Building a brand identity

A clear brand helps customers recognise your organisation and understand what it offers, whether they see it on a sign, a phone or an invoice.

Write down what people should remember

Name the people you serve, the problem you solve and the words you want customers to associate with you. Bring examples from your own work and note where your current materials feel inconsistent.

Plan for the places the brand will appear

List your main uses, such as social media, stationery, signage and your website. Check that the logo reads at small sizes and in one colour. Agree on typefaces, colours and how much space to leave around the logo.

Agree on the assets before design starts

A typical handover can include editable logo files, screen and print exports, colour values and a short guide. If you need templates or licensed fonts, include those in the brief and confirm who will maintain them.

How M-CreativeHub can help

We can develop or refine your identity and prepare practical brand templates. Your team can review them against the materials you actually use before sign-off.

What to bring to the first conversation

Your current logo if you have one, a short description of your audience, the materials you use most and examples you can share.

Where brand work pays off

Decide what the identity must fix, then choose the smallest set of changes that helps people recognise and trust the business.

Check whether you need a redesign

Compare your current logo, signage and social pages side by side. If the identity still fits but looks inconsistent, a clean-up and templates may do the job. If customers regularly misunderstand the name or offer, work on the message before paying for artwork.

Ask for examples at real sizes

Request a small social avatar, a plain black-and-white version and a sample of the hardest item to produce, such as signage or an invoice. Print or view at actual size. Ask a person outside the business what they think the offer is.

Confirm costs and rights

Separate design fees from type licences, stock images, printing and sign production. Ask who can edit source files and whether a font or image can be used across your intended channels. If registration matters, check name and mark availability through the appropriate service before production.

Avoid an expensive rollout too early

Pause printing if the name, offer or approval is unsettled. Confirm the first two items you will use before ordering a large batch. Keep a single approved folder so teams are not using several competing versions.

Before you commit

Agree on the use cases, the person who approves the work, editable files and any recurring licence costs.