

DIGITAL Digest

SMALL
BUSINESS
BRANDING

SMALL BUSINESS BRANDING

Small business branding allows you to establish your brand identity and get noticed and remembered by consumers. Building a strong brand can set you apart from your competitors and establish your business as a leader in your industry. If your business is established, but is lacking a distinct brand identity -- especially digitally, it is never too late to refresh and rebrand!

BRAND ASSETS - THE BASICS



Colour Pallet

Choosing a colour pallet for your business is the first impression potential customers can have before exploring your products or services. Brand identity can be scientific, colour psychology has been studied and found that certain colours can influence behaviours and decision making - keep this in mind when choosing the colour pallet that is right for your business sector.



Logo

Having a recognizable logo is key to ensure that that customers are able to separate your business from the competition. It is important to have different variations of your logo (colours, sizes & configurations) to best fit with different types of marketing materials.



Typography

Font styles and typefaces can be the most recognizable element to company branding. Be creative with the typography for your business -- it can add a fun element to your marketing materials.

SOCIAL MEDIA BRANDING

Small business branding goes beyond signage, printed materials, and packaging. Social media channels are an extension and representation of your business. Branding and customization of social channels can be done by aligning your brand voice and pairing it with visuals. Your brand should have a personality, and it should shine through on your socials.

Ways to have consistent branding across social channels:

- choose a high-quality profile picture (this can be your logo or a photo of what you feel best represents your business)
- use your designated colour pallets and typography on images and videos
- ensure your tone is consistent and reflects exactly what you are trying to convey to your audience (ie. if you use humor often or have a more playful brand - attempt to have that reflected in any written copy or imagery)

FREE TOOLS TO GET STARTED WITH BRANDING

