



CHOICE COTTON

Your Cotton, Your Choice

by Olivia Watts,
July 6, 2017

Cotton Logos and Meaning

Have you ever noticed all the cotton logos around you? There's so many of them! People have logos on their cars, coolers, cups, laptops, phones, books, and the list goes on and on. But does anyone *actually* know what they mean? Here's a list of cotton logos that have become popular over the years that you might have noticed. Many of these logos have interesting stories behind them and explain why cotton is involved.

1. Maybe you haven't seen this logo, but many of these shirts have seen you! **BlueCotton** is a company that personalizes in making T shirts and adding more customers to their brand each year. This logo became known back in 1991 by mistake. Two college graduates were having struggles finding jobs, but a business venture got out of hand and they were having to sale up to 1,000 shirts. To sale the shirts, they started selling them to the Greeks in Western Kentucky University. This soon became a thriving business and gets great reviews still today.



2. For the people who love to be on the coast, this is a logo you *must* know about. No, it doesn't have an actual picture of a cotton boll, but it does have it in the name and has a story behind it, as well. The founder of "**Coastal Cotton**" graduated college and went to help his family who owned a clothing factory. Even though he worked and learned, he wanted to create something different. As he is from the South, he wanted a brand that still represented where he was from, but also one that everyone could relate to. Therefore, he put "Coastal Cotton" together and formed more products.



3. If you own a television set, smart phone, or any forms of social media, you have seen the logo for "**The Cotton Bowl Classic**." This is an American college football bowl game held in Dallas, Texas from 1937 to 2009. However, in 2010, it was moved to the Cowboy Stadium. The first "Cotton Bowl Classic" was played at the Texas State Fair Grounds with 17,000 attended to watch TCU take on Marquette. Marquette lost to TCU 16-6 that day, and the "Cotton Bowl Classic" lost money. However, within the years a profit became easier and crowds got larger. How did it get its name though? Starting in the 1930s, the stadium had several names in the beginning. The Cotton Bowl used the phrase "cotton boll" because Texas is the leading producer in the United States for cotton. Next time ESPN talks about the Cotton Bowl you will now know some history behind it and how proud Texas is of this "classic" event hosted each year.



4. This decal is probably the most popular logos in the country. People love this logo for its creativity and simplicity. **Cotton Incorporated** has a goal to increase the demand and profit by researching and promoting cotton. They want "to ensure that cotton remains the first choice among consumers in apparel and home products." It was founded in 1970 and its headquarters is in Cary, North Carolina. This was the first commodity brand that spread throughout the world that increased cotton in the market for fabrics since it was developed. A slogan "Fabric of Our Lives" has been developed and keeps people interested in its "hidden" meaning.



5. I stumbled on a brand that is popular in North Carolina called **High Cotton**. The background story is absolutely creative and has great southern hospitality behind it all. The founder of High Cotton, Judy Hill, has a son that attended University of Virginia medical school and one day came home with a problem. Most doctors wear ties to work to show professionalism, however, because neckties were made of silk, it had been proven that they could release bacteria because of the fine material. Despite this, Judy Hill hand made a cotton bow tie for her son to wear so if he needed to wash it, he would be able to! This trend started not only for doctors, but all over the South. Today, it's a company that sales numerous products and releases its southern charm throughout.



HIGH COTTON®



6. This logo is more familiar with the southern states, typically Alabama, Georgia and Mississippi. The heritage, history, and people from the states are what **Old State Pride** wants to represent. The company wants to show love for the families and parents that worked hard in the cotton fields throughout the Black Belt during the 50's to our present day growing industry. This company also gives back 15 percent of all proceeds to organizations that share the common goal of ending the homelessness in the South. This organization is growing in big college towns, as well. Help represent your state with Old State Pride!

7. This brand was founded in 2006 in Tuscaloosa, Alabama. This logo was put in stores and became a trend rather quickly. **The Southern Shirt Company** has become another popular trade mark almost like Cotton Incorporated. Of course, Southern Shirt Co. is more of a clothing brand, but it still represents by showing off cotton and the southern style. What more could you want right?



8. Fried Cotton? Unusual, but the brand looks cool! This logo was created by three college guys that graduated from Clemson. They were from different areas in South Carolina, but all did the same things, which was living the country lifestyle. If they weren't spending time on the coast, the lake, or riding around dirt roads, they were in the backwoods with their dogs having a good time. **Southern Fried Cotton** have several different designs, other than this main one. The reason for this is simply because the founders wanted to share their stories of all the good times they had that southerners still do today or other generations can understand and remember doing, as well. This company has been a business for 25 years and still growing and representing southern lifestyles.

9. Last, but not least is **Choice Cotton's** logo. Choice was organized in 2012 to help farmers sale the cotton they've put time and effort in to. It provides producers and gins assistance with not only selling, but making a year-round marketing plan. Choice Cotton is a producer-owned business managed by a staff with a combined 60 years experienced in the cotton industry.

These brands are only several that we know or have heard of today. Now, when you see any of these logo's you will know a little bit more about what they do and the history with where it all began. Cotton is definitely the "southern charm," but knowing what cotton actually stands for and showing it proudly is what we do best!

