

- **Target Audience:** Small business owners and entrepreneurs looking to start their brand or rebrand
- **Buying Journey:** First Impression
- **Purpose:** To generate leads
- **Communication Channel:** Blog Post

Free Tools to Define Your Brand Style

Defining your brand style is essential for maintaining a consistent branding identity for your small business. Your brand is the face of your business, with identity online and in the real world. Ensuring your brand identity is consistent requires a strategy. This is where your brand style guide comes in. Your brand style guide converts your brand's mission, vision, and core values into a design that is memorable and consistent. How can you define your brand style as a small business with a limited budget? Here are 7 free tools that can help.

Brand Foundations

Brand Basics

Before defining your brand style, it is crucial to have a solid foundation for your brand. Read our past blog post about the [5 essential brand builders](#).

Brand Personality

Additionally, it is important to already have your brand personality clearly defined beforehand.

Take a look at our most recent blog about the [6 brand personalities and how you can apply their brand strategies](#).

Brand Style Guide

Your brand style guide is a document that designs how a business presents itself to the world. It's a rulebook containing specifications on everything that plays a role in the look and feel of your brand - from imagery, typography, and color schemes to logos. The first step to creating a brand style guide is to find inspiration by looking for imagery such as creating a Pinterest board about what your core values mean to you. The 2nd step is to define your brand elements which consist of your brand story, logo guidelines, typography and fonts, image guidelines, and brand voice. 3rd step is to choose the formats of your brand collateral. Is your brand mostly digital? Do you sell physical products? Are you focusing on social media marketing? The final step is to take your 6 brand elements and incorporate them into your business's wants and needs to make an outline. Decide if you want your guide to be a PDF or printed. Your brand style guide is a living document and you can always add to it or adjust it.

Brand Inspiration

Instagram

Instagram is another great free tool to find branding inspiration. Many top designers use Instagram to showcase their portfolio work.

Here are some hashtags you can search for:

- #branding
- #brandingdesign
- #brandinginspiration
- #brandidentity
- #logoinspiration

Behance

[Behance](#) is Adobe's platform for discovering creative works. You can find inspiration for logos, typography, patterns, websites, illustration, photography, packaging, etc.

Pinterest

[Pinterest](#) is an image sharing and social media platform designed to enable the saving and discovery of information on the internet using images, animated GIFs, and videos in the form of pinboards. Pinboards are where you save your "Pins", images, or videos you want to save. You can create new boards from your profile as you save a Pin.

You can use pinboards to create moodboards. Moodboards are physical or digital collages of ideas. Moodboards serve as a transition between your initial idea to a first draft. They help you organize your thoughts, ideas, and concepts and keep you on track.

Brand Execution

Canva

Canva has a [color palettes feature](#) where you can explore hundreds of different color palettes and find one that fits your brand. Canva also has a [blog](#) where you can read articles such as how to choose the right fonts and free stylish fonts to bring a touch of elegance to any design.

Although Canva can be a great resource for finding color palettes and fonts to use for your branding, you should not use Canva to design your logo. Canva has a One Use License policy meaning each time you use your Canva logo to a new purpose you would have to export it again so Canva can generate a license that you can attach to that use in order to be compliant. Additionally, you will never own your logo if you use Canva elements. Canva owns the elements and you then license the right to use your own logo. You can never trademark it because you don't own it.

Coolors

[Coolors](#) is a super fast color palette generator. You can explore popular and trending palettes and even extract a palette from an image.

Google Fonts

If you're searching for font inspiration, [Google Fonts](#) has a huge catalog of open-source fonts. You can search for fonts by categories such as Serif, Sans Serif, Display, Handwriting, and Monospace.

Photo Sites

If you are looking for imagery inspiration, you can try looking at these on brand photo sites such as [Feather Blue Studios](#), [Styled Stock Society](#), [Haute Stock](#), [Splitshire](#), and [Ivory Mix](#).

Work With Us

As a small business that might have a limited budget, you can utilize free tools to find your brand style. If you are ready to make the next step toward presenting your small business professionally or transform your branding, our owner Ashly would love to help you every step of the way. Drop your email below and learn how you can skip the line and get VIP access to working directly with Ashly and start revamping your branding.