COMMERCIAL FINANCE LAUNCH PROGRAMME · BUILD THE BRAND AROUND YOUR NICHE

Niche brand kit

A positioning line, identity basics, and an honest founder-story template with claims-must-be-evidenced prompts.

01 Your positioning

Anchor it in the niche you chose, not generic finance imagery.

Your one-line positioning: who you help, with what, and why you

The trigger events your niche turns to finance for, and the product each maps to

02 Your identity kit

Your firm name and how it is written (capitalisation, any strapline)

Your logo or wordmark, and where the file lives

Your colours: one main colour and one support colour

Your message hierarchy: the one thing to say first, then the support points

03 Your founder story

Every claim must be evidenced. No fabricated track record, no invented deal figures.

PREFER THIS DONE FOR YOU?

Want the brand built around your niche?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us

The credibility you can honestly lead with: experience, qualifications, trade-body membership

What you will not claim yet, so nothing overstates your scale

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