

FREE PLAYBOOK **BRANDING FOR SMALL BUSINESS**

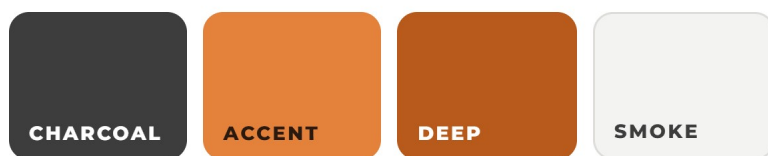
The Brand Message Playbook

How to look, sound and feel the same everywhere people find you — your message, voice, colors, fonts and logo, all in one simple guide.

WHAT YOUR BRAND KIT LOOKS LIKE

Build yours on page 9

COLOR



TYPE

Aa Aa
Heading • Body

LOGO FAMILY



INSIDE THIS PLAYBOOK

01	What a brand really is	p. 2	05	Fonts that fit	p. 6
02	Your brand voice	p. 3	06	Logo rules	p. 7
03	The color of marketing	p. 4	07	Images & consistency	p. 8
04	Building your palette	p. 5	08	Your one-page Brand Sheet	p. 9