FULL
PACKAGE
Marketing

brand kit 101

- logo
- font
- brand colours and formulas
- Imagery
- feel
- website

Branding...the feel of your business

When it comes to branding, it means everything. The feel, the look, whether you are going for fun, bright and happy or serious and structured...your branding needs to portray the mood of your business.

Logo....

Your logo will be something that is unique to your business. You can either create your logo yourself or have someone do it for you and provide you with the file for future use. Consider your logo carefully...is there a story behind the design or is it something you have just created?

Some good apps for creating logos are canva and vistacreate which both paid and free plans.

Take into consideration style, colours, colour ratios, typography etc

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Next info ⟫⟫

Fonts....

Choosing a font that is easy to read and you won't tire of is paramount.

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Colours

Sticking to your brand colours is important. Customers are used to seeing the same colours and styles across all your branding from website to Instagram and even emails.

Choose a range of colours (I'd go with four max and use those throughout)
If you decide to rebrand...make sure you do it well and let people know about your new 'facelift'

Imagery

Choose images that fit with your brand. If you are a beauty therapist, a busy, overwhelmingly bright brand with graffitti type font probably isnt going to fit the business and give people the wrong idea.

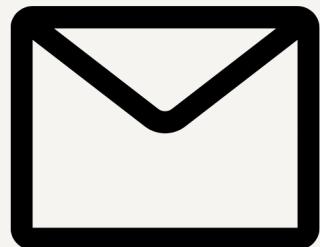So what are you waiting for?

Start creating or contact me and I can do all the heavy lifting for you!

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