kre-adiv
DIGITAL MARKETING

FREE SMALL BUSINESS RESOURCE

Small Business Branding Made Simple

Build a brand people recognize and give your team simple rules to follow.



5 SECTIONS · BRAND AUDIT · ONE-PAGE BRAND SHEET

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00 START HERE

A yard sign, a quick search, and a moment of recognition.

A homeowner walks the dog and passes a yard sign: a green circle, an oak leaf, **“Lone Oak Plumbing. Fixed right, explained clearly.”** A week later the water heater acts up. She searches the name, and the website has the same green, the same logo, the same promise. She calls.

That’s branding doing its job. Not a fancy logo. Just the same name, look, and message everywhere a customer meets you, so they recognize you and trust you a little more each time.

What a brand actually includes

Your message

What you do, who you help, and what you want people to remember.

Your look

Logo, colors, fonts, and photos, used the same way every time.

Your voice

How you sound in captions, emails, estimates, and on the phone.

> **You probably don’t need a new logo.** Most small businesses already have one. The bigger problem is usually inconsistency: three shades of green, an old slogan on the truck, stock photos on the website, and a different tone on social media. This guide fixes that with simple rules.

The five sections

01 **Known for**
Who you help and what to remember.

02 **Visual rules**
Logo, colors, fonts, photos.

03 **Voice**
Three words and shared phrases.

04 **Audit**
Check every place customers see you.

05 **Brand sheet**
One page for your team and vendors.

Our example business. Lone Oak Plumbing is a *made-up* plumbing company in Burleson, Texas. Its logo, colors, slogan, and details were invented for this guide. Swap in your own as you go.

01 What Do You Want to Be Known For?

Everything else in your brand, from the colors to the captions, should support a few simple answers. Write them in plain words, the way you'd say them to a customer.

A Who do you help?

Be specific about the people and the place. "Everyone" isn't an answer.

B What do you do for them?

Your main services or products, in the words customers use.

C What should customers remember about you?

One or two things that are true, that customers care about, and that you can deliver every time.

= Your main message (one sentence)

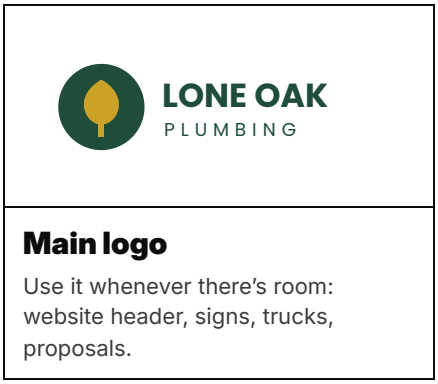
Combine A, B, and C. This goes on your brand sheet.

FILLED-IN EXAMPLE · LONE OAK PLUMBING (FICTIONAL)

A · Who we help	Homeowners in Burleson, Crowley, and Joshua, especially in older homes
B · What we do	Leak repair, drain cleaning, water heater repair and replacement
C · What to remember	We explain the problem and the price before we start, and we leave the house cleaner than we found it
Main message	**"Lone Oak Plumbing fixes it right and explains it clearly, for homeowners in Burleson and nearby."**

02 Set Simple Visual Rules

Visual rules keep your logo, colors, fonts, and photos looking the same, whether a printer, a sign shop, or your nephew makes the next flyer. Start with the logo.



Main logo

Use it whenever there's room: website header, signs, trucks, proposals.



Simplified mark

For small or square spaces: social profile photos, website icons, embroidered caps.



One-color version

For one-ink printing, engraving, vinyl, stamps, or dark or photo backgrounds (in white).

CLEAR SPACE



Give it room to breathe

Keep a clear space around the logo with no text, edges, or other graphics. An easy rule: leave at least the height of the circle mark on every side. Always resize by dragging a corner so it scales evenly.

Five ways to wreck a logo



Stretch or squash it



Change the colors



Add shadows or effects



Put it on busy photos



Crop or rearrange it

Which files go where

USE	ASK YOUR DESIGNER FOR	WHY
Printers & sign shops	Vector files: PDF, EPS, AI, or SVG	Vector logos are made of shapes, not pixels, so they stay sharp at any size, from a business card to a truck wrap.
Website & social	SVG or PNG with a transparent background	Crisp on screens, no white box around the logo. Use a square version for profile photos.
Color versions	Full color, one-color black, one-color white	Covers light, dark, and one-ink jobs without anyone "making do."
Avoid	Screenshots, low-res JPGs, files pulled from Facebook	They print blurry and often have the wrong colors or a background box.

02 VISUAL RULES, CONTINUED

Colors: a short list, written down exactly

Pick one primary color, one accent, and neutrals for text and backgrounds. Write down the exact codes so every vendor matches: **HEX/RGB** for screens, and ask your designer or printer for **CMYK** or a **Pantone** match for print.

Oak Green Primary HEX #1F4D3A RGB 31 77 58	**Brass** Accent HEX #C9A227 RGB 201 162 39	**Charcoal** Text HEX #2B2B2B RGB 43 43 43	**Warm White** Background HEX #F7F5EF RGB 247 245 239

Lone Oak Plumbing's fictional palette. Color swatches print as shades of gray on a black-and-white printer; the codes are what matter.

Readable color combinations

Text needs enough contrast with its background. Accessibility guidelines (WCAG) call for at least **4.5 : 1** for regular text and **3 : 1** for large text. A free contrast checker will calculate it for you.

Aa	Aa	Aa	Aa	Aa
Good White on Oak Green 9.6 : 1 · Good for any text	**Good** Charcoal on Warm White 13.0 : 1 · Good for any text	**Good** Charcoal on Brass 5.9 : 1 · Good for any text	**Large** Brass on Oak Green 4.0 : 1 · Large text only	**Too** Brass on white 2.4 : 1 · Too low for text

Fonts: one for headlines, one for reading

HEADLINE FONT · POPPINS BOLD

Fixed right.
Explained clearly.

BODY FONT · INTER REGULAR

We'll show you what's wrong and what it costs before we start, and we clean up before we leave.

Use the same two fonts on the website, documents, and print. Two is plenty.

Photo style: decide once, shoot the same way

- ☐ **Real people and real work**
  Your team, your trucks, your projects. Skip stock photos that could be any company.
- ☐ **Consistent framing**
  Pick a few go-to shots: team at work, close-ups of finished jobs, before-and-after.
- ☐ **Same kind of light**
  Natural daylight or bright, even light. Avoid heavy filters that change your colors.
- ☐ **Brand in the frame**
  Uniforms, vehicles, or signage visible when it fits naturally.

03 Give Your Brand a Voice

Your voice is how your business sounds in writing and on the phone. When everyone uses the same voice, customers get the same experience from the website, the technician, and the invoice.

Pick three words

Circle up to three that describe how you want customers to feel you sound, or write your own. Then add one thing you *never* want to sound like.

Friendly | Straightforward | Calm | Warm | Expert | Upbeat | Honest | Neighborly | Professional | Playful | Patient | Bold | Precise | Reassuring | Down-to-earth

WORD 1	WORD 2	WORD 3	BUT NEVER

Lone Oak (fictional) chose: **Straightforward, Neighborly, Reassuring**. But never: pushy or salesy.

Before and after

HEADLINE BEFORE	"Your Premier Provider of Comprehensive Plumbing Solutions"
HEADLINE AFTER	**"Plumbing fixed right, and explained clearly. Serving Burleson, Crowley & Joshua."**
CAPTION BEFORE	"Another job well done!!! Call now for all your plumbing needs!!!"
CAPTION AFTER	**"This kitchen drain had been slow for months. Marcus cleared it in under an hour and showed the homeowner what caused it. Slow drain at your place? Send us a message."**

Phrases your team can share

Write down a few words and phrases everyone should use, and what they replace. Share it with anyone who answers the phone, posts online, or writes estimates.

SITUATION	WE SAY	INSTEAD OF
Answering the phone	"Lone Oak Plumbing, this is Jake. How can I help?"	"Yeah, hello?"
Explaining price	"Here's the price before we start."	"We'll see what it comes to."

04 Brand Audit

Print this page. Check each place customers see you, and tick the box when it matches your brand sheet. Leave it blank if it doesn't.

BUSINESS _____ DATE _____ CHECKED BY _____

WHERE CUSTOMERS SEE YOU	CURRENT LOGO	BRAND COLORS	SAME NAME & MESSAGE	REAL PHOTOS	VOICE FITS	WHAT'S OFF?
Website	☐	☐	☐	☐	☐	
Google Business Profile	☐	☐	☐	☐	☐	
Facebook	☐	☐	☐	☐	☐	
Instagram	☐	☐	☐	☐	☐	
Other social: _____	☐	☐	☐	☐	☐	
Yard signs & storefront sign	☐	☐	☐	☐	☐	
Shirts & uniforms	☐	☐	☐	☐	☐	
Vehicles	☐	☐	☐	☐	☐	
Proposals & estimates	☐	☐	☐	☐	☐	
Invoices & receipts	☐	☐	☐	☐	☐	
Email signatures	☐	☐	☐	☐	☐	
Business cards & flyers	☐	☐	☐	☐	☐	

My first three updates

Start with what customers see most, like your website, Google profile, and vehicles, not what's easiest.

#	WHERE	WHAT TO CHANGE	WHO	BY WHEN
1				
2				
3				

05 One-Page Brand Sheet

Fill this in, keep it with your logo files, and hand it to every designer, printer, sign shop, and new employee. See the completed example on the next page.

BUSINESS NAME _____ **LAST UPDATED** _____

1 MAIN MESSAGE

_____

_____

2 LOGO VERSIONS

MAIN LOGO · USE WHEN

SIMPLIFIED MARK · USE WHEN

ONE-COLOR · USE WHEN

CLEAR SPACE & DON'TS

_____

3 COLORS (NAME + HEX / RGB / CMYK OR PANTONE)

PRIMARY	ACCENT	TEXT	BACKGROUND
_____	_____	_____	_____
_____	_____	_____	_____

4 FONTS

HEADLINES

_____

BODY TEXT

_____

5 PHOTO STYLE

_____

_____

_____

6 VOICE

WORD 1	WORD 2	WORD 3	BUT NEVER
_____	_____	_____	_____

PHRASES WE ALWAYS USE

_____

7 APPROVED FILES

LINK OR FOLDER WHERE THE APPROVED LOGO AND PHOTO FILES LIVE

_____

WHO TO ASK FOR FILES

_____

05 COMPLETED EXAMPLE · LONE OAK PLUMBING FICTIONAL

1 MAIN MESSAGE

"Lone Oak Plumbing fixes it right and explains it clearly, for homeowners in Burleson and nearby." Tagline: "Fixed right. Explained clearly."

2 LOGO VERSIONS



Main: website, signs, trucks, proposals



Mark: social profiles, site icon, caps



One-color: vinyl, stamps, white on photos

Clear space = height of the circle on every side. Never stretch, recolor, or add effects.

3 COLORS

- **Oak Green · primary** #1F4D3A · RGB 31 77 58
- **Brass · accent** #C9A227 · RGB 201 162 39
- **Charcoal · text** #2B2B2B · RGB 43 43 43
- **Warm White · background** #F7F5EF · RGB 247 245 239

Print: ask the printer to match these and record their CMYK/Pantone values here. Never brass text on white.

4 FONTS

Headlines: Poppins Bold
Body text: Inter Regular
Both are free Google Fonts.

5 PHOTO STYLE

Real team and real jobs, daylight, no filters. Go-to shots: tech at work, finished job close-up, before/after. Uniforms or truck in frame when natural.

6 VOICE

Straightforward · Neighborly · Reassuring. Never pushy or salesy. Always: "Here's the price before we start." Answer: "Lone Oak Plumbing, this is [name]. How can I help?"

7 APPROVED FILES

Shared folder "Lone Oak – Brand Files" (vector PDF/EPS/SVG, PNGs, photos). Ask: office manager.

Need a Hand? We Know Some People.

Want help pulling your logo, colors, photos, and message together? Kre-adiv does branding and graphic design for small businesses. No pressure. No confusing marketing talk.

kre-adiv.com · connect@kre-adiv.com · 817-223-5583

Let's Talk About Your Business →

Sources

Understanding Contrast (Minimum), WCAG 2.2 — W3C

Contrast Checker — WebAIM

Contrast and Color Accessibility — WebAIM

General educational information. Lone Oak Plumbing, its logo, colors, and details are fictional examples. Poppins and Inter are open-source fonts used for illustration. © 2026 Kre-adiv Digital Marketing.