# Brand Identity Starter Guide

A Simple Graphic Design Guide for New Businesses

A strong brand identity makes your business memorable and trustworthy. This guide covers the essential design elements every new business needs, explained simply.

## 1. Your Logo

Your logo is the face of your brand. Keep it simple, readable at small sizes, and recognizable in one color. Prepare versions for light backgrounds, dark backgrounds, and a small square icon for social media profiles. Save the final files as PNG (transparent background) and SVG or PDF (for printing).

## 2. Color Palette

Choose 2 to 3 main colors and 1 to 2 supporting colors, and use them everywhere. Colors carry meaning: blue suggests trust, green suggests growth, red suggests energy, and black suggests luxury. Note down the exact HEX code of each color (for example #2F5DE3) so every design stays consistent.

## 3. Typography

Pick no more than two fonts: one for headings and one for body text. Choose fonts that are easy to read on screens. Use the same fonts on your website, social media posts, brochures, and presentations.

## 4. Imagery Style

Decide the style of photos and graphics you will use: bright and natural, dark and modern, illustrated, or minimal. Consistent imagery makes your social media feed look professional and recognizable at a glance.

## 5. Social Media Templates

Create reusable templates for posts, stories, and covers using your brand colors and fonts. Templates save time and keep your feed consistent. Free tools like Canva make this easy for beginners.

## 6. Print Materials

Even digital businesses need a few printed items: business cards, a flyer, and an email signature. Keep the design clean, include your logo, contact details, and website, and always check the print size and bleed with your printer.

## Your Brand Kit Checklist

- [ ] Primary logo, secondary logo, and icon
- [ ] Color palette with HEX codes

- [ ] Heading and body fonts chosen
- [ ] Social media post and story templates
- [ ] Business card and email signature
- [ ] Brand guidelines saved in one folder for your team