



The Ultimate Guide to Branding Your Business

1. FOUNDATION

What are your business goals?

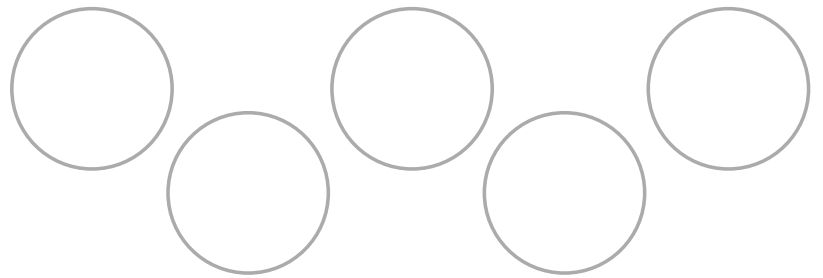
Who is your ideal customer?

What characteristics make your business unique?

2. AESTHETICS

Logo

Color Palette



Fonts

TITLE _____

SUBTITLE _____

COPY _____

Photo Style



3. CONTENT

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