

New Opening,

What is a Brand Identity?

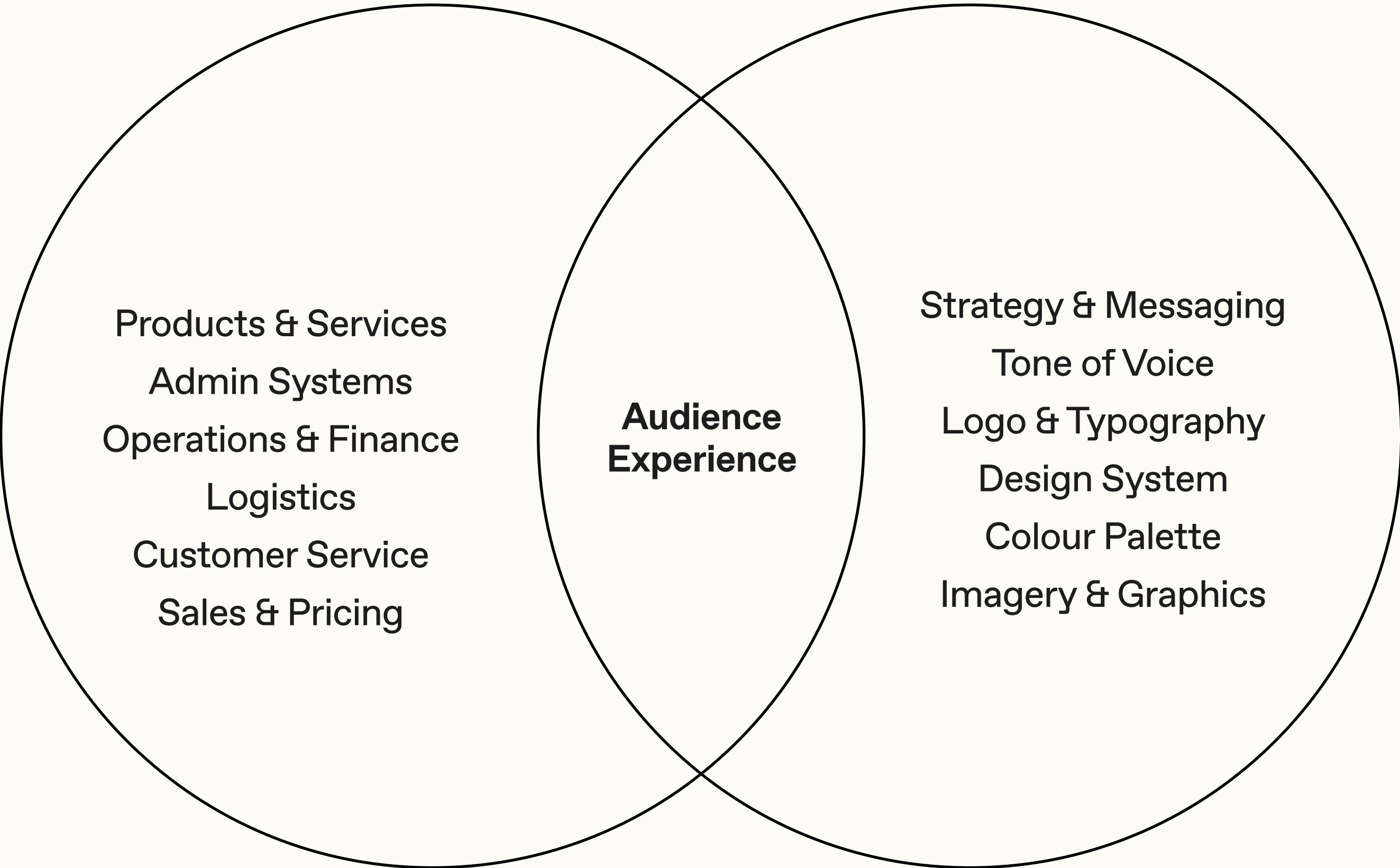
(and why should I care?)



A brand identity defines how your business is *seen, understood, and experienced* by the world.

Business

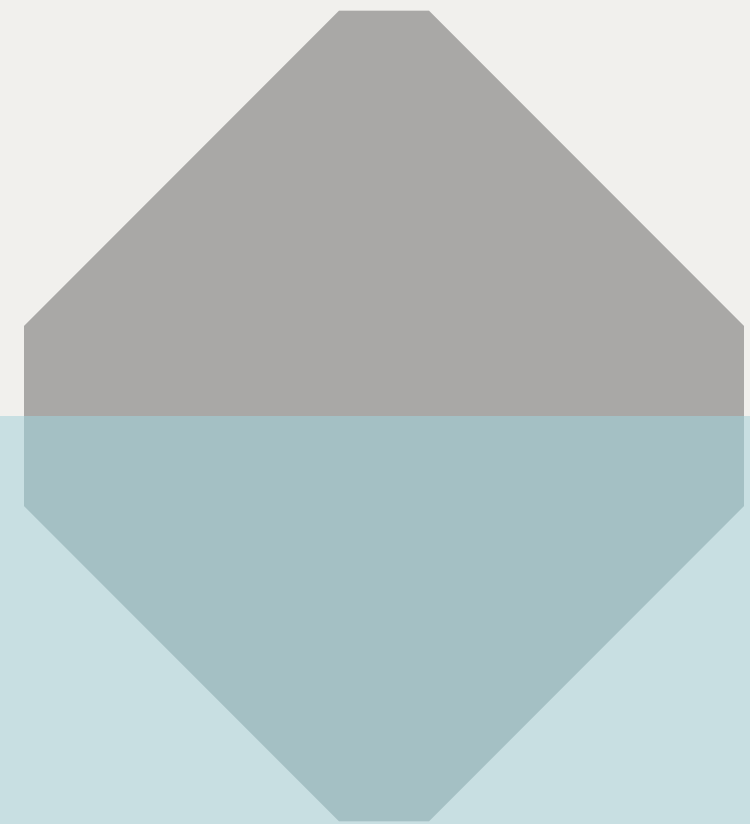
Brand Identity



What is a brand
identity made of?

The Brand-Berg.

The Brand-berg is a concept used to help visualise what a brand is made-up of. Like an iceberg, some parts of your brand are visible, while others are hidden, yet both are equally important for success.



Above the Water
Brand Identity

Logo, Colour Palette, Typography, Imagery, Graphics,
Layout, Design System, Tone of Voice, Messaging

Below the Water
Brand Strategy

Audience, Positioning, Purpose, Mission, Values,
Competitors, Culture, Brand Story, Customer Experience

What makes a good
brand identity?

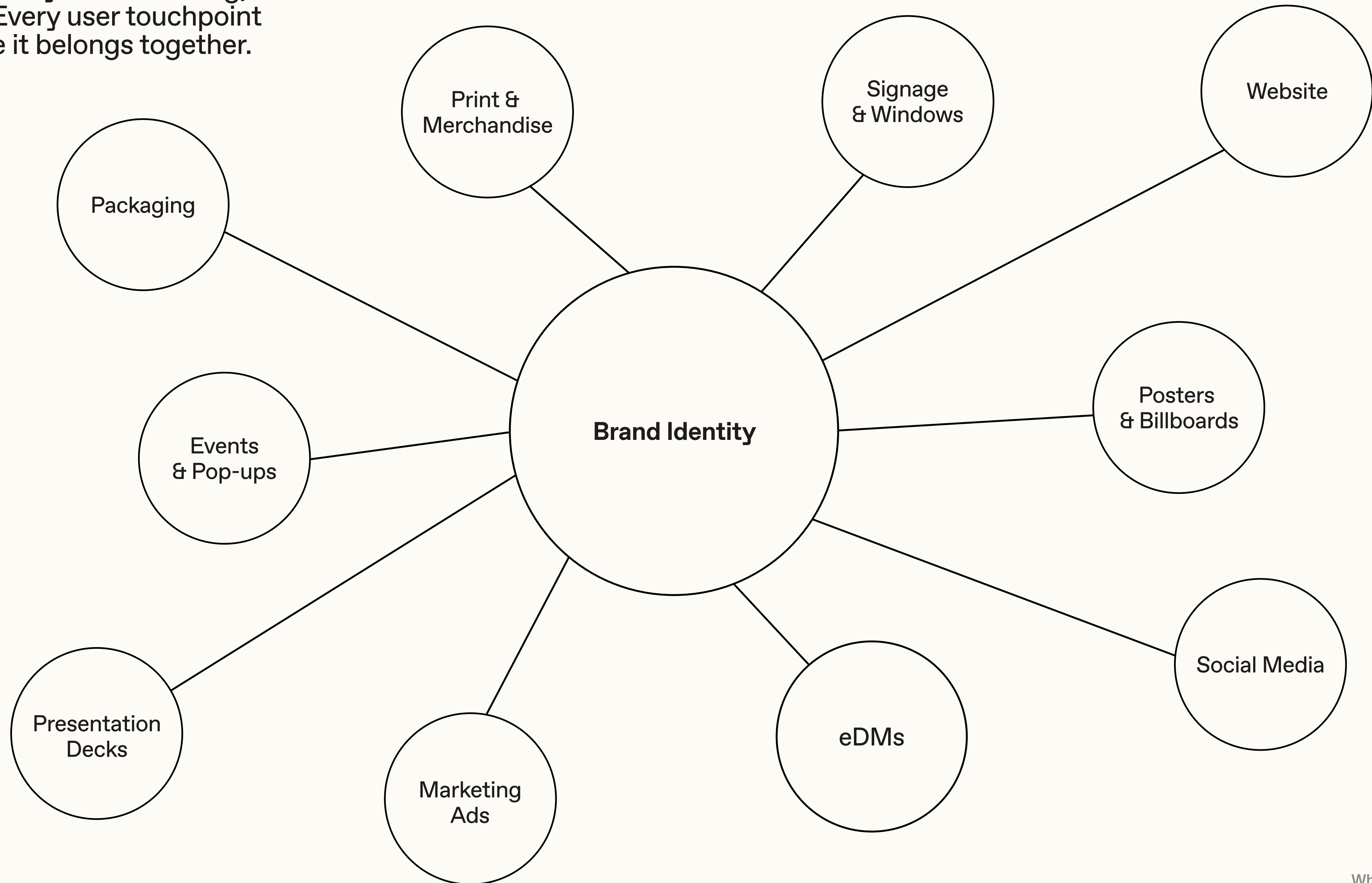
A good brand identity builds credibility, makes your positioning clear, and helps people recognise you before they even know you.

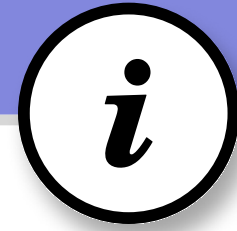
A successful identity:

- ✓ Is clear on who it's speaking to.
- ✓ Makes considered, consistent visual choices.
- ✓ Gives your business personality.
- ✓ Establishes a connection with your target audience.
- ✓ Is simple and distinct enough to be easy to remember.
- ✓ Creates a consistent experience across every touchpoint.
- ✓ Builds a feeling people want to be part of.
- ✓ Aligns with your business quality and values.



Your brand identity isn't one thing, it's a system. Every user touchpoint should feel like it belongs together.





Remember*

Continue to check in with your Brand Strategy
(below the water) as it should always inform
your creative decisions.

Why does this matter
for my business?

Consistency = trust.

When your brand shows up clearly and cohesively, people feel more confident choosing you. When it feels scattered or inconsistent, it reads as uncertain, and people notice.

If your brand identity feels scattered after years of changes, **brand guidelines** can help you regain focus and clarity. Brand guidelines act as a manual to ensure that you and your team keep your brand consistent and unified across all touchpoints. This strengthens recognition, and builds confidence with your audience.

This Brand Guideline is a resource that outlines our visual identity, and used as a reference to help inform creative decisions to maintain brand consistency in the business.





Remember*

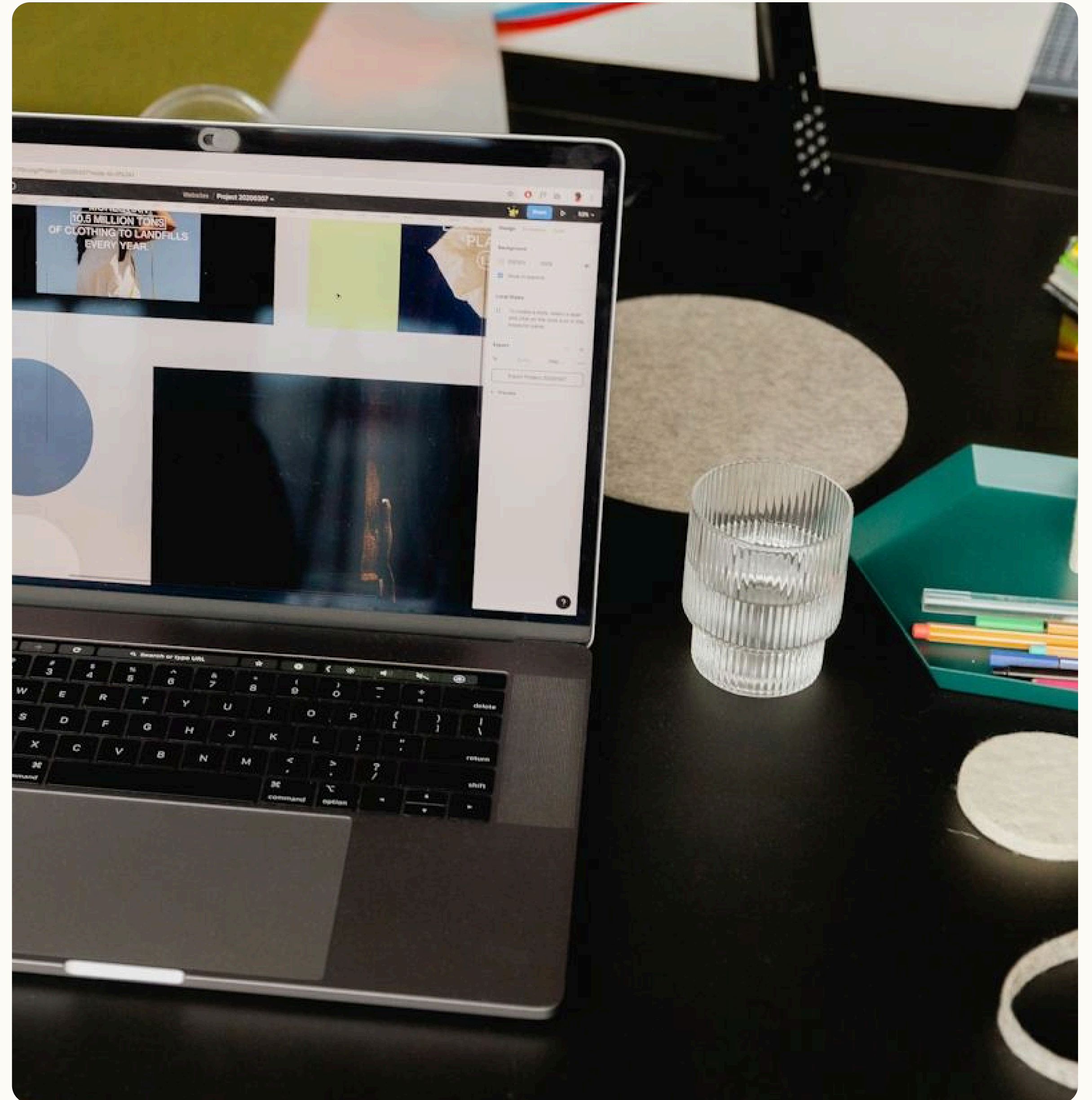
Consistency doesn't automatically equal boring.
It's about using your brand in considered,
creative ways, and evolving it as you grow.

What's the role of
a designer?

**A designer brings your brand identity to life.
They turn your brain-dump, into something
people can actually see, understand, and
connect with.**

A designer:

- ✓ Turn ideas into a clear visual direction.
- ✓ Create meaning, not just aesthetics.
- ✓ Remove the guesswork through strategy.
- ✓ Shape how your business is perceived.
- ✓ Build a consistent and recognisable system.
- ✓ Help you stand apart in a crowded space.
- ✓ Set the rules so your brand can scale and evolve.



If any of these feel
a little too familiar,
it's time to review...

Checklist:

- Your visuals change across platforms
- You don't have set fonts, colours, or rules
- Your brand doesn't match your price point
- Your website feels confused
- You 'wing it' every time you create something
- People don't quite get what you do

Signs your identity
needs some work...

Reality check*

Some things you can do to get started...

Checklist:

- Audit where your brand feels inconsistent
- Define who you're actually trying to attract
- Identify what's working vs what's not
- Create brand guidelines to follow
- If needed, hire a designer or agency
- Get brand clarity and a clear strategy

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your support.

Tools & resources to empower businesses.