparel that's cheap, ill-fitting, or thrown together says the opposite, just as loudly.

Branded apparel is rarely the biggest line item in a business, but it's one of the most visible. It's worth getting right.

The question isn't whether your apparel sends a message. It's whether it sends the one you intend.

START WITH PURPOSE

Better apparel starts with the right purpose

There's no single best branded apparel. The right choice depends entirely on how it will be used. A piece that's perfect for a trade-show giveaway is the wrong call for your client-facing team, and the reverse is just as true.

Staff uniforms. Consistency, durability, daily wear.

Client-facing apparel. Polish and professionalism, representing the brand directly.

Field / service team apparel. Function, comfort, and visibility on the job.

Event apparel. Visibility and personality, often higher volume.

Leadership apparel. Elevated pieces that signal role and standard.

New hire / onboarding apparel. Welcome and belonging from day one.

Client gifts / branded merchandise. Quality that reflects well on the giver.

Naming the purpose first is what makes every decision after it straightforward.

THE HEART OF IT

The four things that make apparel look better

Most branded apparel either earns its keep or quietly fails on four things. Get these right and the rest follows.

Fit

Does it look good on real people across a real range of sizes? Apparel that only flatters a sample size ends up unworn.

Fabric

Does it feel appropriate for the job, the season, and the work environment? The right weight and material is the difference between a piece people reach for and one they avoid.

Finish

Is the logo placement, embroidery, print, or decoration clean and considered? Finish is where quality is most visible, and where corners are most obvious.

Function

Can the wearer actually move, work, travel, serve, or represent the company comfortably? Apparel that looks good but works poorly doesn't get worn long.

HONEST TALK

Where businesses accidentally go cheap

Not to shame anyone, just to name the patterns that cost businesses the result they wanted:

- Choosing the lowest-cost garment without checking fabric or fit
 - Waiting too late, which limits product options and forces compromises
 - Using poor-quality logo files that don't decorate cleanly
 - Picking apparel that doesn't match the team's actual work environment
 - Forgetting size range and future reorder needs
 - Treating event merch and client-facing apparel as the same thing
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Every one of these is avoidable with a little planning up front, which is exactly what this guide is for.

READINESS

What to consider before requesting a quote

You don't need every answer locked before reaching out. But the more of these you've thought through, the faster and more accurate the conversation:

- Approximate quantity
 - Product category
 - Intended use
 - Deadline
 - Logo / artwork readiness
 - Preferred colors
 - Budget expectations
 - Delivery needs
 - One-time order or a repeatable apparel program
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Think of this as readiness, not homework. A rough answer to each is enough to start.

THE RMD APPROACH

How RMD approaches better branded apparel

Putting a logo on apparel is the easy part. The work is in the decisions around it. For every project, RMD considers:

- Apparel quality
 - Supplier fit
 - Decoration method
 - Timeline
 - Quantity
 - Brand presentation
 - Practicality for the team
 - Long-term reorder potential
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The goal is not just to put a logo on apparel. The goal is to help your business show up with consistency, polish, and intention.

LET'S BUILD IT

Ready to explore apparel for your team?

If your business is planning a branded apparel order, RMD can help you think through product options, quality, decoration methods, and next steps.

[Submit an Apparel Inquiry](#)

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