



HEY. A Guide to Business Branding

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1. Introduction

This guide has been designed to help you understand the psychology behind creating a successful brand, what a brand can do for you and how to create it in simple ways without major financial investment.

This guide also contains a series of practical steps and templates to help you to create your first business brand. You can use the templates to help you to create a strong and recognisable look for all your business documentation, website, promotional materials and social media posts, etc.

This guide also aims to break down the process of creating and developing a business brand into simple steps that are easy to follow, no matter what stage of business you are at.

Intended Readers:

This guide is primarily aimed to assist:

- Individuals who are thinking about starting their first business venture, who are exploring a business idea and the potential opportunities that may exist for it in the market
- Individuals who have developed their business idea and recently started their first business venture. This includes those who are at the stage of having conducted some Market Research and are now beginning to promote their business and plan marketing campaigns.

The information provided in this guide has been prepared for individuals as an initial 'First Step' towards better understanding how to create and develop their business brand for the first time. This is a key area of business development and it is recommended that you read around the topic area when using this guide to further broaden your understanding of branding. You should also consider speaking to a professional business advisor who can answer any specific questions you may have.

Other Guides in the Series:

A Guide to developing a Business Plan

A Guide to understanding your Target Market (Market Research)

A Guide to developing a Sales & Marketing Plan

A Guide to the Marketing Channels

A Guide to Financial Forecasting (Cash Flow)

2. Case Study: Piccolo

The desire and ambition demanded of all successful chefs has taken Piccolo to the heights of one of Hull's top 10 restaurants on TripAdvisor, and one of the top two Italian venues.

Yet Chef Patron Taha Rahman had never dreamed of cooking anything until he arrived in Hull as a refugee. Growing up in Sulaymaniyah, next to the Iraq-Iran war zone, his goal was to provide for his parents, four brothers and two sisters in their small home where the floor became muddy when rain poured through the roof.

With his father's blessing, Taha left in search of a better life. He said: "A lot of people were trying to escape from there. I don't know how I ended up in England. I just followed the crowd."

Living in Hull he found some seasonal work and was looking for other opportunities when a friend asked him to help out with the washing up at La Scala in Beverley.

Hard work, enthusiasm and commitment brought opportunities to work with food, then run the starter section and then gain further experience at Italian restaurants across Hull and some London establishments, with a sous chef role at the acclaimed Sushisamba.

But Taha wanted his own place and the opportunity came at Piccolo on Chanterlands Avenue. He'd saved about £15,000 and was feeding it into the business to keep it afloat. Down to his last £400, Taha told friends he was preparing to take offers for pots, pans and crockery but someone walked in and booked a table for 20 two days before the sale and Piccolo was saved.

The business started paying for itself. Taha upgraded the menu and, inspired by his experience of four different cuisines at Sushisamba, added versatility which broadened the customer base. It was so much more than mainstream Italian - he just couldn't afford to change the sign.

His strategy also included selecting his staff carefully, encouraging them, empowering them and rewarding them as they showed the drive and innovation which he recognised from his own first steps in the industry.

"When I came here, my rising passion for cooking drove my dream to become successful from naught. My drive to make the restaurant even more successful is greater now. I am currently working on my cookbook and the idea of opening a second restaurant. The smiling faces of my family in Sulaymaniyah when I visit them makes me realise why I started this."

Taha Rahman
Piccolo



3. Creating a Brand

What is a Business Brand?

A brand is simply an identifying mark, symbol, logo, name, word and/or sentence that a company can use to distinguish its product(s) and service(s) from others. It's a way to become recognised and by using any one (or combination) of the identifying elements described, a company can create a brand identity that is unique and recognisable.

What is branding for business? In a nutshell, business branding is about creating a comprehensive message for your company and product or service, using names, logos, slogans, copy and other collateral.

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services and it separates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be. Below are a selection of key aspects to consider when creating a business brand:

- Simple
- Memorable
- Timeless
- Versatile
- Appropriate

Why is Branding your Business important?

What do you think about when you first hear the word BRANDING? Do we think about expensive marketing campaigns and adverts on TV? Which brands do you think of when you consider strong branding? Apple, McDonalds, Nike?

Branding simply means your business's IDENTITY. This can be an online identity, a shopfront, a poster in a window or even a brochure through front doors. It is your way of showing who you are as a person and as a brand. It is important that your brand connects directly to YOU as a valuable marketing tool.

Branding comes in many forms, starting with a logo and a business name, moving on to colour schemes, business cards, posters and brochures, social media posts and potentially with a commercial property. You could then follow a branding theme to consider furniture layout, accessories, signage, uniforms for staff and marketing paperwork. This could potentially follow through in all future premises that you may create, thus creating a BRAND that would be easily recognised whichever location your client attended.

What can Branding do for you?

When starting a new business, you will find that branding is a very quick and simple way of creating a strong professional look. This will show your clients that you take your business seriously and you are wishing to build on the longevity and reputation of your new business. This can be especially helpful when working from home or first starting up your new business.

When you take your business seriously and you present yourself as a professional brand or business, be it online or in person, you are effectively telling your potential clients that your business is something you take seriously. When creating a brand, you are investing time and money, energy and effort on something that you have potentially been considering or working on behind the scenes for some time, prior to launching. Without a Brand you are at risk of implying to potential clients that you are not really taking the business seriously, that it is more of a hobby than a business, that this is not something that will be supporting your family financially in the long run and that possibly in the short term you may even be more inclined to give up.

As a client who is looking for a service provider or product supplier, they will be looking for LONGEVITY. Once they have found the business they are looking for, they will not wish to revisit the process of searching for another supplier. If they were to think that you may not be available when they are next ready to purchase a service or product from you then you may find this will put them off ordering from you in the first instance.

Therefore it is extremely important to take your branding seriously and you create a strong brand that is easily identifiable from others within your industry or within your geographical area. It is a great way to stand out from others and to give your clients a small insight into who you are as a person behind the brand. People will always buy into you before they buy into anything that you have to offer them, so it is important that your brand reflects you as a person in some way shape or form.

The use of colour schemes, language, photo and text layout, logo creation and types of images will all help you show a little more of you and connect your brand directly to you. With that connection in place your clients will immediately recognise that the images or text they are seeing belongs directly to you. This will help build up a form of loyalty from your clients, encouraging them to keep returning back to you each time they decide to make a purchase of the type of products and services you offer.

It may seem a lot for a Brand to be able to do for you, but in a few simple steps, you will find it quite possible to create a strong Brand that tells your clients who you are, who your business is and the values behind your business.

The various items of brand identify that you create are your intellectual property and you will need to consider how best to protect them. There are several different legal rights that you have available to use, these include: copyright, registered designs, trademarks, patents, etc. Whilst some of these are automatic rights, others will require you to apply for them and pay the fees associated with this. Once you have successfully gained registration, you can use these legal rights to stop others from copying or stealing them as well as trying to pass themselves off as you, to gain your customers.



4. Practical Steps to Creating Your Own Brand

There are five practical steps that you can take to build your first business brand. The steps are outlined in this section below. Follow each step using the worksheet templates at the end of this guide to create a brand for your business that will help you to create an image and look that is instantly recognisable and related to what your business stands for.

Five Steps to Create Your Business Brand

1. Choosing a theme for your brand

What do we mean by a theme? A theme is a feeling or potentially a colour scheme that will match your industry and you as a person. This could possibly be dictated by your working environment, a service or product you provide, or even just a favourite colour. There are no hard and fast rules with regards to choosing a theme but you must consider the theme needs to work with your business name, for example, if your business name includes the word "Blue", your theme would not work if you chose yellow as your dominant colour. You would be more successful considering blues and greens together.

If you do not yet have a business name or if you are not happy with your business name, you can undertake a word association exercise in which you can find words or objects that can be directly connected to you as a person and that can potentially assist you with finding a successful name. Once you

have a name it's important to be really confident and happy with that name because this happiness and confidence will show in all your offerings to your clients, both online and in person. If you are not in love with your brand and your business name, it will have a detrimental effect on anything you present to your potential and future customers.

2. Colour Psychology and Colour Schemes

Creating a colour scheme does not necessarily just mean choosing your favourite colours and running with them. Your colour scheme will be the first thing that many of your clients recognise as your brand and you need to consider whether the colours you have chosen will relate to your potential client base.

For example, a hairdresser who specialises in bright bold colours and the newest fashions in hair styling will

likely have a younger client base who will appreciate a bright colour scheme such as Tropical. A hairdresser whose client base consists of retired ladies may find a tropical colour scheme too much for that clients and they may need to consider softer classic or vintage colour schemes.

If you have a wide range of potential clients with regards to age, gender, location and interests, then your colour scheme will need to reflect the same. You would potentially need to consider clean and simple gender-neutral colours to ensure that your brand is attractive to all clients. A colour scheme relying heavily on more feminine colours and textures may not have as much success in a male-orientated industry so it is wise to consider your industry and client base when making your choices.

There is also a psychology behind colour choices that many people are not aware of. For example, most of

us consider red as associated with either 'love' or 'danger', but it can also represent excitement, strength and energy. Blue on the other hand can represent peace, loyalty and competence, so ask yourself which colours you are you choosing and what do those colours say about you and your business brand. You may be surprised at the colours that fit you and your brand, compared to the colours you like!

A good colour scheme consists of three to five colours. Within those three to five colours you can choose a light shade and a dark shade of the same colour but this would account for two of those 5 choices. You can choose more than 5 colours but you run the risk of diluting your branded look and causing confusion to clients who see your images and social media posts. It is wise to have one main colour and two supporting colours. the remaining two colours can be additional options when searching for images to use but it is important that your main colour is always included in any images you produce. This could be in the format of the main items in said image or you may choose to accessorise an image you are creating and incorporate this main colour in that way to keep a consistent branded look.

Once you have decided on the three to five main colours it is time to search for the exact shades that you will require for your brand. There are numerous apps and websites available on the internet to choose from, one example of this is 'Coolors', which can be found on the App Store and Android Store.

In the case of this particular example, follow the steps below:

1. Download and open the app then create an account, as requested.
2. It will then open a window to allow you to save any palettes you create.

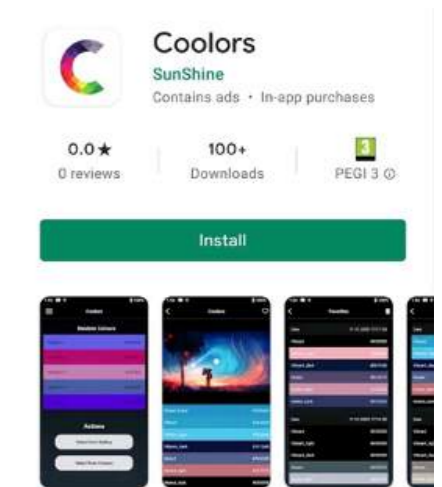
3. Go to the main screen, you will see several colours already in situ.

Scroll through by pressing 'Generate' at the bottom of the screen. The app will change each of the colours that you see on the screen. As you see a colour that catches your eye you can press the padlock on that colour. This will then lock the colour in place and it will not change when you next press 'Generate'.

Continue this exercise until all of your selected colours have been locked. If you find you prefer a new colour over a colour you have already locked in place, you can unlock by pressing the padlock again. This will mean when you press 'Generate' that colour will be able to change. You will notice to the left, each colour has a code. This code is extremely helpful because it is unique to that colour. This means in future when creating documents yourself (or asking an outside party to do so), you will be able to give these codes and they will be able to use the exact shades that you have chosen for your brand.

You can choose to write down as many of the codes as you like and then when you think you have enough to work with, click on one of the codes at the left, choose 'Pick' and then type in the codes you have written down.

The finished colour scheme illustrated below is an example of a colour scheme used in the beauty industry, within a Victorian dated premises. The centre three colours are the main colours of use and the bright pink and black are accent colours that can be used for different documents and images, if required. It is worth noting that vehicle signage is in place for this company and the vehicle is black, chosen to coincide with the colour scheme.



5. Creating or Sourcing a Logo

There are two options for logos. You can pay someone to create a logo based on your instructions and guidance. Alternatively you can choose to create your own.

There are pros and cons for each of these choices. By choosing an external provider to create your logo for you, you are saving time and energy and potentially reducing any stress that may be caused by attempting something you have never tried before and using software or equipment that you have never previously used. You are relying on a professional who has likely created many logos in the past and understands the software available to them. They should be able to provide you with several formats of the logo once completed, for example, with clear background for photo usage and file format changes that may be required for professional production of marketing handouts etc.

Remember that whoever creates your logo (and other brand items) will own them, so it is important that you agree a contract with them where they agree to transfer ownership of all the intellectual property for these creations over to you as part of this work. This should help you to avoid problems and additional fees at a later date. However as a new business, paying for someone else to provide a logo for you may not be something you have budgeted for or planned as a priority. There are many companies out there who are able to provide basic

logos at low cost, but you must be clear in your instruction with regards to what exactly you want from them. You must also check whether they will charge you for every draft they provide you. You must be confident in your ability to say that you are not keen on any logos they have produced for you and to give clear instructions as to how they can improve their product.

If you choose to accept a logo that is below standard or does not quite fit your requirements then this could have a detrimental effect in the long run. It is not worth spending valuable money in the early stages purchasing a logo that you do not like, especially when considering you may use that logo on literature, vehicle signage, commercial signage or even clothing at extra cost to you.

If you do not feel that paying for a logo to be created by an external supplier is the right choice for you then you can access simple generic logos online using websites such as fiverr.com, for example. There are many other websites that will allow you to create simple shapes and colours with a choice of text font.

A logo does not have to be a complicated mark. It simply has to identify you and your business. You can even use apps such as 'Fontcandy' or 'Wordswag' or other photo and text apps to create a mark that you can use as your logo in the short term.

However again relating back to treating your business seriously it is worth making sure that before you launch any presence be it online or in person that you have a strong brand in place and a logo would be an integral part of this.

There is nothing preventing you from recreating or updating your logo or your brand at any time. However this will obviously come with a financial cost and it is worth considering how your business may evolve in the future while creating your business name and brand. Can you create a name and brand that will carry you through several phases of your business plan? Or will you need to rebrand no matter what?

6. Creating a Mood Board

It is really important to have a visual reference point to look at when creating your social media posts or literature to use within your business. If you choose not to create a mood board you may find the focus of your branding drifting over time, so it is good to have something to refer back to in the future to remind yourself of what you intended to create at the beginning of your journey.

A Mood Board can be a simple creation on a corkboard at first, using cut outs from magazines or it can be more complicated and detailed. For this exercise you can use software to help you, for example, the 'Canva' website and app is a good place to start when creating a document that you will use and update over time.

A good Mood Board will have several sections. The first will show your logo if you have already created one. The next section will need to show the type of text font you will use for your documents and posters and other literature. When considering different fonts to use it is wise to have three different types, namely:

1. A headline grabbing font which can be very eye catching.
2. A direct opposite to the first font to create an interesting contrast. So for example if your headline font is an Italic or handwriting type of font then your next font could be a more structured type so there is greater contrast. If one is very modern, the next could be more classic

3. Your paragraph font and this would be used for the majority of your written text, with regards to information on brochures and emails etc. It will need to be easily legible and quite simple in structure, similar to fonts such as Times New Roman etc. If a client has to struggle to read text they may give up trying and you may lose clients if your information is not clear and easy to understand.

The next section will show your colour scheme as per the exercise with 'Coolers'. It will also detail the hex colour codes (the unique codes) which are the reference numbers for each colour.

Finally there will be a section with images. These images will capture the feel that you would like your brand to portray to your clients and maybe images you have created yourself or those you find on the Internet.

If you are searching on the Internet for images it is wise to use royalty free websites such as 'Unsplash' and 'Shutterstock' for example, as you are able to use those images for anything you wish. If you choose to use 'Pinterest' or other similar platforms, you must be aware that those images may not be for you to use publicly. So if you find an image you would like to use on a business card, for example, it may not be possible, depending on where you source that image.

The images section will help you in future when trying to create your own images. Potential clients and networks will always prefer to see personalised images rather than generic 'Pinterest' sourced images, so as soon as you are able to, it is wise to start creating your own images. You can use your own products and services and locations (think of Flatlay designs that are eye catching on Instagram and recreate in your own workspace)

Once you have a mood board it will not only help you keep your focus on the brand you are creating but it will also allow you to provide valuable information to external companies you may ask to help you on your journey.

For example, website designers and logo creators may find your mood board helpful in allowing them to focus on the finished item without constantly referring back to you or wasting time creating a look that does not match your Brand. It is not necessarily a document that many people would consider taking time to create but it is a great way to help you to get your branding right.

7. Layout and Presentation

Now you have a clear idea of what colours and images you can use to build your branded look, it is time to understand the best layout and presentation using this information.

Layout simply means how you position and size all the different elements of your advertising materials together so that it looks professional and illustrates your product and service offerings well. If you are a product-based business, for example, the product you are advertising needs to be centre stage. The image needs to be clear not blurred, the background should not take away the focus from the product and the overall look should be simple and bright so the client understands exactly what they will receive when they order that product.

Consider using light boxes to show off your product in the best possible way and you may need to invest in a ring light to boost the visual you are aiming for.

One way of bringing in your branded look to a product based photo would be to consider a coloured background relating to your colour scheme. It would be wise to choose a lighter colour rather than a bold colour depending on the product you are advertising to help it stand out clearly. If your product is already light you could actually choose

to use one of your bolder colours as the background whereas with a darker item, a lighter background would work better. You do not have to have the same colour for every single product based photo, you can choose a particular colour for one type of product or you can change the background to suit the specific colour of any given product.

You can also choose a specific accessory to feature in every image, or in certain images only. This accessory may be within your colour scheme if your product is not. You can choose to place this accessory in exactly the same place and this would become part of your branded look. It is not only the colour scheme but the layout and even the image filters that clients will notice over time.

Remember if you are product-based and you choose to use image filters, those filters should not detract from the likeness of the product. If a client purchases an item based on a highly edited photo they may be disappointed when the product is received and does not correspond to the image you are using for advertising.

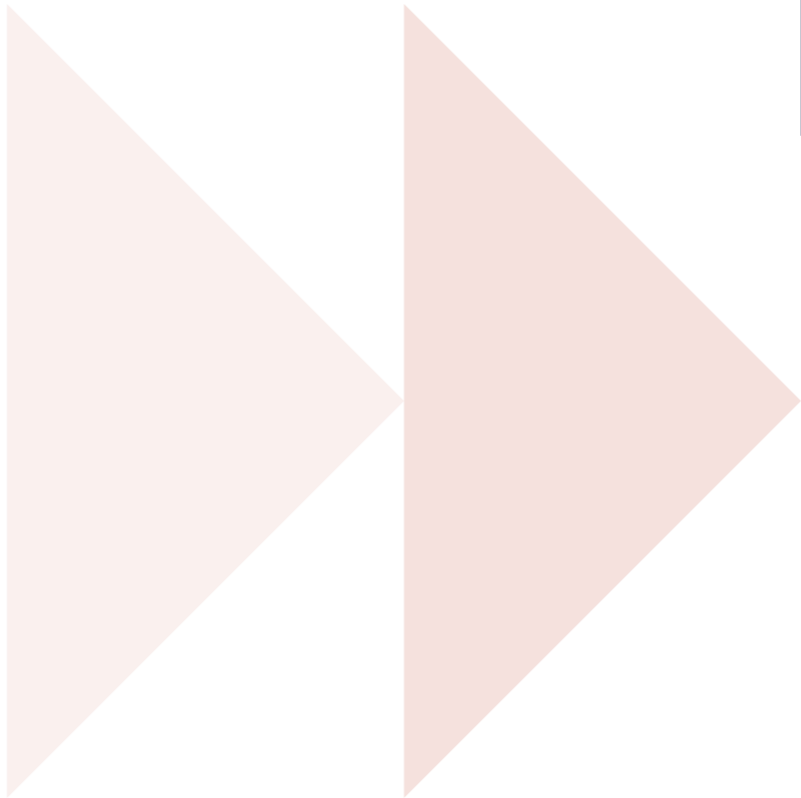
If you are service-based you may be more inclined to create posts and images showing how you deliver your service and where you work, perhaps the gadgets and technology you use in your work.

Again you can use one colour for your background or mix it up and use a couple of different choices for different types of images. For example if you are showing a tool that you use for your work you may choose a grey background for all tool related adverts / posts and you may choose a brighter background colour when showing any technology used. The choice is yours and you can play around to find a look that works, however any colours you choose to use should always refer back to your colour scheme to build on your branded look.

Different social media platforms will allow different sized images, however, if you are considering uploading to Instagram, it is wise to amend the layout to square size. You can also add a frame to your image. This will initially help separate the images within your Instagram profile to ensure the focus is pulled towards the item in centre place. It will also allow you to bring in another layer of your branding by adding a colour to that frame. Again the frame can be one colour for all posts, one colour for a specific type of post, or you can choose a different colour for every single post. As long as you choose colours that fit your colour scheme!

5.

Brand Themes & Mood Board



Company Name:
Date:

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Company Details

Company/Business name:

Business Owners Name(s):

Business address:

Contact Number:

Email address:

5.1. Theme Worksheet

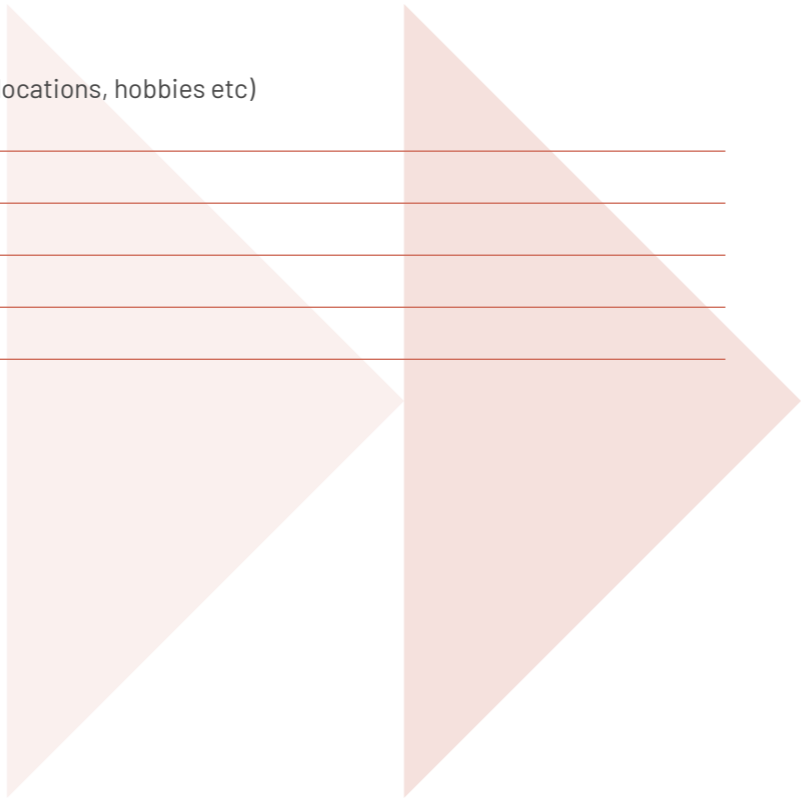
These questions are designed to connect you directly to your brand and therefore allow your clients to connect you and your brand much easier. You may already have created a business name and you may be very happy with that name but working on these exercises will allow you to consider where your brand may take you in the future.

Answer all these questions for inspiration and for use further on in this exercise and beyond.

1. Name 4 things associated with you

2. Name 4 colours you like

3. Name 4 things you like (objects i.e. candles, roses, animals, locations, hobbies etc)



4. Name 4 themes you like

(Example pastel, bright, minimal, vintage, masculine, tropical, monochrome etc)

5. Identify your preferred theme and brand ideas based on the above answers. Does your business name still work for your plans?

Colour Psychology and colour schemes

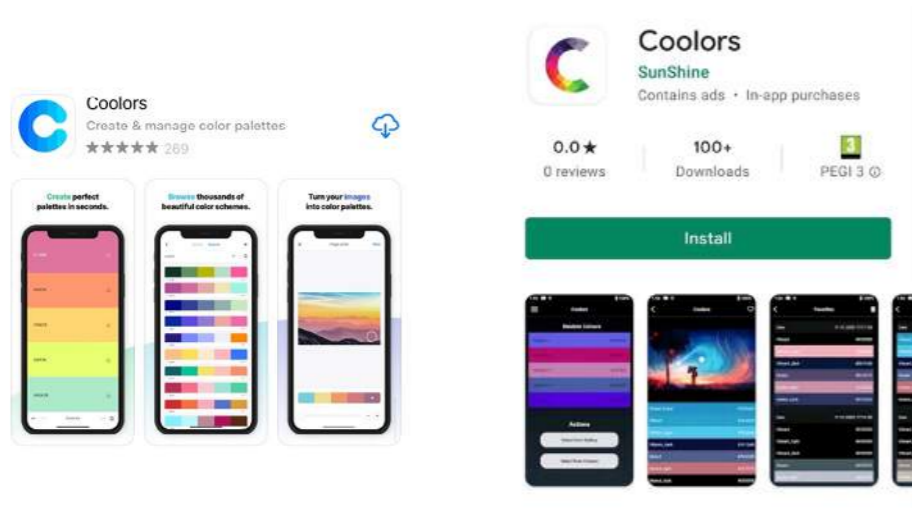
Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

Write down 3-5 colours based on your answers from the section above and the colour psychology chart illustrated on this page. Note that you may choose two shades of the same colour but this would be 2 of your 3-5 colour choices.

What do you want your colour scheme to say about you and your brand?

Have you achieved this using the colours you have chosen?

When using the app or website 'COOLORS', for example, you will be able to source the exact shades for each colour you have chosen.



Write down the codes of your final choice of colours

Creating or Sourcing a Logo

Searching online for existing logos and images that catch your eye may give you an idea of a shape or colour scheme but it is important that any plan you create is as individual as possible in order to prevent any confusion with your clients, both existing and potential.

List below any ideas of shapes, colours, layout, text font etc based on your answers above

List below any websites or apps that you have found that allow you to create your own logo

List below any companies or individuals that have been recommended or that you have found to create your logo for you. Include prices and any terms relating to the designs (i.e. one draft only, or cost related to time spent by the designer etc.). Ask for a timescale for completion and compare the different companies you have found to find the best fit for you.

Have you decided to create your own logo or will you pay someone to complete this for you?

What steps will you take to obtain the Intellectual Property (IP) and how do you plan to protect this?

5.2. Create a Mood Board

Your aim is to have a document that will keep you within the right parameters of your Brand.

Canva is a great app/website to use to be able to create a document, or you can use Word if this is your preference. You can even do this on a noticeboard as long as you have a visual representation of the brand you are creating at the end of the process.

Using Pinterest to create a private pin board or saving the photos to your phone will help this process.

If you already have an idea of colour schemes start searching for images that catch your eye using key words that relate. Look for a nice set of colours, an interesting layout of image, anything that interests you. Choose as many as you like as this will help you create the look for your Brand.



Creating a Mood Board with 'Canva':

If you are creating your mood board in 'Canva', for example, create a free account and then choose:

- Create a Design.
- Choose Custom Dimensions at 1000x1500 pixels
- Upload your logo to the top of the document if you have one.
- Add two grey lines into the page to separate into three sections
- Go to Text and choose the most dramatic Heading text that catches your eye. Drag over into the second section of the document. Using that font type in Heading (Font name) so that later on you can find the font that you chose much easier. So, if you chose Copperplate you would type in HEADING COPPERPLATE
- Choose a contrasting font for the Subheading section, and again type Subheading (Font name). So, if you have a very structured heading font it may be worth finding a font that's more free flowing.
- Finally the Body text, this needs to be less dramatic than your Heading font but work well with it, and needs to be easy to read. Type in Body Text (Font name) and if you wish you can choose to add a text paragraph in here. You can copy some Lorem Ipsum from Google, this is a fabricated text paragraph but uses lots of different letters to show the variety of the font you've chosen.

- Now you need to add the images and colours. Go to Elements then Shapes and drag the first white square onto your third section of the Mood Board. Resize it to fit 4-5 squares along one row.
- Copy the square and paste so there are max 5 squares. These will hold your Brand colours.
- Add a text box under each square, this is where we will type in the code for each colour you have chosen
- Go back to Elements and choose Grids. Select the first photo and drag onto your Mood Board.
- Again resize to fit 3 images along the bottom. This is where we will place your top 3 Pinterest images for inspiration.

Now your blank Mood Board is ready for action! Use the photos you've saved to see if there are one or two main colours that stand out the most. Have you chosen pastel colours? Bold blues, hints of red and gold, or something else? Do they work with your chosen Business name?

If you're happy that you've found two main colours, and up to 3 secondary colours then you're ready to populate your Mood Board. It's up to you how many colours you choose, if you only want one main colour and two secondary colours this can work. A maximum of 5 is advised to ensure you don't lose your brand identity.

Using 'Coolors'

Using the Coolors app or desktop site, for example, you can choose the exact colours you want. All colours have a unique code so once you've found yours you can use this code in all documents to pinpoint the exact colours you want to use to keep On-Brand!

If you are using the desktop version of 'Coolors':

- Click on Pick to find the main colours easily.
- Click Browser to bring up the pre-arranged palettes. Choose one that has similar colours or one that catches your eye.
- If you wish to keep any of the colours click on the padlock on the right hand side on each colour, a Lock icon will show.
- Click Generate and this will change all unlocked colours.
- Keep clicking the padlock to lock or unlock the colours until you have found the combination that works for you.
- Each colour has a HEX code, copy each one and back in Canva double click one of the five grey squares, select the colour palette and paste the HEX code in there.
- Make sure you write the HEX code in the text box under each colour square.

Now you're ready to add your images in!

Choose your three favourite images that you saved from Pinterest, bearing in mind the colour scheme you have now created for yourself, and the type of image you wish to portray.

Insert each one into your final section of your Mood Board and position them to fit nicely under your chosen colours.

Your Mood Board is now complete! You can use this for so much, from photos for your Facebook Page to layout for your terms and conditions (the text section will help here!) to brochures for marketing purposes!

This is the backbone for any good Brand, having a strong identity is going to give your Business more visibility to potential clients, and help you stand out from others.





HEY
Start-
ups



CONTACT.

Growthhub@heylep.com
Heygrowthhub.com

🐦 @HEY_Growth
📌 HEY Growth Hub



Hull and
East Yorkshire
Local Enterprise
Partnership



Department for
Business, Energy
& Industrial Strategy



European Union
European Regional
Development Fund

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