

FREE DIGITAL STARTER KIT (FOR NEW BUSINESSES)

1. Brand Color Palette:

- Primary Blue: #1D4ED8
- Secondary Teal: #14B8A6
- Accent Yellow: #FACC15
- Neutral Dark: #1E1E1E
- Neutral Light: #F5F5F5

2. Font Pairing Guide:

- Headings: Poppins Bold
- Body: Inter Regular

3. Social Media Post Templates:

Template 1: Welcome to Your New Digital Identity

Template 2: 3 Tips to Make Your Brand Stand Out

Template 3: Our Services

Template 4: Brand Quote

Template 5: Free Kit Promo

4. 1-Week Content Calendar:

Mon: Educational Tip

Tue: Promo

Wed: Value Post

Thu: Engagement Question

Fri: Showcase

Sat: Quote

Sun: Light Post

5. Brand Voice Guidelines:

- Friendly, clear, helpful
- Short sentences
- Simple language
- Modern, professional, creative