



VISUAL BRANDING STARTER KIT



ESSENTIALS EVERY
GROWING BRAND NEEDS



WELCOME

If you're ready to elevate your brand and stop feeling invisible online, this kit is for you!

It's time to make your business look as professional and polished as it feels. Inside, we'll walk you through the essential visual elements every growing brand needs to stand out and make a lasting impression.

Let's dive in!

101 LOGO DESIGN TIPS

Your logo is the face of your brand, so it's important to get it right.

Here are a few tips for designing a logo that captures attention and speaks to your audience:

- * **Keep It Simple:** A simple, clean logo is more memorable and versatile. Think of major brands like Apple or Nike—they are instantly recognisable with minimal design.
- * **Make It Scalable:** Your logo should look good on anything from a business card to a billboard. Test it out at different sizes to make sure it's legible and impactful.
- * **Reflect Your Brand's Personality:** Your logo should give off the right vibe! Consider your brand's mission, tone, and values when designing your logo to make sure it aligns.

MISTAKES TO AVOID

- ☒ Overcomplicating the design with too many elements.
- ☒ Using clipart or generic designs.
- ☒ Forgetting to think about how it will look in black and white (for print materials).

02 COLOUR PALETTE BASICS

CHOOSING COLOURS THAT CONNECT

Colours are one of the most powerful tools in your branding toolkit. They evoke emotions and create associations with your brand.

* **Choose 3-5 Colours:** Start with a primary colour, add a secondary colour, and then a few neutrals for balance. These will form the foundation of your visual identity.

* **Keep It Aligned with Your Message:** For example, blue exudes trust, green feels fresh and natural, and red creates urgency or excitement. Choose colours that align with the vibe you want to give your audience.

* **Think About Contrast:** Make sure there's enough contrast between your text and background colours to keep things readable.

PRO TIP

Use a tool like Colors or Adobe Color Wheel to help you build a cohesive color palette based on your brand's personality.

03

TYPOGRAPHY ESSENTIALS

FINDING THE RIGHT FONTS

Your fonts play a huge role in how your brand communicates. Choosing the right typography can elevate your brand's personality and make your messaging more effective.

* **Limit the Number of Fonts:** Stick to 2-3 font styles—one for headers, one for body text, and one for accents (if necessary). Too many fonts can create visual clutter.

* **Match the Mood:** Serif fonts are more traditional and serious, while sans-serif fonts are modern and clean. Choose fonts that align with your brand's tone.

* **Ensure Readability:** Keep your font size and line spacing in mind. Easy-to-read text ensures that your audience engages with your content.

PRO TIP

Use Google Fonts or font pairing tools to make sure your typography looks balanced across digital platforms.

BRANDING
DO'S AND
DON'TS

THE ROADMAP TO CONSISTENCY

Now that you know the key elements, here are a few do's and don'ts to ensure your brand looks professional and cohesive.

DO

- ✔ **Be Consistent:** Keep your logo, colour palette, and fonts consistent across all your platforms (website, social media, marketing materials, etc.). Consistency builds trust.
- ✔ **Use High-Quality Images:** Don't skimp on visuals. Invest in good-quality photos or illustrations that resonate with your brand.
- ✔ **Create a Style Guide:** A simple brand style guide helps you stay on track with your design choices and ensures your team or collaborators are aligned with your vision.

DONT

- ✘ **Don't Use Low-Quality Images:** Blurry or pixelated images can make your brand look unprofessional.
- ✘ **Don't Follow Trends Blindly:** Stay true to your brand's identity and avoid jumping on every design trend. Trends come and go, but your brand's identity should stay strong.
- ✘ **Don't Overcrowd Your Designs:** Less is often more. Keep your design clean and simple for maximum impact.



TAKE THE NEXT STEP TOWARD A FULLY ALIGNED BRAND

You now have the foundational elements to create a visually cohesive and professional brand that speaks to your audience. But don't stop here!

A polished look is just the beginning—let's take your brand to the next level with a complete visual overhaul and strategy to make it truly stand out.

Ready to transform your brand and make a real impact?

Let's jump on a call and explore the options.