



Branding Objectives

Create

a company culture built around our brand history, values, and goals.

Convey

our message clearly and cohesively to the customers.

Establish

ourselves as a trustworthy and reliable source.

Company History

Our company's founder is an entrepreneur with an eye for opportunity and a strong intuition. He saw a need and learned how to service by **thinking creatively**. Turns out, that's exactly what people were looking for and the business steadily began to expand and grow into the operation it is today.

Our Mission

Who we are, why we do what we do

We are creative minds generating creative solutions. Through research, design and product development we strive to help brands take their apparel to the next level-to be anything but ordinary.

Our Vision

It's simple-our vision starts with our customers. They inspire us to develop fun and unique styles personally tailored to the brands they represent. In turn, we aim to design and manufacture unique apparel that amplifies the voices of the brands who receive our goods.

Story Building

Questions to ask:

Why should people care? What is the theme of this story? Is it relatable? What needs to be communicated?

Theme

Thinking differently is our strength. We generate value in creative ways by thinking outside of the norm. Being different is a GOOD thing.

How do you fit in?

We welcome your creativity and invite you to join us in thinking differently to provide your customers with something truly unique.

“Creativity is in everything that we do.”

4 Fundamental Pillars of our Business

Creativity

Design

Product
Development

Decorating

Sourcing

Pricing

Growth/
Opportunity

Selling

Service Oriented

Virtuals/
Production Art

Proofs

Samples

Line
Presentations

Pricing

Sourcing

User Experience

Customer
Service

Customer Success

Shipping

Revisions

Constantly
Learning

Orders

Being Different

Each Other

Customer
Experience

Innovative

“Micro-factory”

Software
Integration

Product
Assortment

“Jack of all Trades”

Being Different

Brand Personality

Our company is forward-thinking, fast-moving, and energetic. We like to make ideas happen quickly and we don't mind taking risks. Our Communication style is friendly and approachable.

Written Style & Voice

- Always keep creativity, uniqueness, and customer service in mind
- Keep things professional, light, and personable
- Witty is good

Pronouns

- refer to FPS Apparel as "We" or "Us"
- Refer to customers as "You"

Contractions

- The use of "Can't", "don't" is preferred over "cannot", "do not", "you are". More accessible personality.

Positioning Statement

For trend focused industries looking for unique branded apparel that creatively expresses their business and makes them stand out among their competitors.

Manifesto & Taglines

“We believe there should be a space where your apparel can be as unique as you are. We want to push the limits of traditional promotional apparel and inspire you to create unique, one-of-a-kind pieces that people will genuinely love wearing.”

Past Taglines:

“Custome. Made. Simple.”

“Think Differently.”

“Endless Expression”

Present Tagline:

“Anything but Ordinary”

Internal Etiquette

Do's

- Be respectful to everyone
- Be honest and expect honesty
- Be transparent (deadlines, expectations, goals, etc.)
- Be organized/Follow the process
- Be comfortable with being uncomfortable

Don'ts

- Talk sh*t
- Give misinformation
- Overextend yourself
- Assume anything-always ask if you are unsure
- Be afraid to ask for help