

# Your Business Marketing Brand Guide

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## **Why**

Your 'why' is a 1-2 sentence summary about what drives you and it is something that can be embraced by others also.

## **Vision**

Your vision is the long-term goals for your business. Your clear vision gives your customers a common goal they can support. What would be amazing to achieve?

## **Values**

Your values are the principles which currently guide your business. What qualities do you want to be known for? What words would people use to describe your business?

## **Brand Voice**

Your brand voice describes your style and tone of communication. Is your brand voice consistent and engaging?

## **Target Market**

Who is your business aimed at? Big or small businesses? What is their turnover? Where are they located? What problems can you solve for them?

## Sales Funnel

Free Information:

Email Signup:

Email Series:

Sales Conversation:

Core Offering:

## Business Partners

Industries:

Tools for partners:

Workshops:

## Email Signature

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John Smith

Founder and CEO

Blue Corporation

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<Logo>

## Business Card Layout



## Fonts

Font for logo: Trebuchet MS

Font for Word documents: Helvetica

Font for book headings: **Futura Bk BT**

Font for book paragraphs: Calibri

Font for brochure headings: Cambria

Other fonts: *Lucida Handwriting*

## Colours

Colour codes used in branding:

Main colour in logo: #5BA0E1

Secondary logo: #632A7E

Other colours used: #9FBE58

## Logo

Logo file path: Marketing > Images > Logos > Blue Corporation Logo

## Photos

### John's photos

Profile photos file path: Marketing > Images > Photos > Profile Photos

Photos for media file path: Marketing > Images > Photos > Media

(select from 09, 014, 019, 023, 025, 030)

### Stock photos:

Account URL:

Username:

Password:

Plan:

## Suppliers

### Graphic Designer

Contact:

Company:

Phone:

Email:

### Accountant

Contact:

Company:

Website:

Phone:

Email:

### Business Coach

Contact:

Company:

Address:

Website:

Phone:

Email:

### IT Support

Contact:

Company:

Address:

Website:

Phone:

Email:

## Credit Card Payments

Contact:

Company:

Website:

Phone:

Username:

Password:

## Website logins

### Google Drive

Username:

Password:

### Website

URL:

Username:

Password:

### cPanel

URL:

Username:

Password:

### Domain

Registrar:

URL:

### LinkedIn

Username:

Password: