Faceless Branding Starter Kit

12 simple steps to give your content a consistent look.

What you get

Practical steps, worked examples, a brand sheet to fill in and a final checklist. The separate Reference Cards PDF has 12 matching reminders. This guide helps you create your own assets; custom logos and editable templates are not included.

Friendly, practical steps you can work through at your own pace. Start with one small task and build from there.

A note from Sherrie

You do not need to know every tool or have everything perfect before you begin. Keep your first attempt simple, check your work and improve one thing at a time.

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Optional affiliate links and disclosure appear on the resources page. The kit includes PDFs, not software, editable design templates or a done-for-you service.

Make it feel like you

You do not have to show your face to give your content a recognisable style. A few clear choices can save you from starting again every time you make a post or video.

Work through one step at a time using a design tool you already have. Choose one channel, page or product first, rather than updating everything at once.

A simple starting exercise

• Name the person you want to help.

• Choose three words for your tone.

• Save a small colour palette.

• Make one design you can reuse.

Branding supports recognition and clarity; it does not guarantee views, sales or income. Check permissions for photos, fonts and other assets.

Build your brand | 01-02

01 Know who you are helping

Start with one person in mind. What are they trying to do, and what keeps getting in their way? You do not need a complicated customer profile.

Try this: Busy beginners who want to make helpful videos without showing their face.

Your next step: Write: I help ___ to ___ without ___.

02 Choose how you want to sound

Pick three words you want people to associate with your content. Friendly, clear and practical is a good starting point. Use words you would actually say.

Try this: Instead of "deploy your visual identity", try "use the same colours and fonts in your next post".

Your next step: Choose your three words and rewrite one caption using them.

Build your brand | 03-04

03 Pick a small colour palette

Choose one main colour, one supporting colour and dark or light neutrals. Save the hex codes so you can use the same shades again. Give each colour a job.

Try this: Digital Nan example: royal blue #0033A0, gold #D4AF37, soft black #0A0A0A and white #FFFFFF. Metallic gold is a decorative effect, not a single hex colour.

Your next step: Write down your colours and give each one a job.

04 Choose readable fonts

Start with one or two font families. Use a bold heading and a plain body font. Consistent sizes and spacing matter more than finding the perfect pairing.

Try this: Use fonts available in your tool. A simple option is Arial in bold and regular. Check the font licence for your intended use.

Your next step: Make a heading and a paragraph. Can you read both on your phone?

Build your brand | 05-06

05 Keep your logo simple

A clear text logo can be enough to start. Try your name, initials or a simple symbol with your name. Check that it makes sense when small.

Try this: Keep versions for light and dark backgrounds. Save transparent PNG copies and an editable original; retain a vector copy if your tool supports it.

Your next step: Choose one main logo and save the versions you will use.

06 Set a few logo rules

Choose a usual position, leave clear space around the logo and keep its proportions. Avoid stretching it or placing it where it disappears.

Try this: A small corner mark may suit a thumbnail. A centred logo may suit a cover. Test the actual design.

Your next step: Write where your logo sits and which version works on each background.

Build your brand | 07-08

07 Choose a consistent image style

Pick a general look: clean screenshots, simple illustrations or natural photos. Match the style to what you teach and the people you help.

Try this: Use similar lighting and background treatments. Adjust the crop for each platform. Preserve your real appearance when using your own photo.

Your next step: Choose three example images that feel right for your brand.

08 Make one reusable thumbnail

Build a simple layout in a design tool you already use. Give the main image and short headline room to breathe. Check it at a small size.

Try this: For a tutorial, try one clear screenshot and a heading such as "Your first faceless video". Change the topic image and words for the next video.

Your next step: Save an editable master and duplicate it before making changes.

Build your brand | 09-10

09 Create a matching post or listing

Carry the same colours and fonts into one social post, product image or listing. Keep the message suited to that space. Designs need not be identical.

Try this: A product image should show what the buyer receives. A social post can focus on one helpful idea. A video cover should make its topic clear.

Your next step: Create one matching design for the place you actually publish.

10 Check it on a small screen

View the design on your phone. Check words, contrast and logo. If you have to squint, simplify it. Use a contrast checker for text and backgrounds.

Try this: White on royal blue can be readable. Gold on white can be hard to read: use dark text on white and gold for borders or highlights.

Your next step: Fix the hardest-to-read part before adding decoration.

Build your brand | 11-12

11 Save your brand in one place

Make a folder for your logo, colour codes, font names and editable designs. Give files clear names so you can find them again.

Try this: Use folders called Logos, Brand Notes, Templates and Finished Designs. Keep editable masters separate from published exports.

Your next step: Fill in your brand sheet and save it with your files.

12 Use it, then make small improvements

Apply your choices to your next few pieces of content. Notice what is easy to reuse and what needs simplifying. You can improve as you go.

Try this: Ask someone whether the topic is clear and the words are readable. Views and clicks have many influences; a colour change alone does not prove a cause.

Your next step: Publish one piece, note one useful improvement, and keep going.

Your brand at a glance

Print and fill in this page, or copy the headings into your notes.

Brand name and main link

Who I help and what I help them do

Three words for my tone

Main colour, supporting colour and neutrals (hex codes)

Heading font and body font

Logo versions and usual placement

Image style and reusable designs

Where I save my brand files

Before you publish

- My colours and fonts match my brand sheet.
- The words sound like me and explain one clear idea.
- The text is easy to read on my phone.
- My logo is clear and has space around it.
- The image suits the destination and is not stretched.
- I have permission to use the images, fonts and other assets.
- My product description matches what the buyer receives.
- My links work and I have saved an editable master.

Keep the first week simple

Choose your basics. Make one reusable design. Publish one piece. Review what was easy or awkward, then adjust one thing. You can build from there.

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Before choosing a tool

• Check what your existing tools can already do.

• Review current pricing, usage limits and commercial-use permissions.

• Keep your own copies of finished files and editable originals.

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