

Brand Guide & Social Identity Manual

Building Trust Through Every Move



Brand Identity, Tone & Marketing Framework

A unified reference that defines how our brand looks, sounds, and connects with users, creating trust and efficiency through design, storytelling, and motion.

This guide was created to ensure a consistent brand experience across all touchpoints, from social media to web content, aligning every message, color, and story under one clear purpose: building trust in every move.

Brand Purpose

Market Insights

Target Audience

Positioning

Visual Identity

Growth Strategy

Messaging



What We Do

A unified reference that defines how our brand looks, sounds, and connects with users, creating trust and efficiency through design, storytelling, and motion.

LocalMovers helps:

**Consumers (B2C) find trusted, fixed-price moving services without stress.
Moving companies (B2B) get qualified clients ready to book.**

Brand Essence

Mision

To simplify the moving experience by connecting people with verified professionals, offering fixed prices, and managing every step with transparency and care.

Vision

To become the most trusted and efficient moving marketplace, where every relocation starts and ends with confidence.



Core Values



Trust

We only work with verified, professional movers.



Transparency

Clear, fixed prices and honest communication.



Efficiency

We save customers time and simplify operations for partners.



Human Connection

Every move is personal, we treat it that way.



Brand Positioning

LocalMovers.com connects consumers with reliable moving companies through a transparent and efficient marketplace experience.

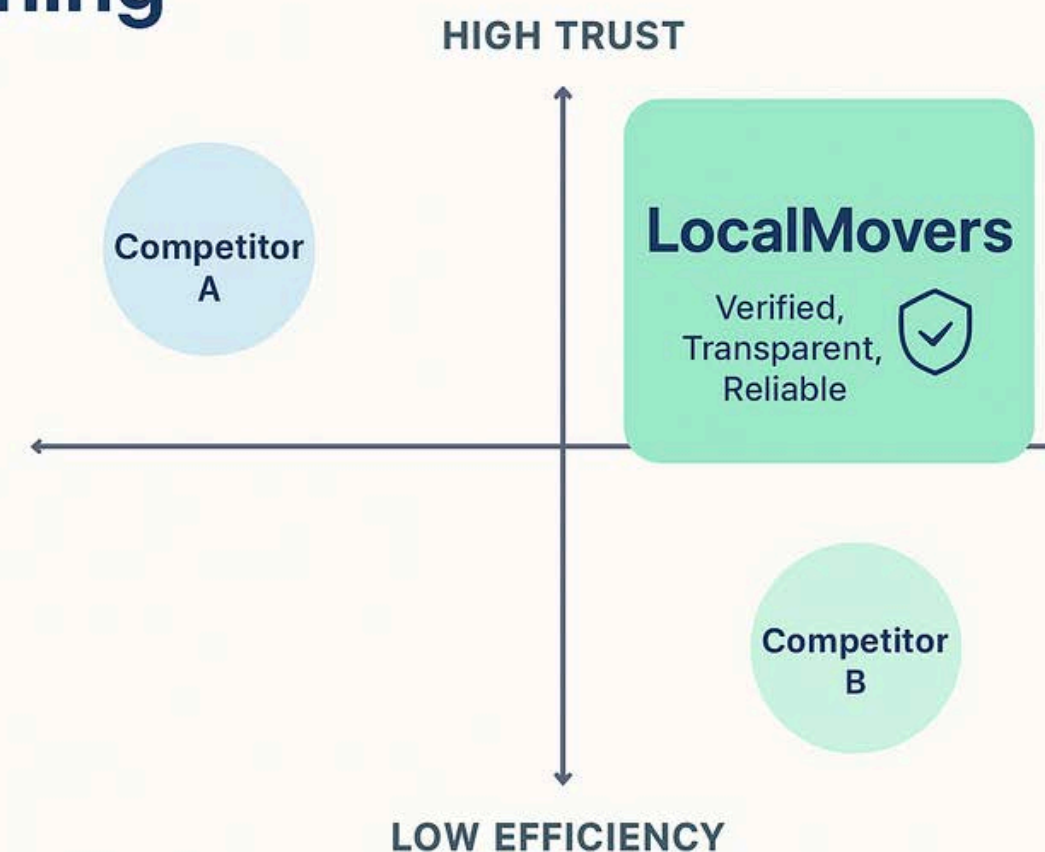
Brand Promise

A smoother, safer, and more trustworthy moving experience for everyone.

Brand Personality

Trustworthy, Helpful, Transparent, Efficient, Human, Approachable.

Brand Positioning





Audience Overview

B2C – Consumers (People who move)

Who they are:

Individuals or families planning a move, usually between homes, cities, or even countries. They value security, clarity, and trustworthy service providers.

Motivations:

- Save time and reduce stress.
- Avoid scams or hidden costs.
- Feel in control of their move.
- Access real, transparent information before making a decision.

Pain points:

- Lack of trust in moving companies.
- Hidden fees and unclear quotes.
- Overwhelming process with too many options.



What they value from us

- ✓ Verified companies
- ✓ Clear and transparent pricing
- ✓ Easy comparison and guidance
- ✓ Human and friendly communication

Content that resonates:

- Step-by-step moving guides
- Real user stories and testimonials
- “Before and after” lifestyle upgrades
- Checklists, tips, and time-saving hacks

Tone & Style:

Warm, approachable, reassuring

“Your next move can be easier than you think.”



Audience Overview

B2B – Movers (Professional moving companies)

Who they are:

Small and medium-sized moving companies looking to grow, improve operations, and build trust online.

Motivations:

- Attract more clients and improve visibility.
- Streamline operations and efficiency.
- Build a strong online reputation.
- Be part of a credible, transparent marketplace.

Pain points:

- Hard to stand out from unreliable competitors.
- Limited marketing and online presence.
- Lack of resources to improve processes.



What they value from us

- ✓ Visibility among qualified leads
- ✓ Tools and analytics for performance
- ✓ Educational content to improve business
- ✓ Association with a trusted brand

Content that resonates:

- Tutorials and industry insights
- Business growth and operational tips
- Interviews with successful movers
- Marketplace performance metrics

Tone & Style:

Professional, supportive, and educational
“Grow your moving business with smarter operations.”



LocalMovers builds trust on both sides: helping people move safely, and movers grow confidently.



Brand Voice & Personality

How LocalMovers speaks, consistently, clearly, and humanly.

Trait

Trustworthy

Helpful

Human

Professional

Optimistic

Description

We speak with integrity and reliability, people can depend on our words.

We always aim to simplify, guide, and add value.

We sound real, approachable, and empathetic, never robotic.

We communicate with clarity and expertise.

We focus on opportunities and new beginnings.

Example in tone

“Every mover on our platform is verified and reviewed.”

“Here’s how to plan your move in three easy steps.”

“We’ve all been there. Moving can be stressful. Let’s make it easier.”

“Our partners follow strict quality standards to ensure safety and reliability.”

“Every move is the start of something better.”



Voice Principles

How we write and speak, our communication DNA:

Be clear, never vague

Use empathy before expertise

Avoid jargon

Focus on solutions, not problems

Always build trust

Tone by Audience

B2C (Consumers)

Warm, friendly, reassuring

“Your next move can be easier than you think.”

B2B (Movers)

Professional, informative, practical

“Grow your moving business with smarter operations.”

General (Brand)

Transparent, approachable

“Compare real prices and move with confidence.”



Copy Style Guidelines

INSTAGRAM

DO

- ✓ “Moving soon? Let’s make it smooth, clear, and stress-free.”
- ✓ “Real stories. Real moves. Real peace of mind.”

DON'T

- ✗ “Moving is a nightmare, don’t risk it.”
- ✗ “Cheap movers, fast results.”

LINKEDIN

DO

- ✓ “Grow your moving business with smarter operations and data driven insights.”
- ✓ “We’re helping movers build visibility, credibility, and trust.”

DON'T

- ✗ “Business hacks that movers don’t want you to know.”
- ✗ “Join us to make more money fast.”

X

DO

- ✓ “Transparency shouldn’t be optional. It should be the standard.”
- ✓ “We’re not just moving boxes, we’re moving lives.”

DON'T

- ✗ “We’re the Uber of moving.”
- ✗ “Hot take: all movers are the same.”



Visual Guidelines

Color Palette



Primary #042253



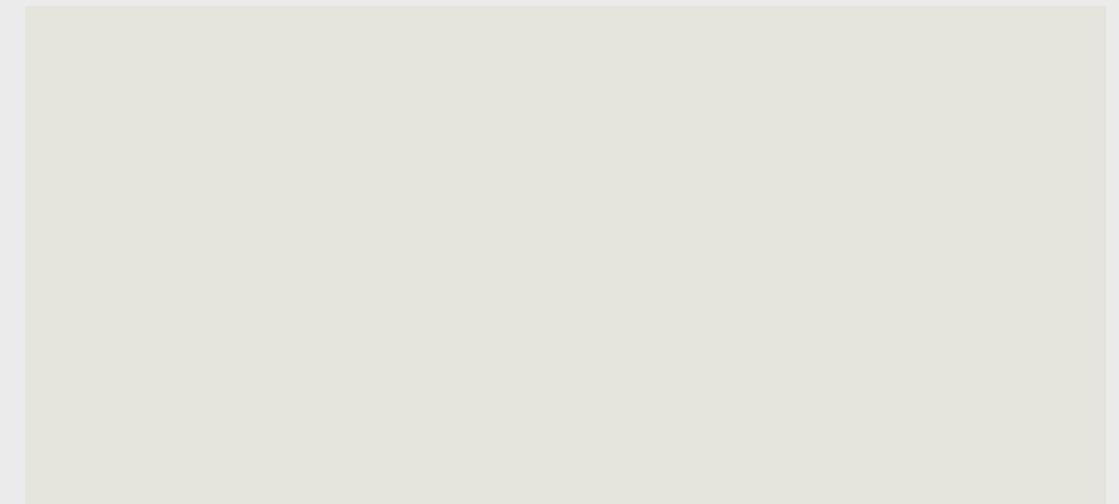
Secondary #FFBF00



#20293B



#767980



#E5E5DD



Visual Guidelines

Primary Typeface

Atyp
TEST

Aa

Weights

Light
Regular
Medium
Semibold
Bold

Barlow

Overview

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

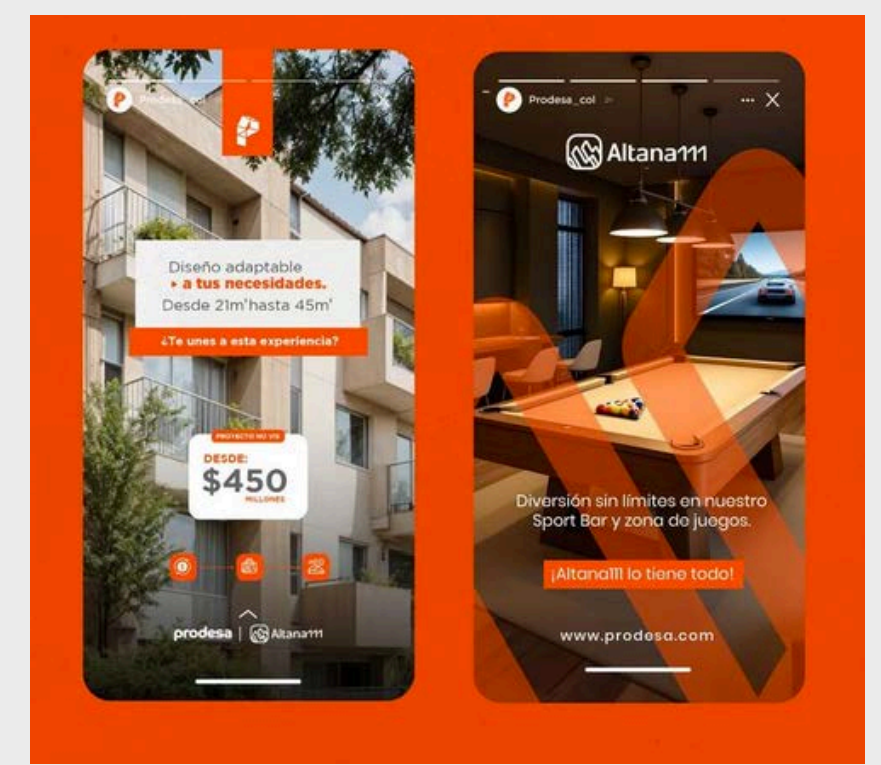
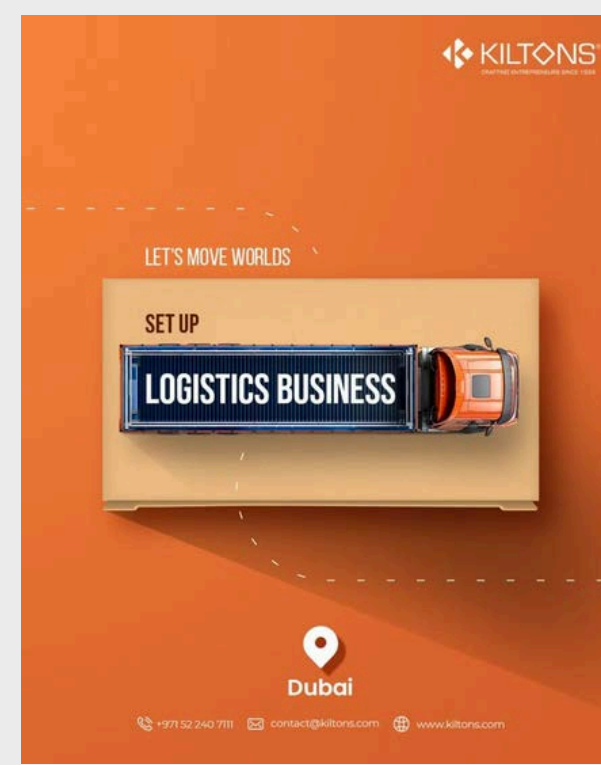
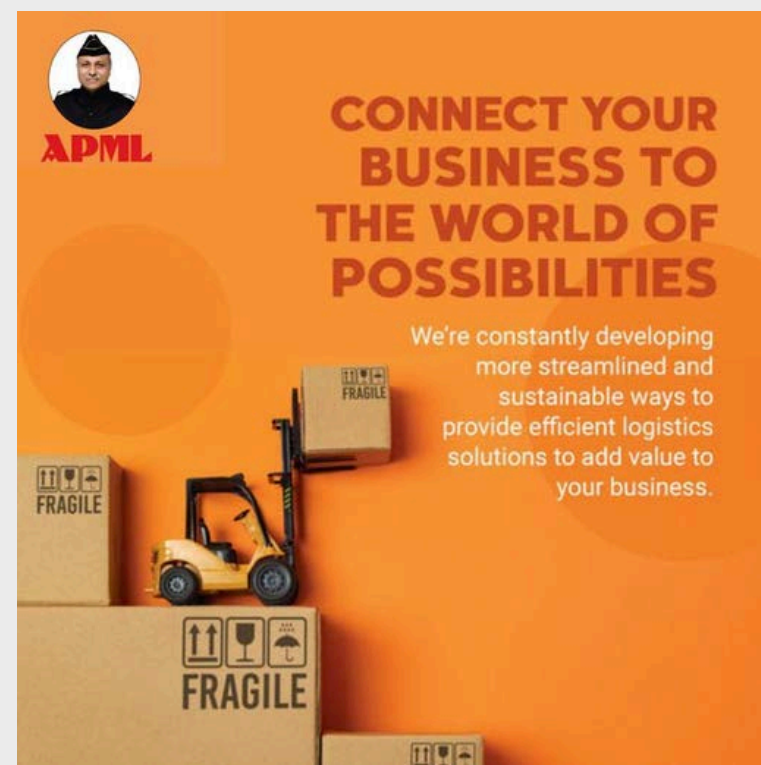
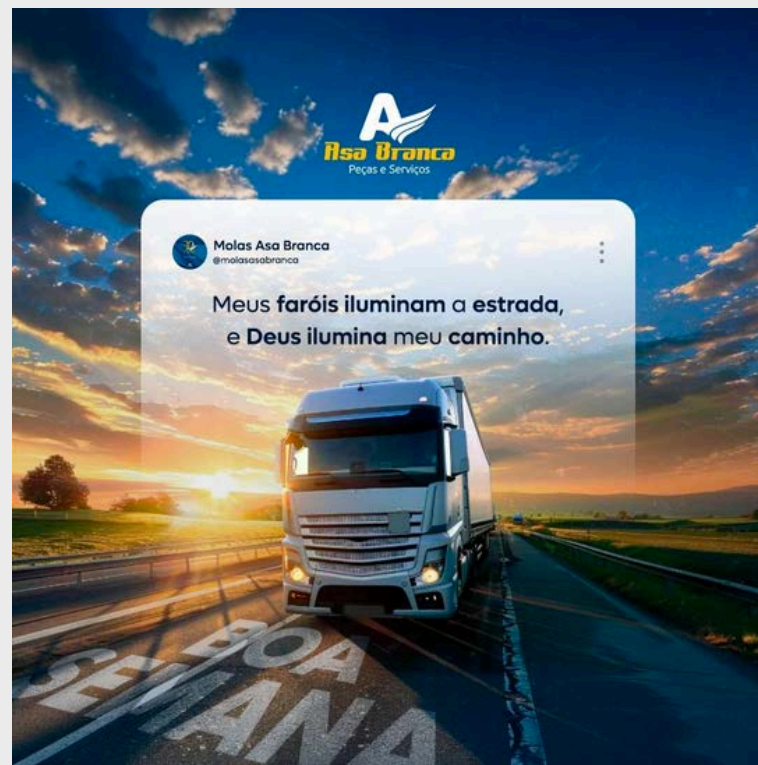
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LocalMovers.com

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MoadBoard





Platforms & Content Strategy

Platform	Audience	Objective	Content Focus	Format	Tone
Instagram	B2C	Awareness & Trust	Lifestyle, moving tips, behind-the-scenes	Reels, carousels, stories	Relatable, human & warm
LinkedIn	B2B	Thought Leadership & Networking	Insights, success stories, operations tips	Articles, infographics, case posts	Professional & optimistic
YouTube	Both	Education & Trust	Tutorials, real stories, interviews	short-form video (2-6 min)	Helpful & authentic
X (Twitter)	Both	Engagement & Transparency	Updates, quick insights, community feedback	Short posts, threads, polls	Direct, conversational & transparent



Platforms & Content Strategy

Complementary Notes



Audience Clarification

TikTok users (average age 15–28) are not part of our core audience (families, young adults, moving companies).

Instagram and YouTube remain the strongest channels for emotional and visual conversion.

Cross-Platform Synergy

Instagram and YouTube work together to build visual and educational trust.

LinkedIn and X reinforce brand authority and credibility.