

BUILD YOUR BRAND

Starter Guide™



Your Brand Is Your Business. Let's Make It GLOW!

BE REMEMBERED. BE RECOMMENDED. BE UNFORGETTABLE.

A simple guide to help food vendors create a brand that attracts customers and grows your business.

1 WHAT IS A BRAND?

Your brand is more than a logo. It's:



YOUR STORY

Share where you come from and why you do what you do.



YOUR REPUTATION

What people say about you when you're not around.



YOUR CUSTOMER EXPERIENCE

Every interaction leaves an impression.



YOUR VISUAL IDENTITY

Your logo, colors, fonts, and style.



WHAT PEOPLE REMEMBER

The feeling you leave them with.

2 BUILD YOUR BRAND FOUNDATION



BUSINESS NAME

Choose something:

- ✓ Easy to remember
- ✓ Easy to spell
- ✓ Easy to recommend



BRAND MESSAGE

Ask yourself:

- ✓ Who do I help?
- ✓ What do I sell?
- ✓ Why should customers choose me?



BRAND PERSONALITY

Choose 2-3 words that describe your brand.

Examples:

Fun • Professional • Family-Focused
Luxury • Community-Centered

3 YOUR VISUAL BRAND

Create a look that is consistent, professional, and unforgettable.



2-3 BRAND COLORS

Colors create emotion and recognition.



1-2 FONTS

Keep your fonts clean, readable, and consistent.



LOGO

Your logo is the face of your business.



CONSISTENT PHOTOS

Use high-quality photos of your food and brand.



CONSISTENT STYLE

Use the same filters, colors, and design style.

People trust what looks professional.

4 SOCIAL MEDIA ESSENTIALS

Post consistently and with purpose.



MENU PHOTOS

Show your delicious food.



BEHIND THE SCENES

Give a peek into your world.



CUSTOMER REVIEWS

Let happy customers speak for you.



VENDOR EVENTS

Promote where you'll be next.



SPECIAL OFFERS

Share deals and limited time offers.



YOUR STORY

People connect with real stories.

Show up. Share value. Stay consistent. That's how you grow!

5 WHAT MAKES CUSTOMERS REMEMBER YOU?



GREAT FOOD



GREAT SERVICE



CONSISTENCY



PROFESSIONAL APPEARANCE



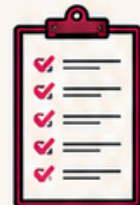
COMMUNITY INVOLVEMENT



AUTHENTIC PERSONALITY

Be real. Be consistent. Be unforgettable.

6 BEGINNER BRANDING CHECKLIST



- Business name selected
- Brand colors chosen
- Social media created
- Bio completed
- Logo added
- First 10 posts planned
- Contact information visible
- Menu easy to read

★ Small steps today. Big brand tomorrow.

7 QUICK GROWTH TIPS

- ✓ Show up consistently
- ✓ Respond to messages quickly
- ✓ Collect customer photos
- ✓ Encourage reviews
- ✓ Network locally
- ✓ Keep improving

Growth happens one step at a time.



**YOUR BRAND
YOUR POWER
YOUR LEGACY**

Your brand is an investment in the future of your business. Make it strong. Make it shine. Make it GLOW!



YOUR BRAND IS YOUR REPUTATION. BUILD IT WITH INTENTION. GLOW FOREVER.™



CREATE A BRAND THAT ATTRACTS. A BUSINESS THAT LASTS. A LEGACY THAT GLOWS.

Studio GLOW Kitchen™

Build • Brand • Grow

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More guides, tools & support at STUDIUGLOWKITCHEN.COM



YOU'VE GOT THIS. WE BELIEVE IN YOU. KEEP BUILDING. KEEP GLOWING.

