Brand Board — [Your Brand]

One page that keeps everything you make looking like it came from the same business. Fill in your real palette, fonts and logo.



Electric Blue	Deep Blue	Ink	Slate	Mist	Gold (sparingly)
#0070D1	#0B4F9E	#1F2733	#5A6B7D	#DCEBFA	#C9A227

Fonts

Headings: Arial Bold (clean, everywhere) • Body: Arial • Accent/handwritten for social posts only: pick ONE and stick to it.

Logo — do & don't

DO: use the logo on Mist or white, with clear sp	DON'T: stretch it, recolor it, or put it on a bu
DO: use the paw/icon alone where space is tiny	DON'T: add shadows, outlines or other fonts to t

Voice in one line

Plain-spoken, useful, no hype: we say what the thing does and what it costs.

Business Card — front & back (print at 100%, cut on the lines)

YOUR NAME

Your Business
(555) 010-0000
you@yourbusiness.com
yourwebsite.com

BACK

What you do, in six words:
“We come to you. Flat prices.”

QR code to your booking page → [stick it here]

Standard business cards are 3.5 × 2 inches. Any print shop can run these from this PDF — or paste the same words into their online designer.

Media Kit — Page 1: About

Name / channel: _____

What I make: _____

My story (3 short sentences — who, what, why you)

_____

_____

_____

_____

What brands get

- ☐ An audience that actually comments, not just scrolls
- ☐ Content in my real voice — no script-reading
- ☐ Photos/video delivered on the date promised
- ☐ Honest reporting: screenshots of real numbers after every post

Media Kit — Page 2: Audience & Numbers

Use your REAL numbers only — brands check, and honest small numbers with real engagement beat inflated ones.

Platform	Followers	Avg. views / reach

Audience age / location (top 3)	
Audience interests	
Best-performing post (link + numbers)	

Media Kit — Page 3: Services, Testimonials, Contact

Ways to work with me

- ☐ Sponsored post or video (rates on the Rate Card in this folder)
- ☐ Product review — I only review things I've actually used
- ☐ Event coverage / hosting
- ☐ Long-term ambassador (3+ months)

Kind words

“[Quote from a past client — ask permission, use their real words.]” — Name, Business

Booking / contact email: _____

Response time promise (e.g. 1 business day): _____