HR CONSULTANCY LAUNCH PROGRAMME · CREATE A CLEAN VISUAL IDENTITY

Brand basics kit

The simple, trustworthy identity kit that makes everything you send look like one firm.

01 The core identity

Restrained and trustworthy beats flashy for buyers who want a safe pair of hands.

- [ ] A logo that works small, on a letter and on a phone screen.
- [ ] A two-colour palette, with one main colour you use everywhere.
- [ ] One heading typeface and one body typeface, both legible.

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

02 Your templates

You reuse these every time you send or deliver something, so build them once and build them well.

- [ ] A templated letterhead for letters and advice.
- [ ] A document header and footer used on everything you produce.
- [ ] An email signature applied consistently.
- [ ] A proposal cover that matches the rest of the kit.

03 Keep it consistent

One kit everyone works from is what makes a new consultancy look established.

- [ ] The same logo, colours and fonts appear on every document.
- [ ] The identity carries onto your website and your directory profiles.
- [ ] Anyone helping you can follow the kit without asking you first.

PREFER THIS DONE FOR YOU?

Rather we built the identity and the website?

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

Talk to us