

COMPONENTS TO BUILDING A BRAND



Webworks

STRATEGIC ONLINE MARKETING



WELCOME TO (BUSINESS NAME)

This is a welcome intro to your business. Make it good! Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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A close-up photograph of a person's hands typing on a silver laptop keyboard. The laptop screen is visible on the left, showing a website interface. The person is wearing a dark blue long-sleeved shirt. The background is blurred, suggesting an office or workspace environment.

VISION & CORE VALUES

Our Mission

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Core Values

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A close-up photograph of a person's hands writing in a spiral-bound notebook on a desk. The person is wearing a blue shirt. In the background, another person's arm is visible. The scene is brightly lit, suggesting an office or classroom environment.

WHAT WE DO

This is a place to do a quick elevator pitch and list your services. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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WHO WE ARE

This is a place to talk about your team, the black rectangles represent images of team members.

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HOW DO THEY THINK?

This is where you come up with some actual statements of how your customers think. Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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WHO IS OUR CUSTOMER

This is a section to discuss who the target customer is. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

WHAT ARE THEIR INTERESTS?

These are bullet points of their interests amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SO WHAT IS OUR BRAND ESSENCE?

A top-down view of a wooden desk. On the left, a laptop displays the Tumblr website. A hand is visible typing on the keyboard. To the right of the laptop is a smartphone. Further right is a coffee cup on a saucer. In the foreground, a hand is writing in a spiral notebook with a pen. The notebook page has the phrase 'CREATIVITY IS CONTAGIOUS' and 'Be with it' written in calligraphy. To the right of the coffee cup are several magazines, including 'HYPEBEAST' and 'HIGHSNOBIETY'. A pair of sunglasses is also visible on the desk.

YOUR TAG LINE

This is a brief elevator pitch of your brand and what its tagline means. Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate cillum dolo-

This page is where you build your brand
in a bit more detail. It's the

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brand
essence

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brand
character

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emotional
benefits

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functional
benefits

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products & offerings

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target market

YOUR TAGLINE GOES HERE

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veniam, nostrud

WHO WE ARE VS. WHO WE'RE NOT

WHO WERE NOT

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WHO WE ARE

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BRAND CHARACTER

Lorem ipsum: This is where you talk about different characteristics of your brand.

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OUR LOGO VARIATIONS

This is where you display the variations of your logo.

Primary Logo:



Reversed Logo:



Grey Scale Logo:



Stacked Reversed Logo:



Stacked Logo:



Stacked Grey Scale Logo:



TYPOGRAPHY

OPEN SANS

Primary Typeface: Titles And Emphasised Text

a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9
! @ # \$ % & * ()

Open Sans Light

Secondary Typeface: Titles And Emphasised Text

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789
!@#\$%&*()

COLOUR PALETTE



D39037

R: 211 C: 16 H: 34
G: 144 M: 47 S: 74
B: 55 Y: 92 B: 83
K: 1



#000

R: 0 C: 100 H: 0
G: 0 M: 100 S: 0
B: 0 Y: 100 B: 0
K: 00



#6D6E71

R: 10 C: 100 H: 218
G: 1 M: 100 S: 3
B: 113 Y: 100 B: 44
K: 00

PHOTOGRAPHY

Style:

- 1 Warm Tones
- 2 Wood and Stone
- 3 Dark (to allow for light typography)

Subject Matter:

- 4 Productivity
- 5 Multiple Media Platforms
- 6 Collaboration
- 7 Casual Wear

