FINANCIAL ADVISORY LAUNCH PROGRAMME · BUILD YOUR BRAND AROUND YOUR NICHE

One-page brand guide template

Your name, logo, colours, tone and niche positioning line on one page.

01 Your identity

Keep it restrained and anchored in your niche, not generic wealth imagery.

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 heading typeface and your body typeface

02 Your niche and voice

This is what sets you apart before you have a track record.

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

The credibility you lead with: qualifications and professional-body membership

Your tone in three words (for example trustworthy, plain-English, human)

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03 Where it gets used

The places this guide applies: website, adviser directories, client documents

One worked example of the brand applied, so anyone helping you can copy it

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