

5 Signs

Your Brand

Identity Is

Holding

You Back



**One Logo.
Five Platforms.
Zero Consistency.**



Pixelated on WhatsApp,
cropped on Facebook,
stretched on the
website.

Nobody's compared
them side by side.

HAVE YOU?



Your Prices Grew Up. Your Visual Identity Didn't.

2

New products, higher prices, a different customer than the one you launched for.

Running on visuals built for the business you used to be...

SOUND RIGHT?



**Every Post Looks Like
It Was Created By a
Different Person.**

3

Different lighting, different
framing, different vibe — a
phone snap next to a stock
photo next to last year's
product shot.

No continuity. No
consistency.

NOTICED IT?



**Your Colours Changed
Three Times This Year.
None of the Reasons Were
Good Ones.**

4

Nando's PERi Red is Pantone 1797, colour-matched to an actual chilli, unchanged since 2016. That's a colour with a reason behind it.

Yours might just be a Sunday impulse, or a choice on a whim.

WAS IT?



Nobody in Your Business Can Describe Your Brand in One Sentence.



It's never been written down.

You have two colours, one font,
maybe a rough tone, floating
around somewhere.

Everyone is guessing and
improvising, that's how you end up
back at Slide 2, with five versions of
the same logo, and an inconsistent
brand.

WHERE IS YOURS?



HOW DID YOU SCORE?



0:

You're Doing
Just Fine, Keep
It Up and Stay
Consistent!



1-2:

There is
Something
There, But It's
Started Drifting



3+:

You Don't Have
a Brand
Identity — You
Have a Logo
and Some
Habits.



Brand Identity Need Some Work?

Let Nebula Help
You Build a **Strong,**
Consistent, and
Memorable Brand.



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