



UP NORTH BRANDING
EMBROIDERY | PRINTING | TRANSFERS

**THIS MONTH'S
SPOTLIGHT...**

WHETHER
YOU'RE AN
ENTREPRENEUR,
INFLUENCER OR
CORPORATE
LEADER, YOUR
BRAND IS YOUR
LEGACY!

THIS MONTH WE
ARE DIVING
INTO...

BRANDING THAT SPEAKS VOLUMES

**HOW TO CRAFT A MEMORABLE PERSONAL BRAND
(EVEN WHEN YOU ARE JUST STARTING OUT)**

**WHY CONSISTENCY IN BRANDING = TRUST AND
RECOGNITION**

HOT TRENDS IN VISUAL IDENTITY FOR 2025.

BUILD A SIMPLE BRAND FRAMEWORK

Even if you're not ready for a full brand guide, jot down the following:



Three words that describe your vibe



One promise you make to every client/follower/reader



A one-sentence bio or tagline



Who are you here for?

We specialize in helping new brands find their unique voice and build a brand that truly showcases YOU, or developing an already existing brand into something new and exciting. If you are ready to take that step, get in touch with us today.

SO, YOU HAVE BUILT YOUR BRAND BUT WHAT COMES NEXT?

WANT TO BUILD TRUST? STAY CONSISTENT!

Think of the brands you trust the most.

Chances are they are not the flashiest or the loudest. They will be the ones that show up the same way every single time, and that my friends is where the magic is. That is consistency.

Whether you are running a solo business or managing a growing brand, that is what people will recognise and this is what will keep them coming back.



Why Consistency = Trust

When your tone, visuals, and message stay steady, your audience knows what to expect. It makes you look more professional, even if you're still growing.

Most importantly, consistency builds the kind of familiarity that turns first-time viewers into loyal followers or clients.

Just remember - People need to see your message a minimum of 7 times before it sticks. That will only work if you are saying the same thing every time!

If you are already set up, do a quick check in to make sure its consistent across the board....

- Are your fonts, colours, logos the same on your website, socials and emails?
- Do you use your brand voice in your captions, blog posts and DM's?
- Is your message clear and are you repeating it regularly?

Even small tweaks can lead you to a much stronger presence.

Let us help you audit and elevate your current branding or build a brand new brand that represents who you are and what you do from the ground up.

The only restriction is your imagination, and thats where we come in!

Up North Branding - Bringing clarity and confidence to small brands.