



Polka Dot Teapot
Studio

Your Personalised Brand Kit



A thoughtfully created collection of branding and content templates, designed completely around your business.



PERSONALISED · EDITABLE
CREATED JUST FOR YOU



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Welcome *to* Your Personalised Brand Kit



A Brand Kit created around your actual
business.

My ready-made Brand Kits started with imaginary businesses, little brand worlds designed to show how colours, fonts, imagery and content can all work beautifully together.

With a Personalised Brand Kit, I do exactly the same thing for your business.

You'll tell me about your business, share your existing links, ideas and inspiration, and I'll use everything you give me to create a cohesive visual direction and collection of content designed specifically around you.

THE FIRST STEP TELL ME ABOUT YOUR BUSINESS

Your questionnaire gives me everything I need to start creating, from your branding and audience to your ideas, inspiration and future direction.

CLICK TO COMPLETE YOUR BRAND
QUESTIONNAIRE

Finished your questionnaire?

Email your completed copy to laura@polkadotteapotstudio.co.uk, along with your name, business name and order number.

You can send a Google Docs link (just make sure I can view it), or attach your questionnaire as a PDF or Word document.

Once received, I can start creating your personalised Brand Kit.



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Inside your *Brand Kit*



Everything you need to bring your own brand
world to life.



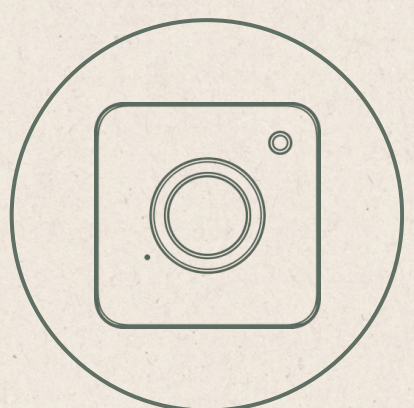
Your Brand Theme

A bespoke mix of colours,
fonts and visual elements
created around your business.



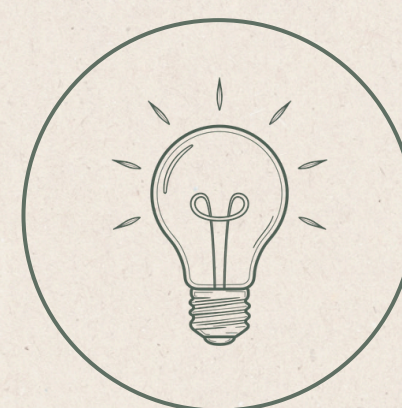
Carousel Content

A bespoke carousel concept
designed around your
business and audience.



Social Media Content

8 editable Canva templates
designed around your brand
and the content you create.



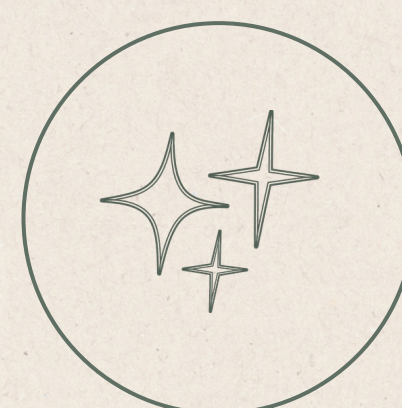
Your Brand in Action

See your new visual direction
brought to life using your own
business and content.



Email Marketing

An editable email template
created to complement your
new brand style.



Marketing Guidance

Personalised content ideas,
repurposing suggestions and
tips for using your kit.

Created for

Small businesses ready for a brand that feels a little more like
them.





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A Peek *inside*

Just a few examples from my
ready-made Brand Kits

Brand Example

Hearth & Honey

An artisanal café creating slow moments, seasonal flavours and a warm space to gather and stay awhile.

Brand Personality

- Warm
- Welcoming
- Artisanal
- Authentic
- Thoughtful

Tone of Voice

Friendly, down-to-earth and genuine. Hearth & Honey speaks through marketing like they would to their regulars warm, relaxed and authentic

They celebrate the beauty in simple things, good food, and great company

Example Messaging

“Good coffee. Warm hearts.”

“Made fresh. Made with care.”

“Take a seat, stay awhile.”

Target Audience

People aged 25+ who appreciate quality, creativity and connection. They value meaningful experiences and love supporting small, local and independent businesses.

- Enjoys café culture and slow mornings
- Values handcrafted, seasonal and local products
- Loves warm, welcoming spaces
- Seeks connection and community

Visual Direction

Warm natural light
Terracotta, clay and caramel tones
Raw, tactile and imperfect textures
Artisanal details and hand lettering
Lifestyle, food and behind-the-scenes imagery

PLEASE NOTE

Hearth & Honey is a fictional business designed to showcase the template and inspire ideas.

IDEAL FOR

Cafés & Coffee Shops . Artisan Food Brands
Bakeries . Lifestyle Brands . Hospitality
Small Businesses & More

The Grounded Brand Kit

FOUR COHESIVE THEMES FOR YOUR BRAND

Soft Sage

Calm, minimal and quietly grounded

Perfect for wellness brands, slow living businesses, and anyone who wants their brand to feel soft, natural and considered.

COLOUR PALETTE

#F4F1EC

#D9D2C7

#A8B29A

#7AB46D

#5A5E4D

TEXTURE

GENTLE SHADOW

Adds depth and quiet movement

SOFT LINEN

Natural, breathable foundation

FLOWING SAGE

Soft colour with organic texture

Fonts

Heading **The Seasons**

Subheading **Cormorant Garamond**

Accent *Allura*

Body **Montserrat**

A soft, balanced combination designed to feel calm, natural and easy to read, bringing structure and warmth to your brand.

DESIGNED TO WORK TOGETHER

Mix textures colours and fonts from "The Grounded Brand Kit" to create a brand that feels cohesive, natural and uniquely you.

“Warm Teracotta” brand example

The “Soft Sage” brand theme

These examples are taken from my ready-made Brand Kits to give you a feel for what's included. Your Personalised Brand Kit will be created completely around your own business, ideas and individual style.

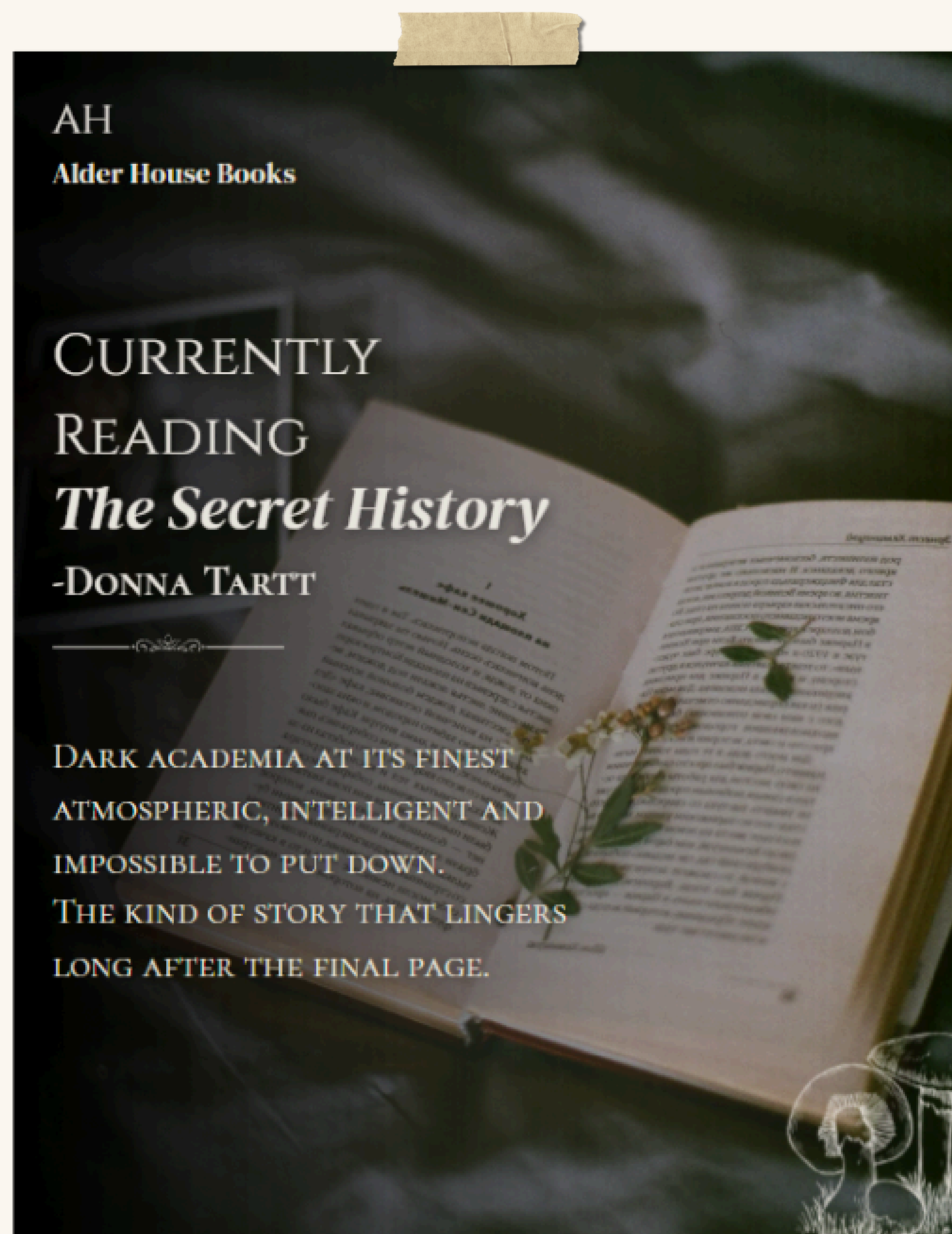




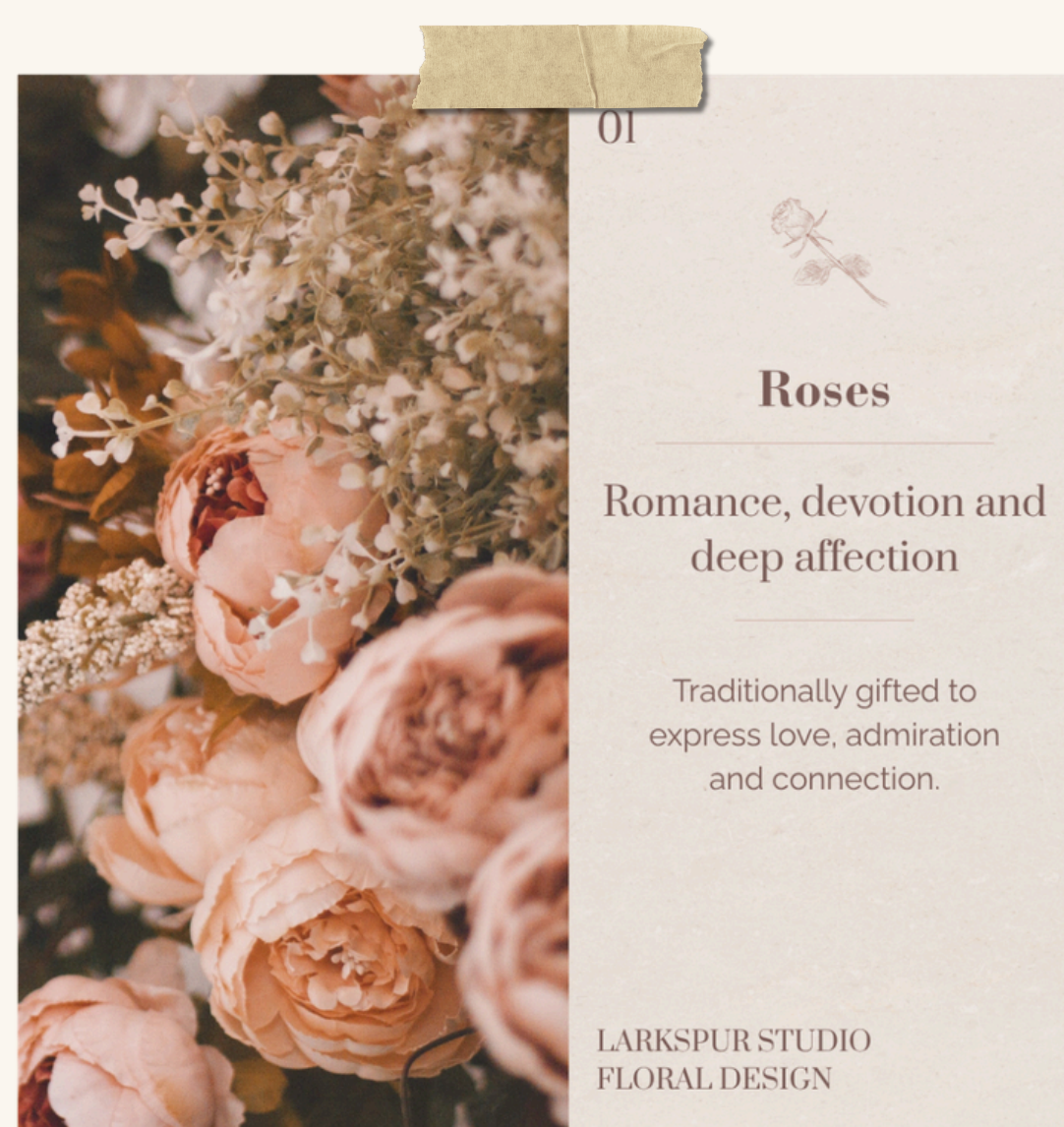
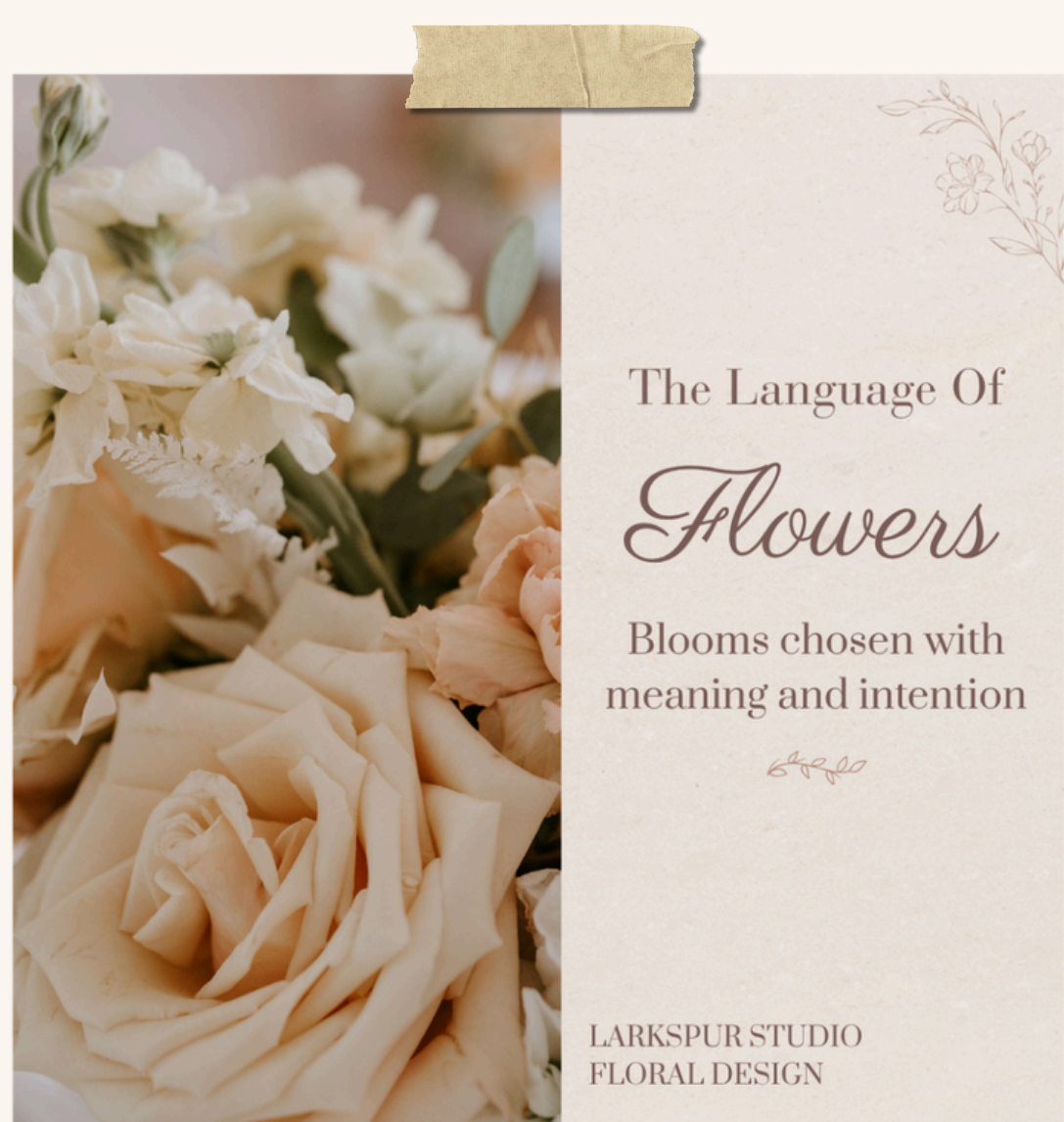
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A Peek *inside*

Just a few examples from my ready-made Brand Kits



Social media examples from the “Deep Moss” theme



Carousel example from the “Dusted Rose” theme

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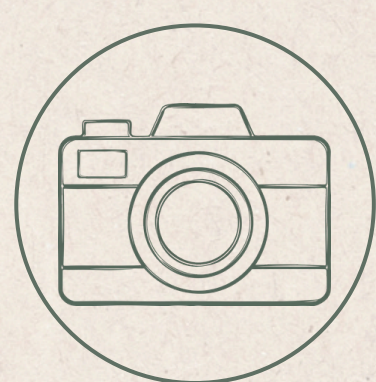


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Made for you
Made to be used

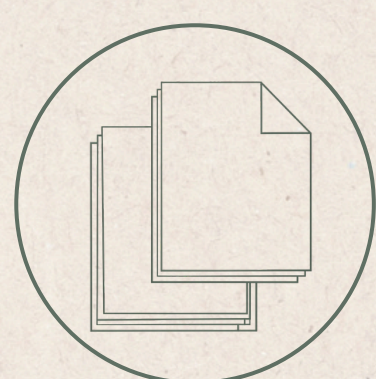


Your Brand Kit is designed to grow with your business.



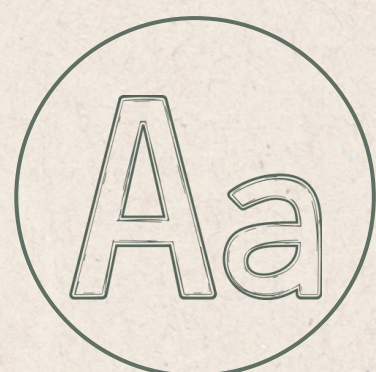
Replace your content

Swap in your own photos, products, wording and ideas.



Reuse your templates

Duplicate and adapt your designs whenever you need fresh content.



Keep things consistent

Use your new colours, fonts and visual style across your content.



Make it your own

Use your kit as a starting point and let it evolve with your business.



Canva Free Friendly

Your kit will be delivered as editable Canva links. All elements will be available with Canva Free unless you use Canva Pro.

Ready to get started?

Complete your questionnaire and let's build your brand world.
I can't wait to see what we create together.



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Important Information

Turnaround time

Please allow up to 2 weeks for your completed Brand Kit. This begins when I receive your completed questionnaire and all information needed to start your project, rather than on the original order date.

Revisions

Your purchase includes one round of minor amendments following delivery of your initial Brand Kit. This can include small changes to colours, fonts, wording or individual design elements.

A completely new visual direction, substantial redesign or additional templates/content is not included and may require an additional fee.

Canva access

A free Canva account is required to access and edit your finished templates. If you tell me you use Canva Pro, Pro-only elements may be incorporated into your designs.

Logo design

This package does not include a full logo design or logo suite. If you already have a logo, please provide it within your questionnaire and I can incorporate it into your Brand Kit where appropriate.

Your content & images

Please make sure you have permission to use any logos, photography, graphics or other materials you provide for inclusion in your Brand Kit. Inspiration images may be used to understand your preferred direction but will not automatically be copied or incorporated into the finished designs.

Examples shown

The designs shown within the product listing and Preview Guide are examples from my ready-made Brand Kits and are there to demonstrate the style and type of content you can expect. Your finished kit will be individually created around your own business and will not be a copy of an existing theme.

Digital delivery

This is a personalised digital product/service. No physical product will be posted.

Refunds & cancellations

Because this is a personalised product created specifically for your business, cancellations and refunds are not available once work on your Brand Kit has begun. If you need to cancel before I have started work, please contact me as soon as possible.



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Important Information

Usage

Your finished templates are for use within your own business. You're welcome to edit, duplicate and reuse them across your own marketing and content.

Please do not resell, redistribute or share the original templates or Canva template links, claim the original template designs as your own work, or use them to create competing template products for resale.

Questions before ordering?

If there's anything you're unsure about, please get in touch at laura@polkadotteapotstudio.co.uk before purchasing. I'm always happy to help.