Visualweb

Brand Identity Starter Kit

A concise guide to keeping your brand consistent across web, email, and print. For founders, designers, and marketers.

- Color Psychology & Usage
- Typography Hierarchy
- Voice & Tone

Prepared for

Small Business Owners

Date

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Consistency Builds Trust

Your brand is not just your logo. It is the gut feeling a customer has when they interact with your business. If your website looks premium but your invoices look amateur, that trust is broken.

This starter kit is not a 50-page brand bible that no one reads. It is a practical cheat sheet to ensure everyone on your team—from the intern to the CEO—is singing from the same hymn sheet.

The 3-Second Rule

A potential customer should be able to look at any piece of your content—a tweet, a flyer, or a landing page—and know it's you within 3 seconds, even if they cover up the logo.

We achieve this through:

- Consistent Color Usage
- Distinctive Typography
- Unified Voice

1. Color Palette

Limit your palette. A common mistake is using too many colors. Stick to one primary color, one secondary, and a set of neutrals.
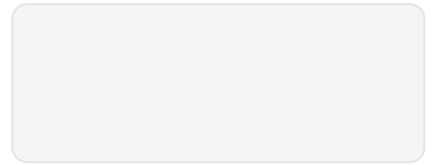
Primary
Action buttons, links, highlights.
`#D946EF`

Dark Neutral
Headings, main text, footer backgrounds.
`#1A1A1A`

Light Neutral
Backgrounds, cards, form fields.
`#F5F5F5`

The 60-30-10 Rule
Use your Light Neutral for 60% of the space (backgrounds). Use your Dark Neutral for 30% (text). Use your Primary Color for 10% (calls to action). This ensures your design feels balanced and not overwhelming.

Color Psychology

Colors aren't just decoration. They signal emotion. Choose wisely.

Blue: Trust & Logic

Used by banks, tech, and healthcare. Signals stability.
Example: Stripe, NHS, PayPal.

Red: Urgency & Passion

Used by food, clearance sales, and media. Signals excitement.
Example: Netflix, Coca-Cola.

Green: Growth & Health

Used by finance, eco-brands, and wellness. Signals calm.
Example: Whole Foods, Android.

Black: Luxury & Power

Used by fashion, premium tech, and auto. Signals exclusivity.
Example: Apple, Prada.

2. Typography

Typography is 90% of web design. Choose a font family that is legible and versatile.

Heading 1

INTER BOLD / 40PX / TIGHT TRACKING

Heading 2

INTER BOLD / 28PX / TIGHT TRACKING

Body Text: This is what your customers will read the most. Ensure it has enough line height (1.5 to 1.6) and isn't pure black (#000000), which causes eye strain. Use a dark grey (#171717) instead.

INTER REGULAR / 16PX / 1.6 LINE HEIGHT

Typography Pairing

Don't use 5 different fonts. Pick one "Superfamily" or a classic pair.

Option A: The Workhorse

Use one font family with many weights (Light, Regular, Bold, Black).

Inter Bold

Inter Regular for body text. Clean, modern, and safe.

Option B: The Classic

Pair a Serif header with a Sans-Serif body.

Playfair Display

Roboto for body text. Elegant and readable.

3. Voice & Tone

How you speak is as important as how you look. Define your personality.

We Are…
✓ Confident but humble

✓ Professional but accessible

✓ Clear and concise

We Are Not…
✗ Arrogant or flashy

✗ Overly formal or bureaucratic

✗ Using jargon to sound smart

Example Rewrite

DON'T SAY

"We leverage best-in-class methodologies to synergize your workflow optimization."

DO SAY

"We help your team work faster and make fewer mistakes."

4. Essential Assets Checklist

Before you launch, ensure you have these files ready in a shared folder.

✓ **Logo Pack:** SVG, PNG (transparent), and JPG versions. Black, White, and Full Color.

✓ **Favicon:** 32×32px PNG or ICO file for browser tabs.

✓ **Social Covers:** Banner images sized for LinkedIn, Twitter, and Facebook.

✓ **Open Graph Image:** 1200×630px image that appears when your link is shared.

✓ **Email Signature:** Standardized HTML signature for the whole team.

VisualWeb Opinion: Boring is Better

The best brands are often the most repetitive. They use the same font, the same color, and the same layout, over and over again.

Don't reinvent the wheel every time you make a slide deck. Use the system. Boredom for you means consistency for your customer. And consistency means revenue.

Need a Brand Refresh?

We build comprehensive design systems that scale with your business.
Stop guessing and start growing.

Get Your Brand Audit

or email hello@visualweb.co.uk