

The premium *brand guide*.

How to make your business look more professional and sell better on social media.

A strategic edition for business owners, personal brands, and entrepreneurs.

Free guide

2 min read



The first sale *is visual.*

Before they read a word, your customer has already decided how they see you.

Trust

Do you look serious or improvised?

Perceived price

A better image raises the value of what you sell.

Clarity

If it isn't understood fast, it's lost.

Recall

Consistency is what makes people remember you.

Looking good isn't a luxury. It's part of selling.

The 5 mistakes that make your brand *look cheap.*

What takes value away is almost never your product. It's the presentation.

- 1 Cluttered designs
- 2 Fonts with no hierarchy
- 3 Colors with no system
- 4 Poor photos or mockups
- 5 A confusing or missing CTA

When everything competes, nothing stands out.

You don't need to post more. You need to post better.

The visual foundation of a *premium brand*.

Four pillars that make a brand look strong, clear, and professional.

Clarity

Understood in 3 seconds.

Consistency

Everything looks like the same brand.

Contrast

What matters jumps out.

Focus

One main message per piece.

When you get the form in order, perception improves.

How to build a post *that converts.*

Good design guides the eye and leads to an action.



Hook

Stop the scroll.

Visual

Show the value.

Benefit

Say what the person gets.

Proof

Back it up with an example, a data point, or a result.

CTA

Guide the next action.

Every piece should lead the eye to a single action.

Before you post

Checklist *before you post.*

If this isn't clear, don't post yet.

- ☐ Is it understood in 3 seconds?
- ☐ Is there just one main message?
- ☐ Does the headline stop the scroll?
- ☐ Does the design respect your brand?
- ☐ Is the benefit clear?
- ☐ Does your CTA say what to do?
- ☐ Would you save it if you were your customer?

If 2 or more fail, don't post yet.

Mini audit *of your brand.*

Rate your current image and spot where you're losing value.

Clarity

Is your message understood instantly?

1

2

3

4

5

Consistency

Does your brand look and feel the same across all your channels?

1

2

3

4

5

Readability

Is your content easy to read, understand, and skim?

1

2

3

4

5

Perceived value

Does your brand come across as professional and high quality?

1

2

3

4

5

Differentiation

Does your brand stand out from the competition?

1

2

3

4

5

CTA

Are your calls to action clear and effective?

1

2

3

4

5

24–30: you're doing well

16–23: there's friction

0–15: your image is holding you back

Your brand shouldn't just look nice. It should build trust.

Make your brand look as good as what you sell.

This guide also lives online

With prompts you can copy and a checklist you can tick off:

www.opensyntheai.com/en/blog/premium-brand-guide

OpenSyntheAI designs websites for businesses — and you see yours before you pay.

www.opensyntheai.com/en