







and confident, or do you have a friendly, supportive kind of

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readable and reflect your brand's personality.

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social media should clearly reflect your brand's visual

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construction brand. It's how people find you, get to know

of the most difficult—but important—aspects of your brand

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your audience, and what are the benefits for the customer?

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and reflect the quality of your work. It should address the

the site. Make sure it's easy for visitors to find what they're

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Your visual identity is what gives your brand its visual flair—

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Two sets of horizontal lines for text entry. Each set consists of two olive green lines, with a shorter blue line centered between them.

