

# Build Your Look: Simple Branding Made Easy

This guide is for small beverage business owners in the Philippines who want their business to look more professional and consistent on social media, even if they do not have a graphic design background.

# What you will learn

By the end of this guide, you will:

- Understand what "branding" really means for a small beverage business.**
- Define how your brand "sounds" when you talk to customers online.**
- Choose simple, consistent colors and fonts for your brand.**
- Apply your branding to your social media profiles and posts.**

# 1. What is a brand?

Your brand is how people **see, feel, and remember** your business.

It is not just your logo. Your brand includes:

- The colors you use.
- The fonts and text style you choose.
- The style of your photos and graphics.
- The way you write your captions and replies (formal, friendly, playful, etc.).

## The Power of a Strong Brand

A strong brand helps customers:

- Recognize you quickly when your post appears in their feed.
- Feel a certain mood when they see your content (fun, cozy, premium, family-friendly, etc.).
- Trust that you are consistent and professional.

For small beverage businesses, good branding can make even a home-based or kiosk setup look more put-together and memorable online.

# 2. Choosing your brand colors

To keep things simple, start with **three main colors**:



## Primary color

your main brand color.



## Secondary color

a support color that works well with the primary color.



## Neutral color

for backgrounds and text (white, off-white, gray, or black).

## Tips for picking colors

Think about the feeling you want your brand to give:

- **Fresh and fruity drinks** bright and fun colors (e.g., yellow, orange, light green).
- **Cozy coffee shop** warm and earthy colors (e.g., brown, beige, cream).
- **Clean and premium** simple combinations (e.g., black, white, dark green).

Once you choose your colors, try to **stick to them** so your posts look related to each other.

# 3. Choosing your fonts

Fonts affect how your brand feels and how easy your content is to read.

To keep it simple, choose:

- **One font for headings** slightly bigger and bolder for titles.
- **One font for body text** simple and clean for captions and details.

## Tips for picking fonts

- Make sure the font is **easy to read on a phone screen**.
- Avoid using too many decorative or script fonts in long text.
- Use bold only for emphasis (titles or important words).

## Font Styles and Consistency

Examples of safe font styles:

- Clean sans-serif fonts (for a modern, simple look).
- A slightly more playful or rounded font for headings if your brand is fun and youthful, paired with a clean, simple font for body text.

The goal is for your fonts to feel consistent across:

- Profile details
- Post graphics or text overlays
- Menus or promo posters you share online

# 4. Defining your tone of voice

Your tone of voice is **how you "sound" when you speak through your brand.**

## It includes:

- The words you choose.
- The level of formality (formal, semi-formal, casual).
- Whether you use Filipino, English, or Taglish.

## Ask yourself:

- Do I want my brand to feel playful and energetic?
- Warm and homey?
- Calm and premium?

## Examples of tone of voice

### Friendly and casual (Taglish):

"Beat the heat with our new Mango Cooler! ❄️ Order na, bes!"

### Warm and homey:

"Bring home the taste of comfort. Try our Tablea Hot Chocolate today."

### Calm and premium:

"Crafted slowly, served simply. Discover our Cold Brew collection."

Choose **three words** to describe your tone, for example:

- "Friendly, energetic, fun"
- "Warm, caring, family-oriented"
- "Calm, minimalist, premium"

Use this tone consistently in:

- Your captions
- Your replies to comments
- Your private messages

# 5. Making your profiles look consistent

Now that you have colors, fonts, and tone of voice, apply them to your social media pages.

## Profile picture

- Use your logo if you have one.
- If you don't have a logo yet, use a **clear photo of your drink** or cup that represents your brand, preferably with your main color.

## Cover photo / header

- Show your **best-selling drinks**, your tagline, and basic info (e.g., location, contact, or ordering details).
- Use your brand colors and fonts for any text on the cover.

## Bio / About section

- Write a short description in your chosen tone of voice.
- Include:
  - What you sell
  - Where you are located (city/barangay)
  - How to order (delivery apps, DM, pickup, etc.)

## Example:

"Serving iced coffee and milk tea in [City] since 2023. Pickup and delivery available. Message us to order!"

# 6. Quick branding checklist

Use this checklist to see how consistent your branding is right now.

Tick all that apply:

- I have chosen 3 main brand colors (primary, secondary, neutral).
- I use the same colors repeatedly in my posts and graphics.
- I have chosen one font for headings and one font for body text.
- I have decided on a tone of voice that fits my brand.
- My profile picture and cover photo match my brand style.
- My recent posts look like they belong to the same business (not random styles every time).