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GUIDE · BRANDING

BUILDING A BRAND: A HANDBOOK

From choosing a logo and colours to messaging, what a trades business needs to look credible online and on the road.

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A brand is the impression people form before they have hired you: on the side of your truck, in your Google listing, on a quote. This handbook walks through the parts of a brand a trades or service business needs, in the order that makes sense to build them.

START WITH WHAT YOU WANT TO BE KNOWN FOR

Before colours or a logo, write down three things: the jobs you want more of, the customers you want to serve, and the reason they should choose you over the next company. Keep each answer to one sentence.

Those sentences become the test for every other decision. A logo, a slogan or a website section either supports them or it does not.

NAME AND LOGO

If your business already has a name customers know, keep it. Changing a name costs referrals. If you are naming a new business, choose something easy to say on the phone, easy to spell into a search bar and available as a domain.

- Check the logo at the size of a social media profile picture.
- Check it in black and white before you approve the colours.
- Get the files in vector format (SVG or PDF) as well as PNG.

A good trades logo is simple enough to read on a moving truck and on a phone screen. Ask for three versions: a full logo, a compact version for small spaces, and a single-colour version for stickers, embroidery and stamps.

COLOURS AND TYPE

Pick one main colour, one accent colour and a neutral. Write down their exact codes (hex for screens, CMYK for print) so your sign maker, printer and web designer all use the same ones.

Choose one or two fonts and use them everywhere: website, quotes, invoices and social posts. Consistency does more for credibility than any single design choice.

VOICE: HOW YOUR BUSINESS SOUNDS

Your voice is how you write and speak to customers. Most trades businesses do best with a voice that is clear, direct and friendly. Avoid jargon unless your customers use it too.

Write a short paragraph that describes your business in plain words. Use it on your website, your Google Business Profile and your social media bios so the description matches everywhere.

WHERE A BRAND SHOWS UP

Go through the list and update each place to match. A customer who sees the same name, colours and description in three places starts to trust the business before the first call.

- Vehicles, uniforms and job site signs
- Website, Google Business Profile and online directories
- Quotes, invoices, email signatures and voicemail greeting
- Social media profiles and posts
- Yard signs, door hangers and print ads

KEEP IT WRITTEN DOWN

Put your logo files, colour codes, fonts and description in one short brand guide. Share it with anyone who designs, prints or posts for you. Souck's free brand guidelines template is a good starting point.

NEED A HAND?

Souck helps trades and service businesses with websites, search, advertising, branding and business systems. Book a free conversation at souckinc.com/book or call 1-888-218-9374.