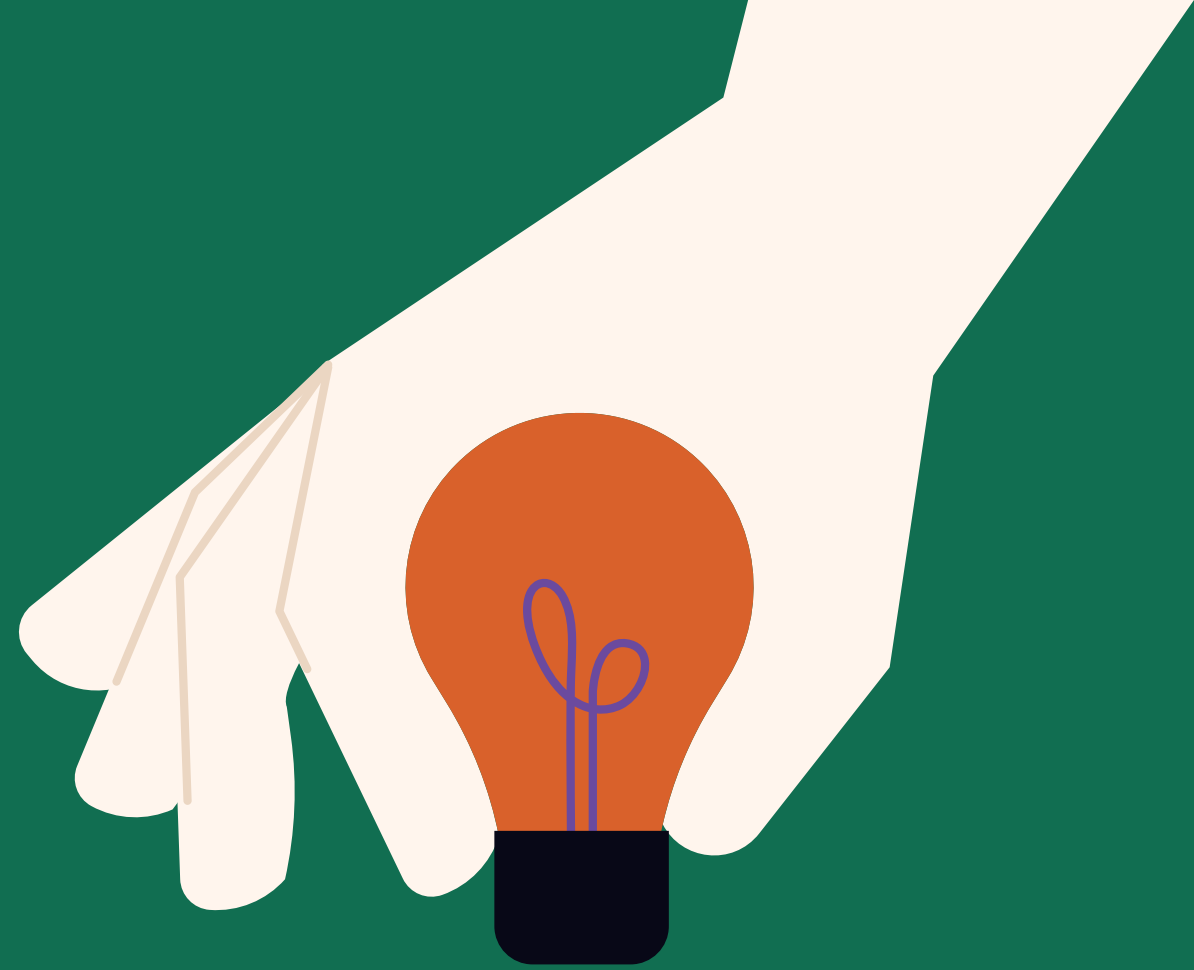


# Create your brand with confidence

Toolkit for your brand's visual identity



# What is this toolkit?

This toolkit is designed for new business owners who are not designers. You don't need special software, experience, or a big budget.

Work through the sections in order. Each section builds on the last. Your goal is not perfection , but rather **clarity and consistency**.



# **1 Choose your visual style**

Pick 1-2 styles that feel most aligned with your business.  
Tip: Choosing fewer styles creates a stronger brand.

**Minimal**

**Bold**

**Elegant**

**Playful**

**Modern**

**Organic**

**Luxurious**

**Friendly**

## 2 Define the feeling

Complete this sentence:

I want people to feel..... when they see my brand.

Choose 3–5 feeling words, or think of your own words to describe the feeling. These feelings will help you guide every visual decision in further steps.

**Calm**

**Confident**

**Inspired**

**Warm**

**Trusting**

# 3 Logo system

Your logo does not need to be complex. It needs to be clear and consistent. Your brand should have the following variations of the logo as in example:



Primary logo

Secondary logo

Favicon

Text-only logo

# 4 Choose your colour palette

Your brand should include:

Primary colors (1-2) – main brand colors  
Secondary colors (2-3) – support colors  
Neutral colors (2) – light & dark  
Accent color (optional) – for highlights

How to Use Color:

Primary → logos, buttons, headings  
Secondary → backgrounds, graphics  
Neutral → text, space, balance  
Accent → call-to-action only

Think about your colours:

Primary:  
Secondary:  
Neutral:  
Accent:

# 5 Choose your fonts

Heading font – personality & impact  
Body font – clean and readable  
Accent font (optional) – small details

## Font Rules

Use no more than 2–3 fonts  
Use the same hierarchy everywhere  
Don't mix too many styles

Here you see the beginner recommended fonts ->

**Montserrat**

**DM Sans**

**Playfair  
Display**

**Poppins**

# 6 Design and image style

To understand define your brand style, answer the following:

Bright or dark?

Warm or cool tones?

People or product focused?

Lifestyle or clean studio?

**Tip: Use similar lighting and tones, and same elements repeatedly repetition builds recognition!**







# Final notes

Your brand doesn't need to be perfect, it needs to be clear, consistent, and true to you. Consistency builds recognition, and recognition builds trust.

As your business grows, your visuals will naturally evolve. That's normal and expected. This toolkit is not about locking you into one look forever, it's about giving you a confident starting point you can build from.

Whenever you design something new, come back to your colors, fonts, and visual rules. If it fits your guide, you're on the right track.

A clear visual identity helps people recognise you, remember you, and trust you before you ever say a word.

# Still feeling stuck?

If you're still unsure about your visual identity or want a more refined look, I'd love to help!

Contact me at [kabadum@gmail.com](mailto:kabadum@gmail.com), visit my website [www.kabadum.com](http://www.kabadum.com) or scan a QR code.

