



Creative *insights*

Sturgeon Brand Identity, Design and Storytelling Studio

Brand Identity for Small Business start ups and rebrands.

Creating a strong brand identity is crucial for small businesses to establish a presence, build trust, and connect with customers. Here are some actionable tips:



1. Define Your Brand Core

- **Mission and Vision:** Clearly articulate what your business stands for and where it's headed.
- **Values:** Identify the core principles that guide your operations.
- **Unique Value Proposition (UVP):** Determine what sets you apart from competitors and communicate it clearly.

2. Understand Your Audience

- **Research:** Know your target audience's demographics, preferences, pain points, and buying behavior.
- **Personas:** Create customer personas to guide messaging and design.

3. Craft a Memorable Visual Identity

- **Logo:** Invest in a professional, versatile logo that reflects your brand essence.
- **Color Palette:** Choose 3-5 colors that convey your brand's mood and are consistent across platforms.
- **Typography:** Use 2-3 fonts that complement your style - one for headings, one for body text, and an optional accent font.
- **Imagery:** Establish a style for photography, illustrations, or graphics that align with your message.





4. Develop a Consistent Brand Voice

- **Tone:** Decide if your communication style is formal, casual, playful, etc.
- **Language:** Use phrases and vocabulary that resonate with your audience.
- **Consistency:** Ensure the same tone and style are applied across all content - social media, emails, and packaging.

5. Build a Cohesive Online Presence

- **Website:** Create a user-friendly site with your branding at its core. Ensure mobile responsiveness.
- **Social Media:** Use branded visuals and consistent messaging across platforms.
- **SEO and Content:** Use SEO best practices and create valuable content that aligns with your brand identity.

6. Leverage Storytelling

- Share your brand's origin story, milestones, or customer success stories.
- Use storytelling to emotionally connect with your audience.

7. Create Branded Collateral

- Develop templates for business cards, emails, invoices, and presentations.
- Customize packaging and promotional materials to reflect your brand identity.

8. Engage Through Community and Partnerships

- Support causes that align with your brand values.
- Partner with complementary local businesses for events or co-marketing opportunities.

9. Monitor and Evolve

- Regularly gather feedback from customers and adapt your brand identity as needed.
- Keep an eye on industry trends without compromising your authenticity.

10. Consistency Is Key

- Use brand guidelines to ensure consistency across all platforms, touchpoints, and interactions.
- Train employees to embody and communicate your brand's values.

Bonus Tools and Resources:

- **Canva:** For designing branded graphics.
- **Brand Style Guides:** Create a document outlining logo usage, colors, fonts, and tone.
- **Social Media Schedulers:** Tools like Buffer or Hootsuite to maintain posting consistency.

Would you like help developing any specific aspect, like a logo idea, tagline, or documentation suites contact us at hello@sturgeonstudio.com

DISCLAIMER

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Registered Office: Sturgeon Design Studio is a registered name of The Sturgeon Group Limited,
Heathmans House, Unit D, 19 Heathmans Road, London SW6 4TJ

February 2025

