Digital Shine
MARKETING

BRAND BASICS

START BUILDING YOUR BRAND

Why should you have a clear brand identity?

A brand is essential, but a clear brand identity is important because it's how people see and remember your business, and it helps you stand out.

This free, simple guide will teach you the essentials of brand identity and by taking these simple steps you will create a strong foundation for your business.

Websites you might find useful
(we are not affiliated with any of these sites)

Canva

Coolors

Looka

WebAim - Colour Contrast Checker

CREATING YOUR BRAND BASICS

Tips for a Great Logo:

- Keep it simple and recognisable.
- Make it relevant to what you do.
- Check how it looks in different sizes on different backgrounds.

Easy Logo Tools:

- Try **Canva** or **Looka** to create a logo yourself. They have loads of templates to start you off, or start with their elements and design your logo from scratch.

Choosing Colours:

- Pick colours that resonate with your brand.
- Use online tools like Coolors or Canva to explore colour combinations.

Accessibility Tips:

- **Accessibility standards for readability:** Ensure colour contrasts meet the minimum requirements.
- **Contrast Ratio:** Aim for at least 4.5:1.
- **Colour Blindness:** Avoid relying solely on colour to convey information. Use text or symbols to ensure everyone can understand.

COLOUR COMBINATION IDEAS

Serene Wisdom

#BAC7D4
#828E99
#92B9DE
#0F3D69

Contrast Ratio: 11.1:1 ✓

Contrast Ratio: 5.4:1 ✓

Contrast Ratio: 3.31:1 ✗

Sweet Fusion

#EEB5EB
#AD3684
#3CACAE
#776391

Contrast Ratio: 12.44:1 ✓

Contrast Ratio: 1.61:1 ✗

Contrast Ratio: 3.42:1 ✗

Coral Bay

#DF765C
#37C3B2
#F0AA71
#FFE4A0

Contrast Ratio: 9.61.1 ✓

Contrast Ratio: 10.69:1 ✓

Contrast Ratio: 16.85:1 ✓

SELECTING FONTS

Font Tips:

- Choose fonts that fit your style.
- Make sure your text is easy to read, even on small screens.
- Consistency Counts: Use the same fonts across all materials to keep things uniform.

Accessibility Tips:

Accessibility for your brand should consider four main disability categories: visual (e.g., blindness), auditory (e.g., deafness), motor (e.g., limited mobility), and cognitive (e.g., ADHD, dyslexia).

- **Transcripts and Captions:** Include transcripts for audio content and captions for videos.
- **Alt Text:** Use descriptive alt text for images so screen readers can convey visual information to users with visual impairments.
- **Feedback Options:** Offer a simple way for users to provide feedback on accessibility and suggest improvements.
- **Simple Language:** Use plain language and avoid jargon to make content accessible to users with cognitive disabilities.

For more information, download our free
Accessibility & Inclusivity Audit Tool

NEXT STEPS

Create Your Simple Brand Guidelines:

Use our tips to create a simple guide, share it with staff, and have a printed copy visible when you are working.

What to include:

- Logo Use: Show where and how to use your logo.
- Colours: List your brand colours with hex codes.
- Fonts: Specify which fonts to use when.
- Voice: Outline how you talk to your audience - Decide on a friendly and consistent way to communicate.

For help developing your brand
email **info@digitalshinemarketing**
use the title **Brand Assist**

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