



What's a branding booklet?

1 A manual for your business

A company brand book is a document that communicates the personality and principles of a business, while highlighting their core values.



2 How do I look consistent?

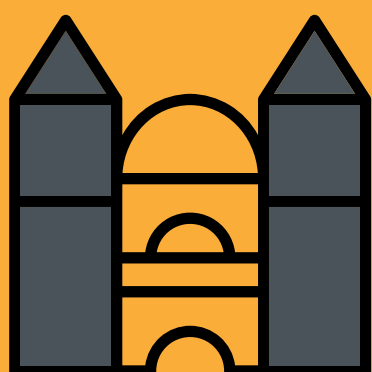
It provides consistency across various marketing channels and gives staff a common vocabulary to refer to when talking about the company. A Brand Book will also establish a style guide which ensures that the look, feel, and tone of your marketing materials is always cohesive.

3 Will it help me to stand out from the competition?

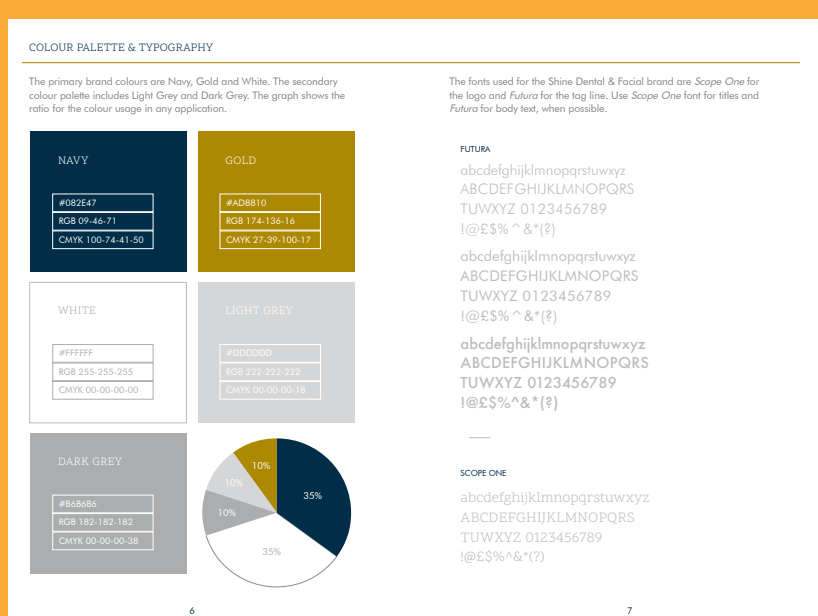
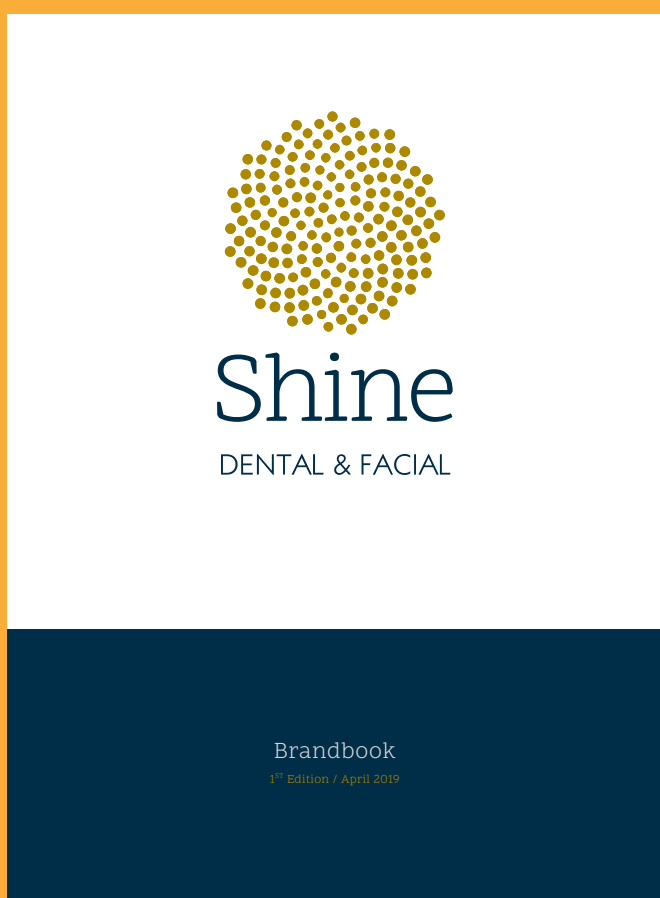
If you have a growing business or looking to build a brand from scratch, it's important to find ways to stand out in your industry. One way of doing this is by creating a brand book.

A brand book is an excellent way to showcase the culture and values of your company. It also provides potential clients with insight into who you are and what makes your company different from other companies out there. We'll work closely with you to develop your brand book from scratch or simply give your current one a makeover so that it speaks volumes about who you are as a company.

4 When shall I create one?



A brand book should be created as early as possible in your business. What you want to create are building blocks for your brand that will help guide all of your later decisions and allow you to move faster as you progress.



Example we have created including; colours, typography and sizing of logo