



Brand Template and Communications Review

For Small to Medium Businesses

A consistent brand is more than just a logo—it's the tone, style, and structure that carries your message across every touchpoint. Whether you're sending a proposal, posting on social media, or briefing your team, your communication templates should reflect your brand's identity with clarity and confidence.

At Street Strategy, we help small to medium businesses audit and refine their brand templates to ensure every document, email, and message reinforces your values and visual identity. This builds trust, improves recognition, and creates a seamless experience for clients and staff alike.

We also guide you in choosing the most effective forms of communication—internally and externally—based on your business size, goals, and audience. From branded email signatures and client onboarding kits to internal memos and team updates, we tailor your communication strategy to deliver impact without overwhelm.

Why it matters:

- Consistency builds credibility and brand recognition.
- Clear templates save time and reduce confusion.
- Strategic communication channels improve engagement and outcomes.

Whether you're growing your team or expanding your client base, a well-defined brand and communication system sets the tone for success.

A. Brand Template Example

Work with STREET Strategy to ensure all your communication templates including; **email banners, social media templates, brochures and digital ads** are brand consistent.



B. Communications Review Example

Work with STREET Strategy to decide what **communication and marketing channels** would work best for your business and desired target audience.

Your Guide to Choosing the Right Mix

This visual guide helps small to medium businesses understand and prioritise the most effective communication and marketing channels. Use it to audit your current efforts, identify gaps, and align your strategy with your brand identity.

Channel Overview:

Category	Channel Options
Digital Marketing	Website, Email marketing, Social media, SEO, Google Business Profile, Online ads, Content marketing, Video marketing, Webinars, Affiliate marketing, Influencer marketing, Online directories, Reviews
Offline & Traditional	Networking events, Print advertising, Radio/TV, Direct mail, Outdoor signage, Referral programs, Sponsorships, Cold calling, Point-of-sale promotions
Hybrid & Interactive	SMS marketing, Chatbots, CRM tools, Lead magnets, Online booking, Surveys & feedback

How STREET Strategy works with your business:

Steps	Description
Step 1	Audit your current channels—what's working, what's missing?
Step 2	Prioritise 3–5 channels based on your goals, audience, and resources.
Step 3	Align your templates and tone across each channel for brand consistency.