ESTATE AGENCY LAUNCH PROGRAMME · NAME, IDENTITY AND VISUAL BRAND

Brand starter checklist

From locking the name to a one-page guideline, and everywhere the brand has to show up.

01 Lock the name

Do these checks before you print anything or buy a domain you cannot keep.

- [ ] The trading name is clear on Companies House.
- [ ] The .co.uk domain, and ideally the .com, is available.
- [ ] The social handles you want are free on the platforms you will use.
- [ ] A basic trademark search turns up no obvious conflict.

02 Build the visual identity

Clean and trustworthy beats clever in a trust-led sale.

- [ ] A logo or wordmark that works small, on a board and on a phone.
- [ ] A colour palette with one main colour you use everywhere.
- [ ] A typeface pairing that is legible and consistent.
- [ ] A one-page brand guideline covering logo use, colours and fonts.

> WE CAN DO THIS FOR YOU
>
> Branding and the polished look are things we build. We can create the identity and guideline so you look established from day one.
>
> **digitalroyalty.co.uk**

03 Everywhere the brand has to appear

Consistency is what makes a new agency look established.

- [ ] For Sale and To Let boards.
- [ ] The website and any portal profiles.

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Rather we built the brand and the website?

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Talk to us

- [ ] Stationery: letterheads, business cards, brochures and window cards.
- [ ] Email signatures and templates.

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