

# YOUR GUIDE TO CONSISTENT BRANDING

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## IDENTITY BASICS

### Logo:

- Use approved versions – No stretching or colour changes, that don't fit the brand colours.
- Maintain clear space around the logo.

### Colours:

- Follow the approved palette.
- Keep accessibility in mind – check contrast levels.

### Typography:

- Use the correct heading, subheading and body fonts.
- Keep in mind your other content/materials, make sure they follow the same look.

### Imagery:

- Use high quality, non copyright photos.
- Ensure they reflect brand tone i.e. professional, friendly, inclusive.

## BRAND VISION

- You need to ensure you know or are aware of the brands journey. It'll help you understand the brands missions, values and personality.
- Know the **WHY** – Mission, Vision & Values.
- Identify the audience – Who are you talking to, what level are they in the business.
- Remember consistency builds **TRUST !**

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## tone of voice

- Think about the industry your brand is in. The basic tone of voice usually consists of professional, supportive, approachable.
- Keep sentences clear & concise.

### Best Practice:

- Write inclusively (don't 'waffle')
- Match the brand's confidence.

## COMMON MISTAKES

- Using old or unapproved logos
- Colour inconsistency – Ask for another pair of eyes to check.
- Slang words & tone – Remember your brand vision & identity.
- Mixing fonts – Try keeping with the same font or similar.
- Incorrect spacing
- Not checking spelling & grammar – Remember if you're using AI you need to change it to 'British'

## FINAL CHECKLIST

- Logo placement.
- Fonts & colours being 'on brand'.
- Imagery fits the tone.
- Ensure correct sizing of posts.
- Clean and aligned layout.
- Correct spelling, punctuation and grammar.
- Links are working (if applicable).
- Contact details are accurate (if applicable).