

A Guide to Branding for Small Businesses



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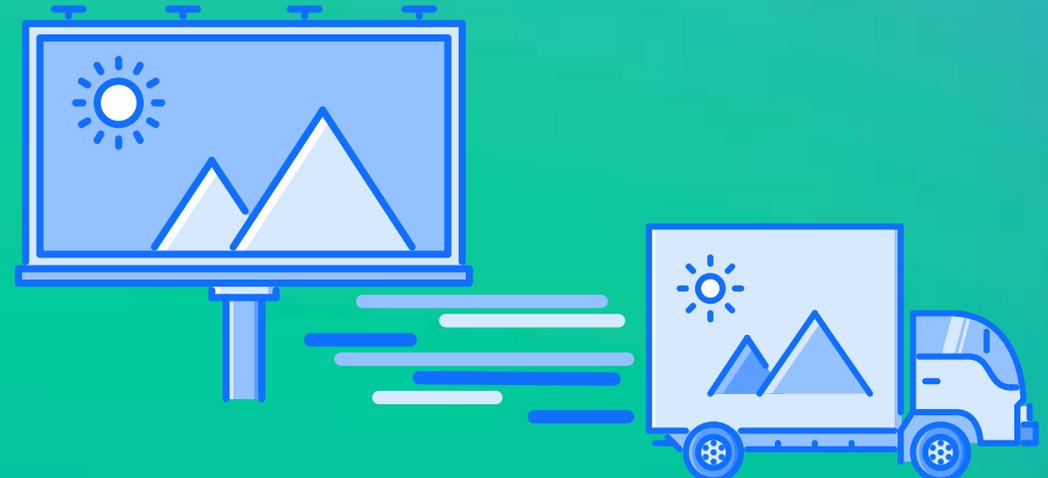
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Why your small business needs branding

As a small business you need to put time and effort into their branding because it helps you establish a unique identity in the marketplace and stand out from your competitors.

Branding is also essential for building trust with customers. Good branding builds loyalty and recognition, which can lead to more sales and better customer service. Branding also allows businesses to differentiate themselves from their competitors and create an emotional connection with their target audience.

By creating a strong and recognisable brand, small businesses can create an effective market presence and generate more sales.

Branding starts by establishing relationships with your audience, you can eventually convert them into devoted consumers. You can distinguish your company from rivals who aren't taking advantage of this by building a brand that people genuinely care about.



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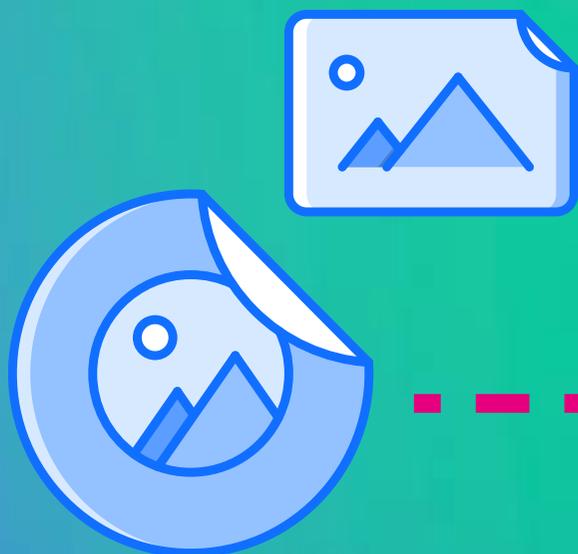


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What are Branding Assets?

Branding assets are the collection of tools used to create a visual identity for your business. They include logos, colour schemes, photo and video libraries, typography, and other brand elements that reflect your company's values and goals.

Branding assets are essential for creating a consistent, recognisable presence across all the channels where your company interacts with customers. With a unified set of visuals, customers will immediately recognize your company's logo and brand colors, making it easier to remember and spread the word about your business.



Colours

By using colours in your branding, your business can create a powerful and lasting impression on its customers. Colors can be used to convey emotion and evoke feelings, impacting the way customers perceive a business.

For example, blue is associated with trust and dependability, while red symbolises passion and energy. Using primary colours like yellow and green can create a feeling of youthfulness. By choosing the right colours for your branding, businesses can create an impactful and memorable impression on your customers.

Red

Excitement
Strength
Love
Energy

Yellow

Creativity
Happiness
Warmth
Cheer

Pink

Compassion
Sincerity
Sweet
Sophistication

Purple

Royalty
Luxury
Spirituality
Ambition

Orange

Confidence
Success
Bravery
Sociability

Green

Nature
Healing
Freshness
Quality

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Quality

Blue

Trust
Peace
Loyalty
Competence

White

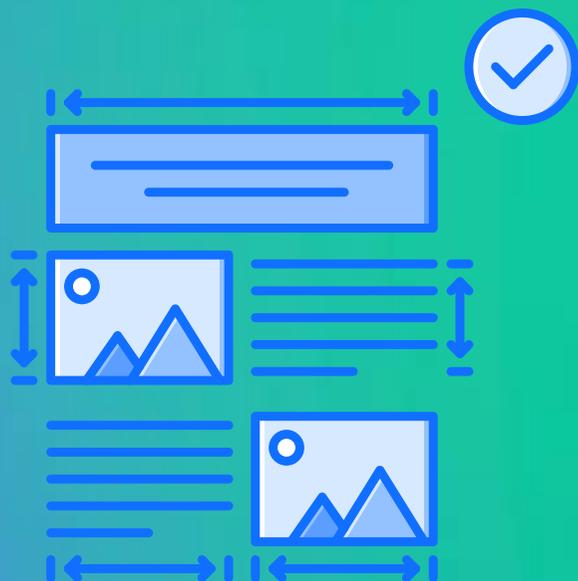
Clean
Simplicity
Innocence
Honest



Typography

Typography is a powerful tool for you to use to strengthen your branding. It can be used to create an emotional connection with customers, reinforce the brand message, and help differentiate a business from its competitors.

By carefully selecting fonts, you can create a unique visual style that reflects your brand. Different fonts can evoke different emotions and elicit different reactions in viewers. For example, a business that wants to appear established and traditional may choose a serif font, while a modern, cutting-edge business may choose a sans-serif font. Colors can also be incorporated into typography to make a brand look more vibrant and eye-catching.



You can also use typography to further emphasise your brand message. The words used in the typography should reflect the brand's mission, values, and goals. Carefully chosen words can be used to help customers connect with the brand on an emotional level and remember it more easily.

Typography can also be used to differentiate your business from its competitors. By creating a unique look and feel for your branding, businesses can stand out from the crowd and make customers more likely to remember them.

Overall, typography is a powerful tool for you to use to improve your branding. It can help create an emotional connection with customers, reinforce the brand message, and make a business more memorable and unique.

Logos

Logo design is a powerful tool for businesses to create a strong, recognisable brand identity. A well-designed logo can make a company stand out from its competitors and be instantly recognisable to customers. A logo is the face of a company, and it's important for businesses to ensure that their logo is professional and memorable.

When designing a logo, businesses should keep in mind the characteristics of their target audience and the message they want to communicate. To achieve this, businesses should use colors, fonts, and shapes that evoke the right emotions and portray their brand in the most effective manner.

Additionally, businesses can use logo design to make their brand more recognisable by using it in various outlets, including websites, print media, and social media. By having a consistent logo across all of their digital and physical channels, businesses can increase brand recognition and build trust with customers.

Finally, businesses should also try to make their logo design as simple as possible while still conveying their message in a creative way. Simplicity is important to ensure that the logo is memorable and easy to remember. A complex logo may be difficult to reproduce across different platforms and may not be as effective.



Slogans and Taglines

Taglines and slogans can be a powerful way for businesses to improve their branding. They can be used to quickly summarise a brand or product while also making it stand out from the competition.

Slogans can also be used to highlight unique features or benefits of the brand or product, making it easier for potential customers to associate a brand with a particular idea or benefit.

Additionally, taglines and slogans can help create a memorable message for customers that will stay with them long after they encounter the brand.

Finally, slogans can be used to spark conversations and create conversations about the brand, allowing businesses to reach more people and grow their customer base.



Packaging

Packaging is an integral part of any business. It is essential not only for protecting products but also for creating a strong brand identity. A business can leverage packaging to send a clear, unified message to its customers about its values and offerings.

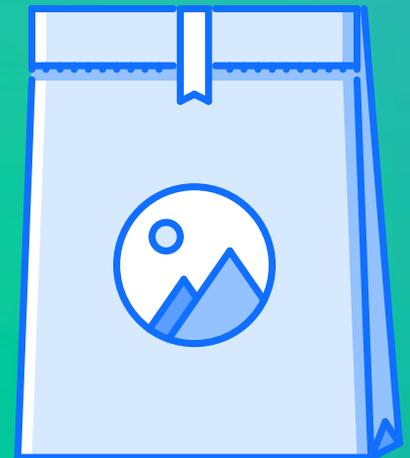
First and foremost, packaging should be practical and functional. It should protect products from damage and create a user-friendly experience. Businesses should focus on using durable materials that are cost-effective, recyclable, and aesthetically pleasing.

Second, companies should utilise packaging to promote their brand and differentiate themselves from their competitors. They can create eye-catching designs and logos that are consistent with the overall branding of the business. Using vibrant colors, interesting shapes, and relevant images can help attract and retain customers.

Third, businesses can also use packaging as a tool for communication. They can include information about the company, product, and promotional messages on the packaging. This can be a great way to inform customers and engage them with the brand.

Finally, packaging can also be used for marketing purposes. Companies can leverage packaging to generate attention and create buzz around their products. Additionally, businesses can use packaging to increase their audience and reach new customers by adding QR codes that link to websites and other resources.

In conclusion, packaging can provide a multitude of benefits for businesses if used correctly. It is an excellent way to protect products, promote the brand, and provide customers with valuable information.



Illustrations

Businesses can use illustrations to improve their branding and ultimately improve their overall success. Illustrations can be used to make a brand stand out, allowing customers to recognise the brand more easily.

They can also be used to visually communicate a message, making it more memorable and engaging. Illustrations can be used in a variety of ways, such as on social media, websites, blogs, and product packaging. Illustrations can help establish a unique and consistent identity and make the brand more visually appealing.

They can also help to convey the values and tone of the brand in an eye-catching way and give the brand an edge over its competitors. Furthermore, illustrations can be used to increase customer loyalty, as loyal customers are more likely to interact with illustrated content.

Finally, illustrations can provide a more entertaining and enjoyable experience for customers, making them more likely to purchase products and services from the brand.



Patterns

Brand patterns are a great way for businesses to improve their branding and overall success. By creating a unique and consistent look and feel, businesses are able to create a recognisable image that customers can connect with. Brand patterns provide a sense of professionalism and trust, allowing customers to feel more comfortable when engaging with a business.

Additionally, brand patterns can help create a unified image across multiple platforms, such as print, the web, and social media, so that customers can quickly identify a business no matter where they encounter it.

Brand patterns can also be used to create a strong impression in the customer's mind, reminding them of the business and their offerings. When done correctly, brand patterns can help a business stand out from the competition and increase customer loyalty.

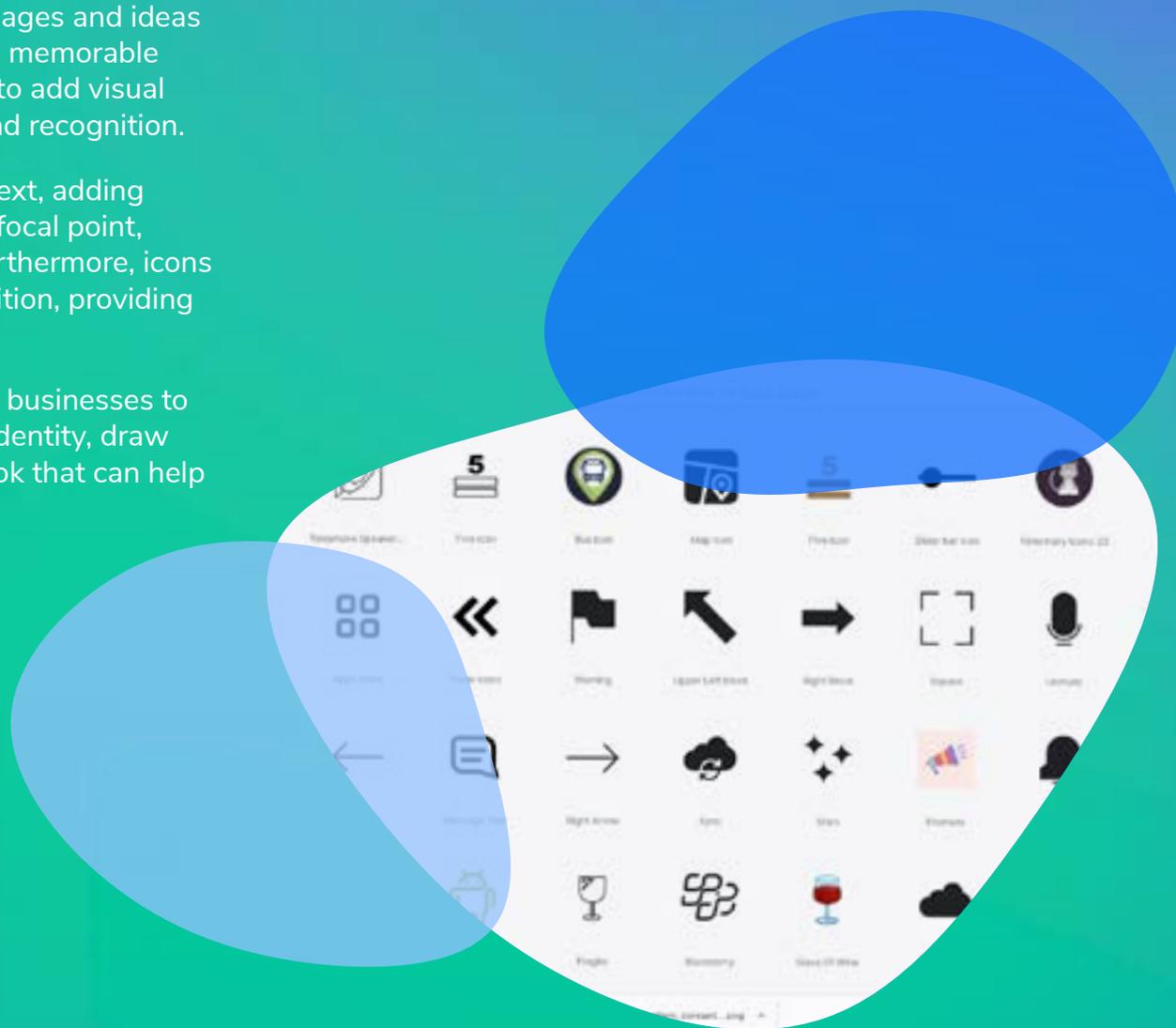


Icons

Icons can be used in many different ways for businesses to improve their branding. They can be used to quickly convey messages and ideas to customers, which makes them a great way to create a memorable and recognisable brand. Additionally, icons can be used to add visual interest to websites and other materials, reinforcing brand recognition.

Moreover, icons can be used to break up long blocks of text, adding clarity and readability. Additionally, icons can serve as a focal point, drawing attention to the most important information. Furthermore, icons can be used to make a brand stand out from the competition, providing a unique and recognizable visual identity.

In conclusion, icons are an effective and versatile tool for businesses to improve their branding. They can create a recognisable identity, draw attention to important information, and offer a unique look that can help a business stand out from the competition.



Voice and Tone

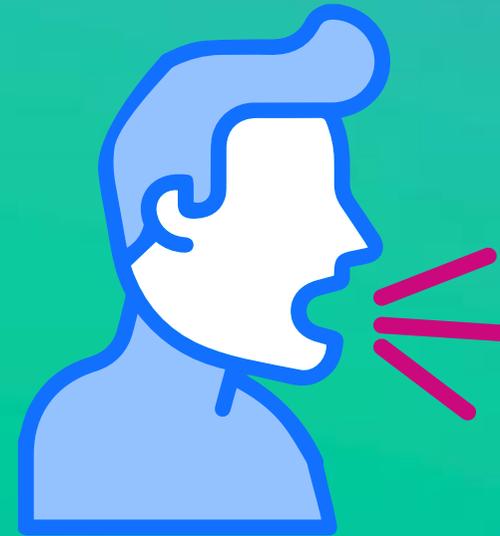
Brand voice and tone can be used to create a consistent brand message that resonates with customers and helps to set the company apart from its competitors.

The tone of voice used should match the values of the business and the intended audience, so that customers feel an emotional connection to the brand. As such, businesses should focus on expressing their values and brand purpose in a clear and engaging way.

Businesses should also consider the customer's journey when creating a brand voice and tone, as this will help to create a cohesive experience that ties all communication together.

This includes using the same language in all forms of communication, such as emails, social media posts, and website content. Additionally, customer service should take on the same brand tone, offering friendly and helpful customer service that reflects the company's values.

By using a consistent brand voice and tone, businesses can create a strong brand identity that customers can easily recognise and connect with. This will help foster customer loyalty, create a strong customer base, and ultimately improve the success of the business.

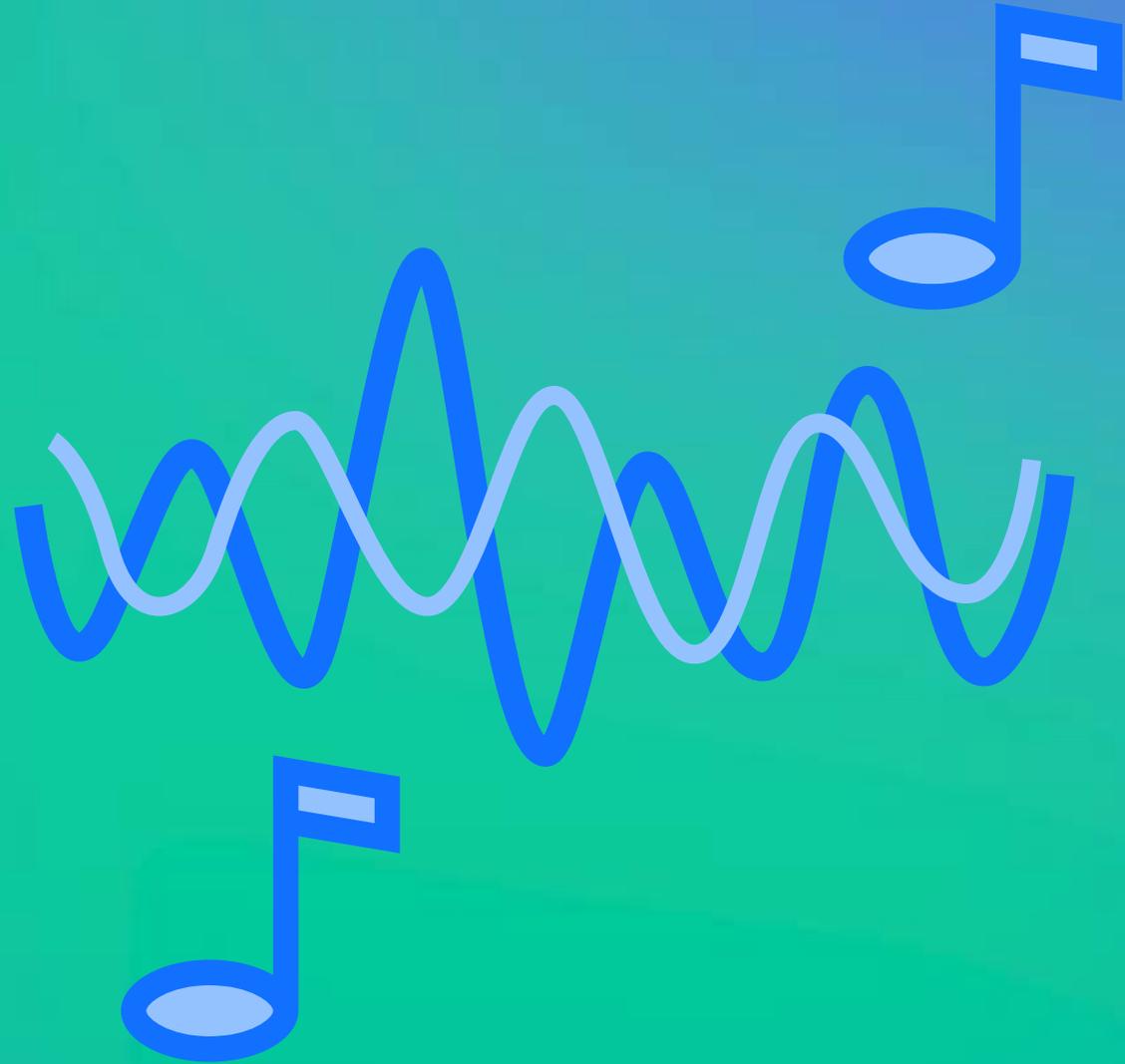


Songs and Sounds

Songs and sounds can be powerful tools for businesses to create a unique brand identity and powerfully communicate their message to consumers.

Music and soundscapes can help to create a consistent, unified environment across all of a company's marketing materials and physical spaces, from their website and online advertising to their in-person locations.

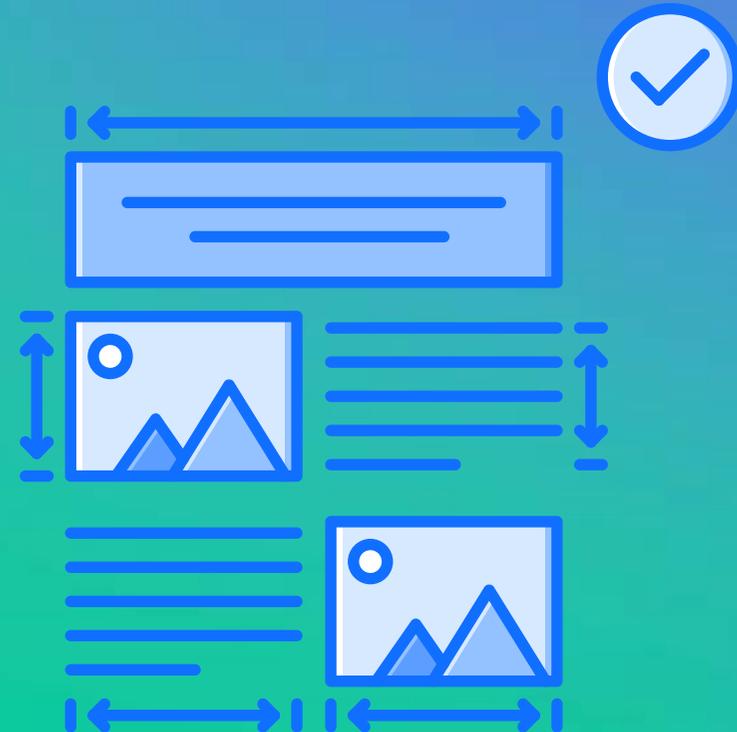
Music can provide an emotional connection to a brand and help create a memorable experience for customers. Additionally, soundtracks that are tailored to the customer's demographic can increase engagement and trigger positive emotional responses.



Why you need Brand Guidelines

Brand guidelines are essential for any business that wants to be successful. They provide a unified identity for the company and help ensure consistent messaging across all communications and marketing efforts.

Brand guidelines should include items like the company's logo, colors, fonts, and tone of voice, as well as any other elements that are important in representing the company's core values.



Having clear, defined brand guidelines helps ensure that anyone who is representing the company—whether it be employees, marketing teams, or even freelance designers—is all on the same page and that their work is pushing towards the same goal.

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