The Business Growth Brief

Does your brand match your business?

A clearer identity helps prospects understand who you are, what you offer and why they should take the next step.

A brand review starts with the customer

Your business may have grown while its visual identity stayed the same. A logo from an earlier stage, an outdated service description or inconsistent sales materials can leave prospects with a different impression from the one you intend.

Start with the places a buyer is likely to see first: your homepage, social profiles, proposal, business card and a recent advertisement. Review them together. Do they use the same business name and logo? Do they describe the same offer? Does each piece sound like the same company?

The goal is a useful, recognizable system. An approved logo file, a short set of color and typography rules, and a clear explanation of your offer give your team a practical reference. That reference makes future creative decisions easier to review.

A quick brand audit

- ✓ Your logo appears in the correct proportions.
- ✓ Your service descriptions reflect what you sell today.
- ✓ Your website and sales materials use a consistent identity.
- ✓ Your contact details and next steps are clear.

QUICK ACTION Place your homepage, a social post and a proposal side by side. Choose the most visible inconsistency to correct first.

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A consistent brand needs a working system

01 Clarify the promise

Write one sentence that explains the audience you serve and the service you provide. Use language a prospective customer would understand. Review your main headline and sales introduction against that sentence.

02 Approve the essentials

Keep the correct logo files in a shared location. Identify the approved colors, fonts and basic usage rules. Include guidance for light and dark backgrounds so your team does not improvise a different identity on each piece.

03 Update customer touchpoints

Prioritize the materials prospects see most often. The website, social profiles, proposals and sales collateral usually deserve attention before less visible internal documents. Assign an owner to each update.

04 Review before release

Add a brief brand check to the approval process. Confirm the logo, message, contact details and call to action before a design goes live or reaches the printer. Keep the approved final files for future use.

HOW WE CAN HELP

Required Marketing Group supports logo design, brand identity, brand guidelines, business stationery and campaign graphics.

Book a consultation / (844) 978-1051