Why Your Website Feels Off:

A Guide to Brand Clarity
& Confident Design



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What makes some websites instantly credible while others fall flat?

- What’s the first thing you notice when you land on a **website**?
- Do professional visuals and **branding** make you trust a site more?
- How quickly can you understand what the **website** offers?
- Does mismatched **branding** across pages affect your trust?



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Chapter 1:
The Templated Trap

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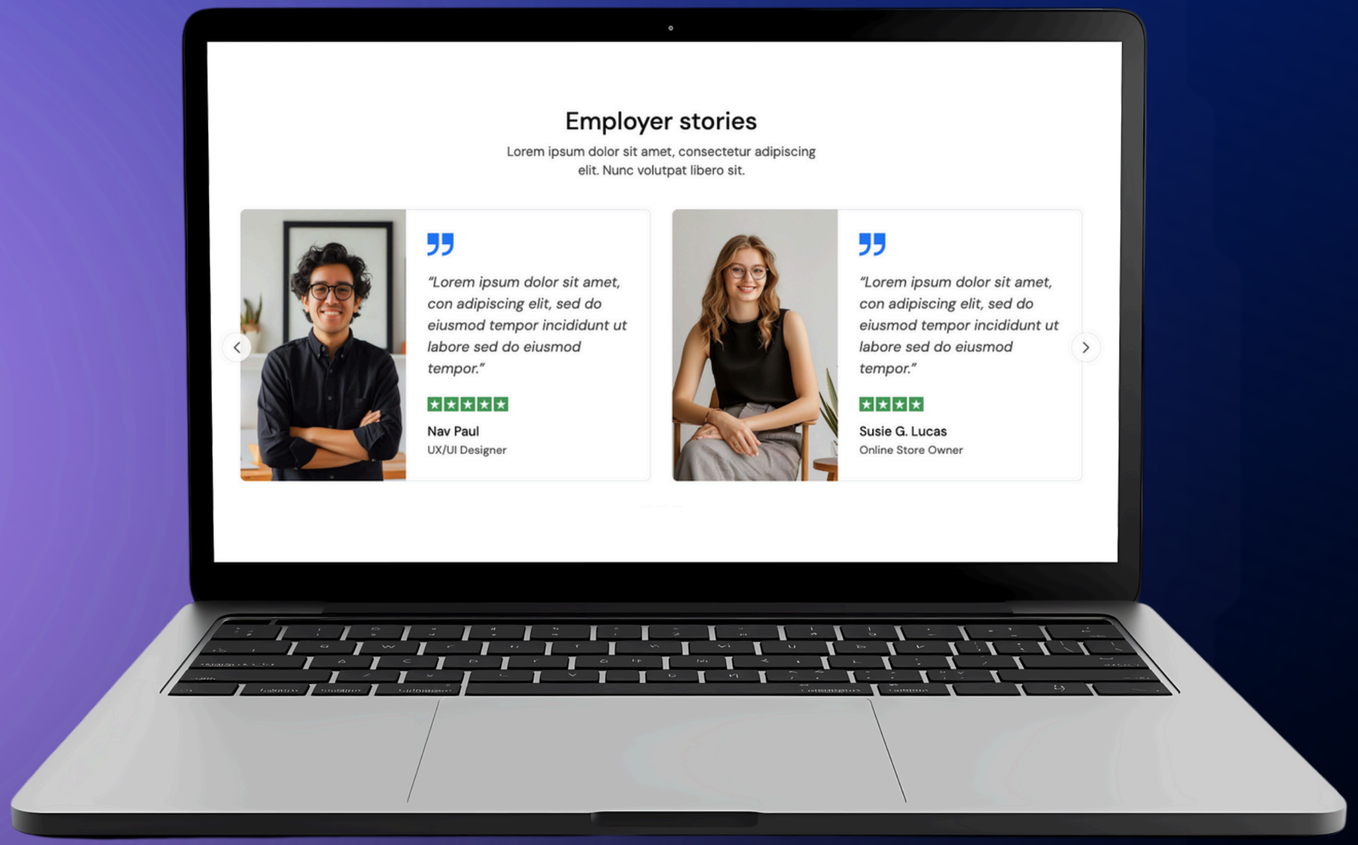
What makes a website look **templated?**



- **No defined** color palette or font system
- **Inconsisten**t visual identity across marketing material
- Over-reliance on off-the-shelf themes
- A generic homepage structure with **no storytelling**

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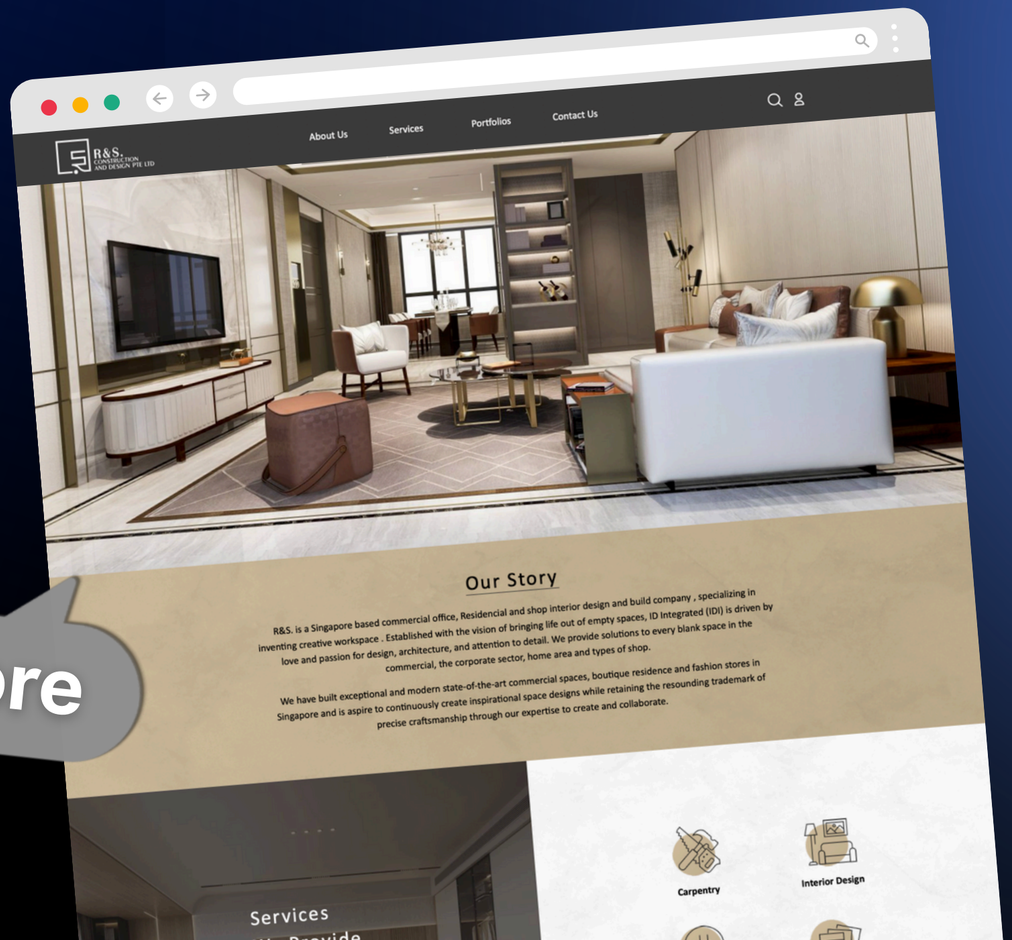
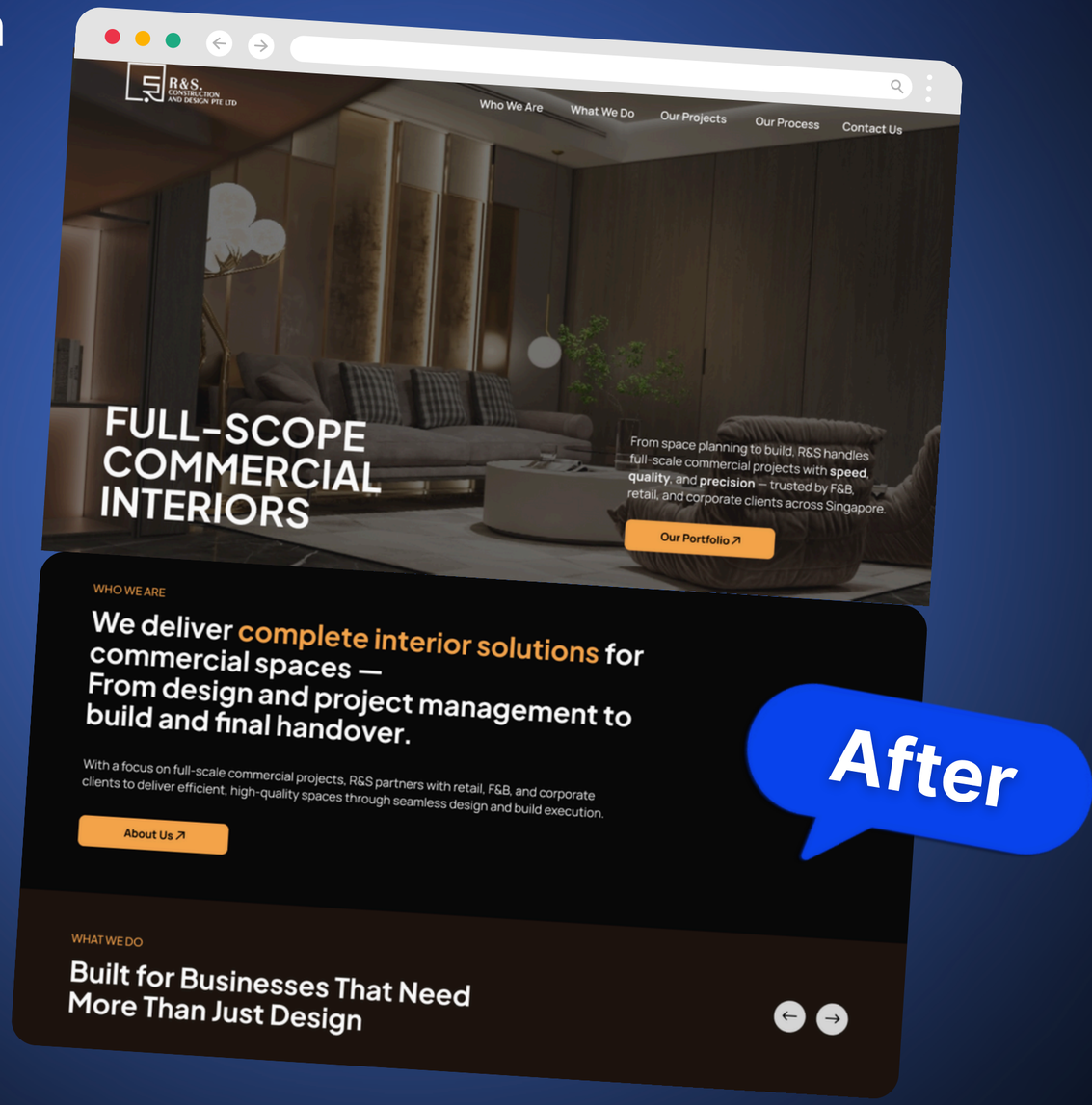
An interior design SME came to us after a drop in leads. Their marketing agency built a site that worked technically but lacked brand clarity.

We introduced a consistent visual system and rebuilt the site with conversion in mind.



Before



After

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Chapter 2:
What Aligned Websites Get Right

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Great websites start with brand clarity!

They:

- Reflect a strong positioning (e.g., modern, warm, premium)
- Use purposeful color and typography
- Guide users through an intentional content journey
- Feel consistent across all platforms

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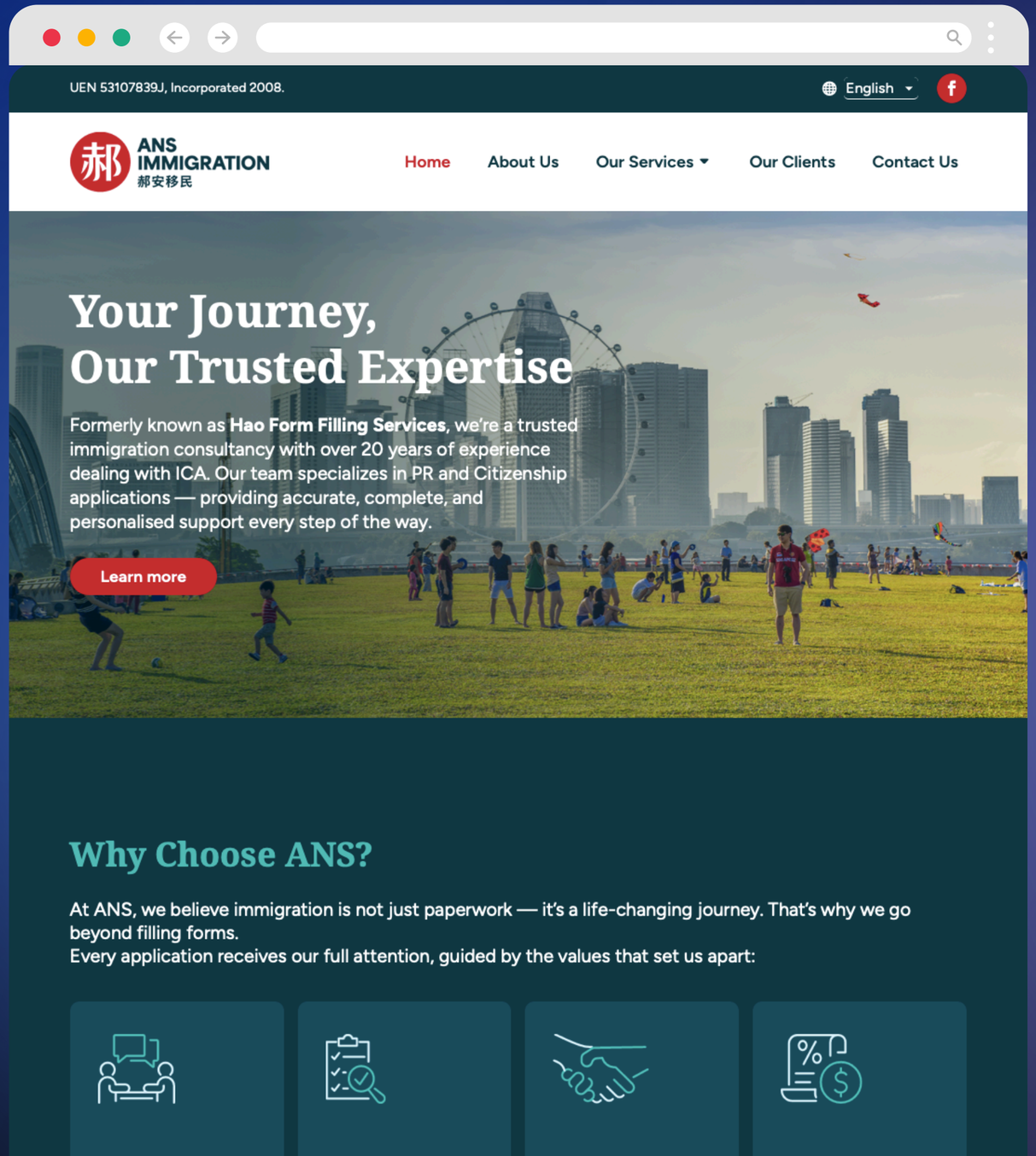







A 30-year-old immigration consultancy had never had a website.

We helped them define their brand story, create a bilingual identity, and launch a site that finally reflects their legacy and trustworthiness.

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Chapter 3:
How to Tell If Your Brand Is Holding You Back

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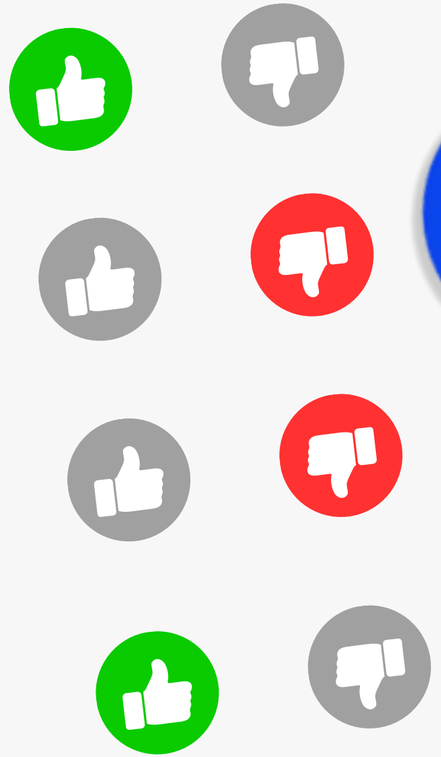
Is your brand holding you back?

Do you have a defined color and font set?

Does your website match the tone of your service?

Can someone tell what makes you different at first glance?

Do your presentations, social media, and proposals feel visually consistent?



If you recognize these signs, it might be time to **redesign**!

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What you can do right now!

1. **Audit your collateral**
   Lay out your website, social posts, brochures, and decks. Are they visually consistent?

2. **Define 3 adjectives**
   That best describe the personality your brand should convey (e.g., friendly, high-trust, innovative)

3. **Test your homepage**
   Ask 3 people outside your industry what they think you do and who you help. If their answers don't match your intent, it's a signal.

4. **Build a simple style reference**
   Choose 2-3 brand colors, 1 primary font, and 1-2 image styles to keep things consistent.

Clarity doesn't have to be expensive — it just has to be **intentional**

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Chapter 4:
How We Fix This at Lemonade

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How to improve my website?

How to make my website match my brand?

How to make my website stand out?

How can Lemonade fix my website?

How to improve my website’s branding?

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What Lemonade can do!



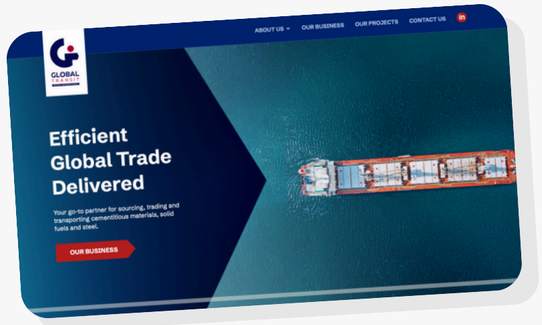


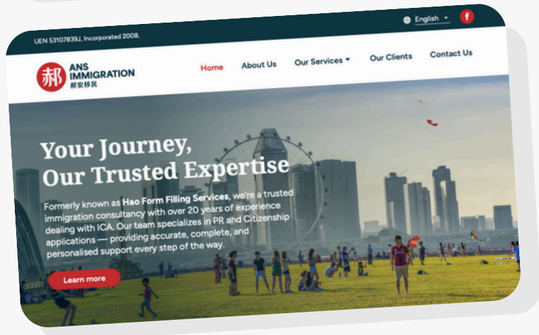
Stand out instantly with a defined color palette, fonts, imagery, and icon style





Stay consistent everywhere with a ready-to-use brand guide





Launch with confidence using your fresh brand as the blueprint for a stunning website or landing page

Are you ready to transform your business for the future?

At Lemonade, we believe in the power of thoughtful strategy and standout design to drive real results. We partner with businesses to craft compelling brand identities and build impactful digital presences that don't just look good – they perform. From revitalizing established legacies to launching ambitious startups, our approach is always grounded in understanding your unique needs and supporting your long-term vision.

Let our success stories inspire your next chapter.

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Chapter 5:
Case Study Highlights

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Biotech Industry

From startup visuals to an investor-ready biotech brand

Startup visuals

ScaleUp Bio

From bench to table, we help global food tech start-ups scale up for success!



Opening 2024: ScaleUp Bio Singapore HQ

Check out event highlights from Singapore International Agri-Food Week 2023!

Learn how we can support you to ScaleUp for success, by reaching out to us at hello@scaleupbio.com.

ASIA-PACIFIC AGRI-FOOD INNOVATION SUMMIT
Singapore, October 31 - November 2, 2023

ScaleUp Bio

PANEL PARTICIPATION



INSIGHTFUL PANEL DISCUSSION

ScaleUp Bio

About Us | Our Services | Success Stories | Newsroom | Contact Us

Your Bridge from Innovation to Commercialization

Our Capabilities →

WHO WE ARE

ScaleUp Bio is Singapore's first precision fermentation CDMO, pairing technical rigor with startup speed and a customer-first mindset to accelerate your path to market.



10,000L

Pilot-industrial scale fermentation capacity

>8 DSP

Unit operations including centrifugation, TFF, solvent extraction, spray drying

Get to Know Us →

Refreshed **brand palette & typography**

Biotech Industry

From startup visuals to an investor-ready biotech brand

The Challenge

This Singapore-based biotech startup needed to sharpen its brand identity and revamp its outdated website to better reflect its growth and position as a serious, innovative player in the biotech ecosystem

Our Solution

- **Vibrant new color system** to replace their flat, corporate blue palette.
- **Restructured the entire website,** focusing on clarity, scientific credibility, and scalable messaging

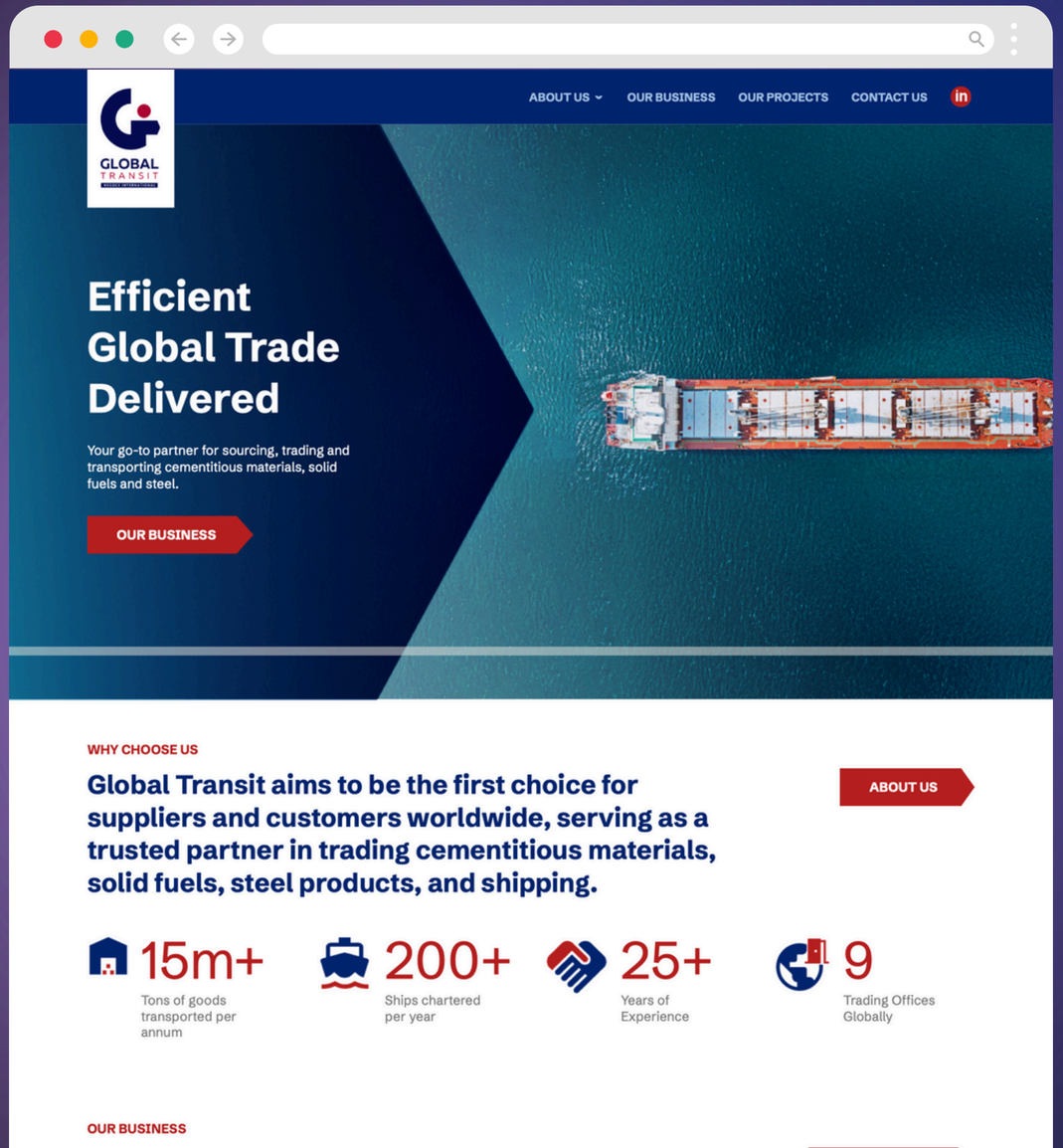
The Impact

The refreshed brand and website now reflect the scale of Scaleup Bio's ambitions.

The transformation has **improved engagement and sparked better-quality conversations** with partners and stakeholders

Commodities & Logistics Company

From basic SME site to a structured, professional brand with clear positioning



GLOBAL TRANSIT
NEGOCE INTERNATIONAL

Refined branding for consistency and a professional look, without making it feel overly corporate

Logo-inspired design elements, used the logo’s pointiness in site details, such as sharp cuts on banners

Commodities & Logistics Company

From basic SME site to a structured, professional brand with clear positioning

The Challenge

After acquiring a logistics firm, this Singapore-based commodities company needed to transform its digital presence to reflect its new professionalism, scale, and environmental responsibility.

Our Solution

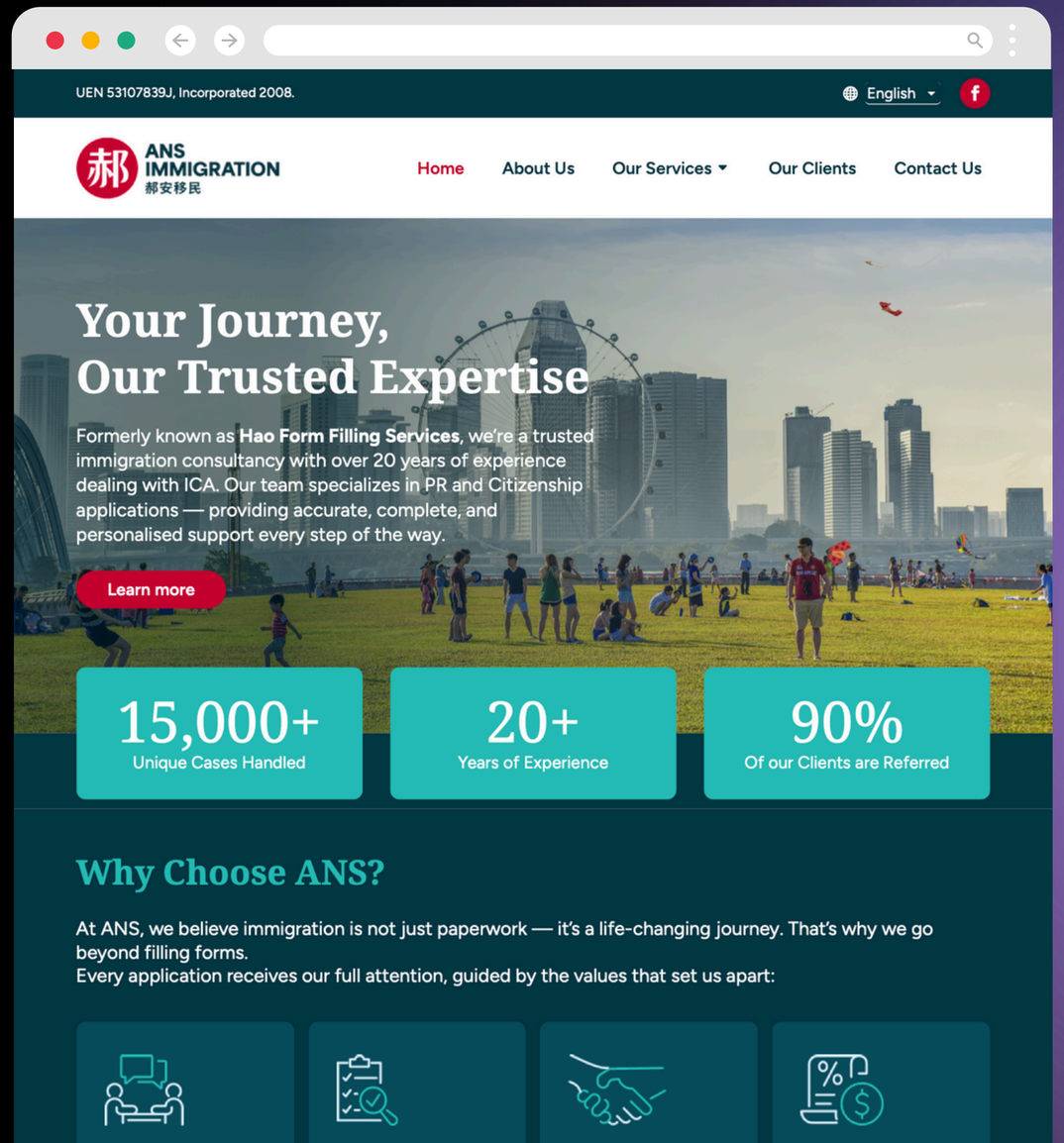
- **Refreshed brand message** and proposed a **new design direction** that balanced their industrial roots with a professional edge.
- The new website features detailed pages on their team, products, and CSR initiatives.

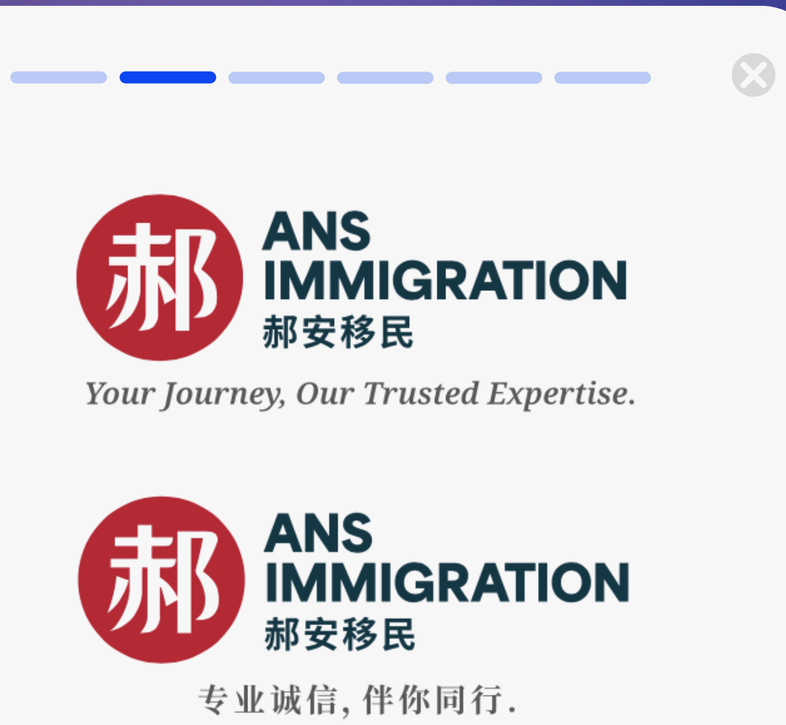
The Impact

The updated brand and website now position the company as a **trusted industry leader, attracting larger partners and international investors** with a clear, confident identity.

Immigration Consultancy

A legacy firm modernised for the digital era with bilingual messaging and visual clarity





Professional new homepage with bilingual logo and tagline

Immigration Consultancy

A legacy firm modernised for the digital era with bilingual messaging and visual clarity

The Challenge

A 30-year-old immigration consultancy with a strong word-of-mouth reputation but no website, an outdated logo, and a dated Facebook presence. They lacked the digital foundation to scale for the next generation.

Our Solution

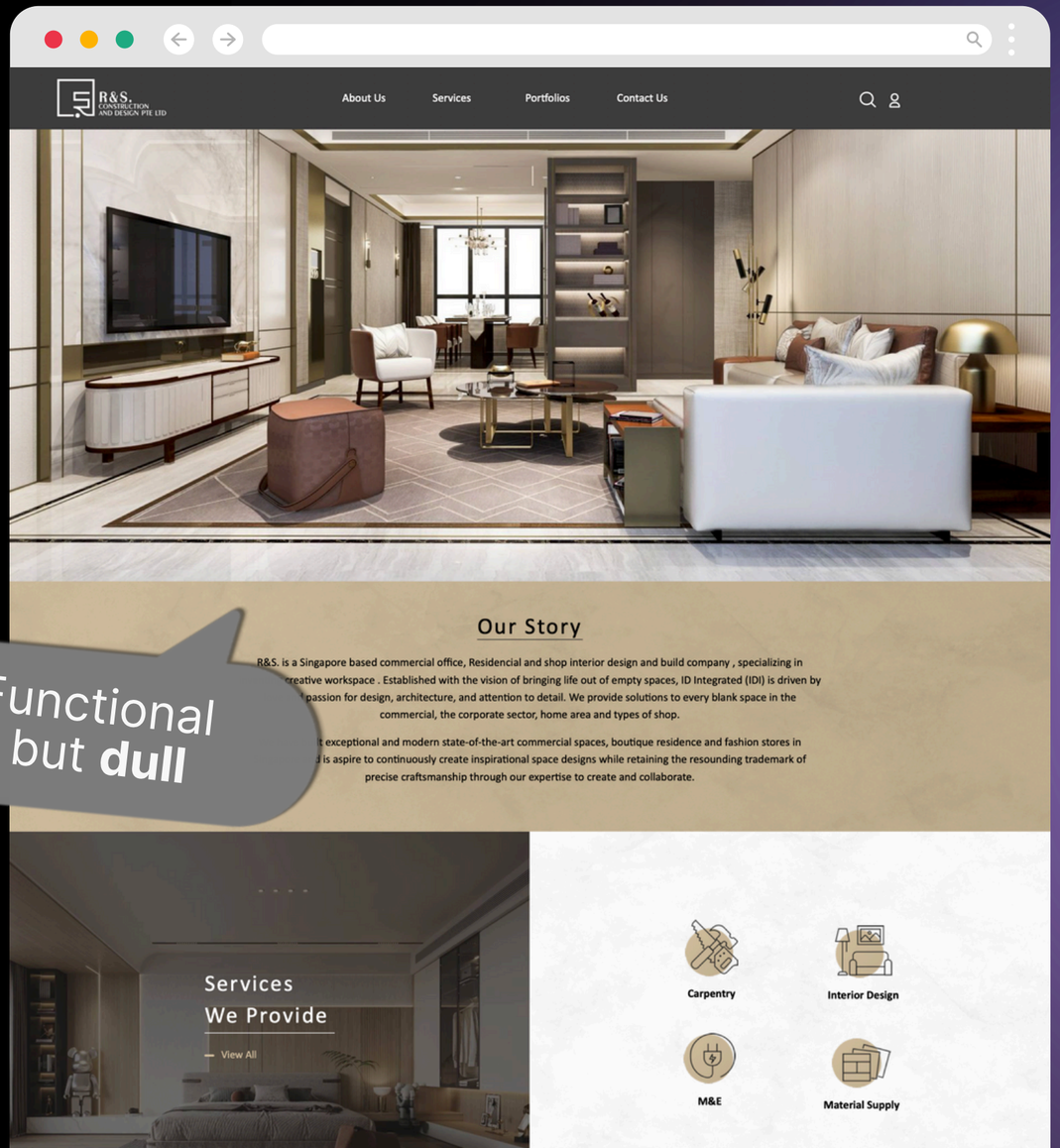
- **Full rebranding exercise** to reflect their credibility and heritage.
- **Built their first official website from the ground up,** with a clean and calming layout and friendly visuals to support trust-building.

The Impact

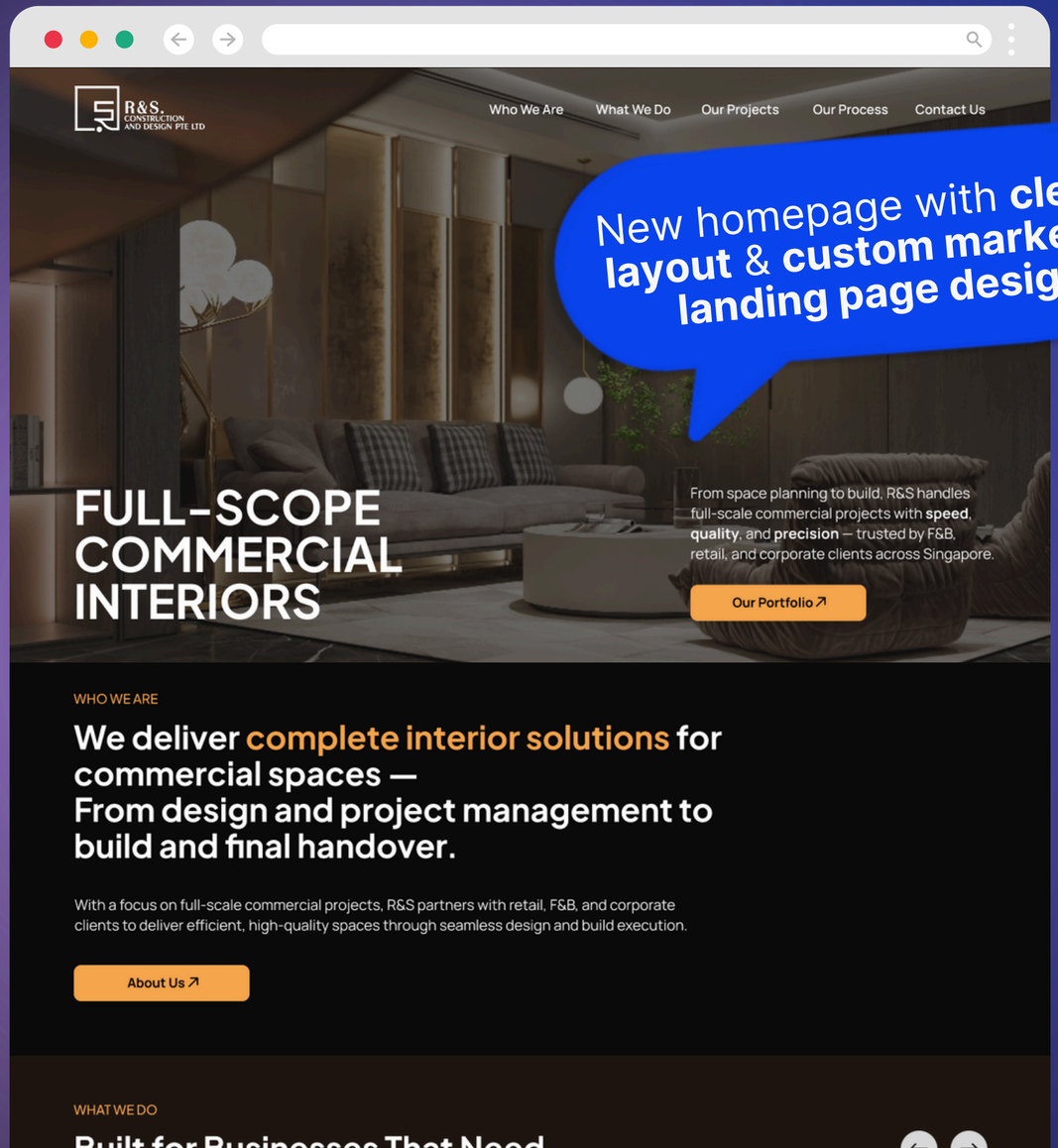
The new brand and website provided a professional, modern presence that helped the growing team present a **united message and share their expertise with confidence.**

Interior Design SME

From functional but “off” to confident, modern, and conversion-optimised



Functional but **dull**



New homepage with **clearer layout** & **custom marketing landing page design**

Interior Design SME

From functional but “off” to confident, modern, and conversion-optimised

The Challenge

Despite a strong portfolio, this firm faced a sudden drop in leads and suspected their website was hurting conversions.

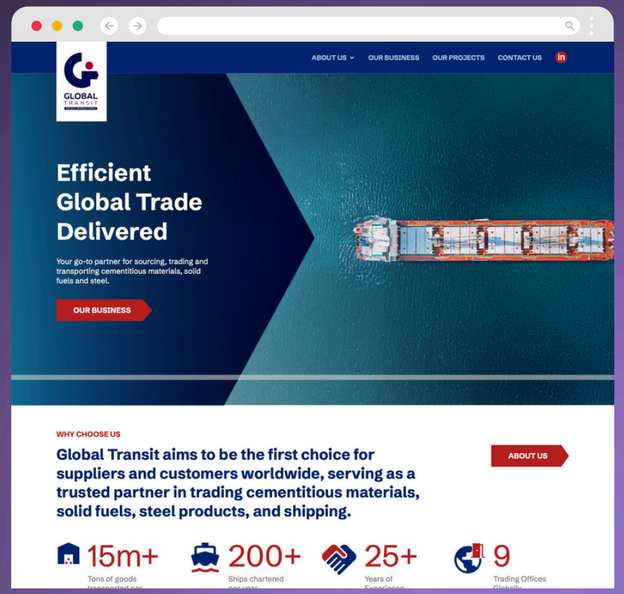
The core issue was a lack of brand foundation, with inconsistent visuals and content created ad-hoc over the years

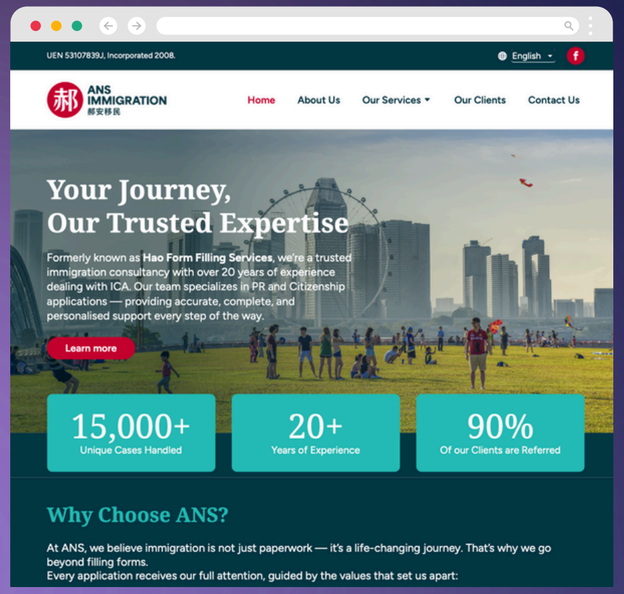
Our Solution

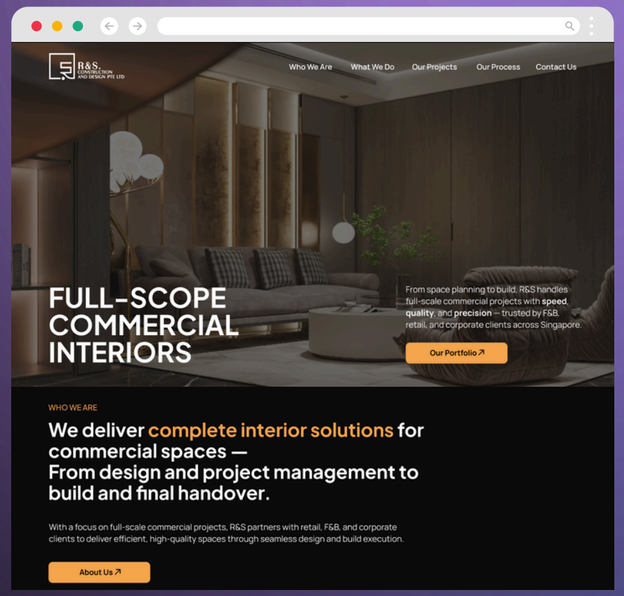
- **Implemented a lean, targeted branding process** to fix the visual inconsistency without a full overhaul of their business identity.
- **Rebuilt their website from the ground up,** with clarity and conversion in mind.

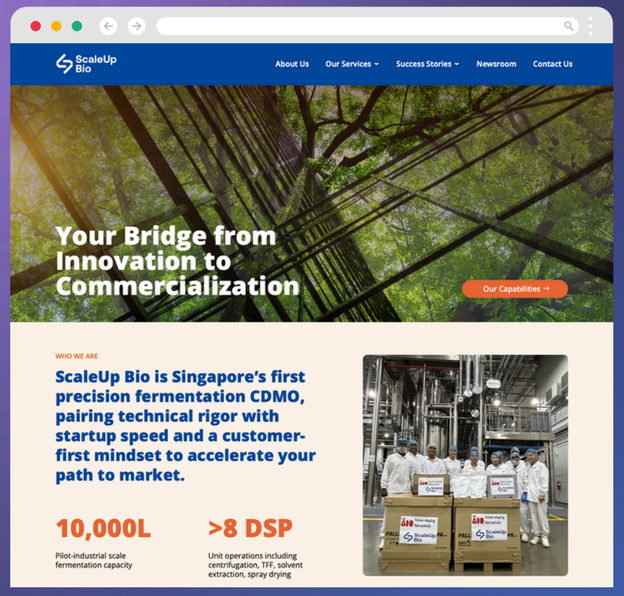
The Impact

The new website now speaks with clarity, personality, and trust. This project showed how a **"mini branding" process** can unlock major improvements in digital trust and lead conversion.









Each of these stories highlights a different reason **why a templated website doesn't work**, and even a small brand fixes can drive real improvement.

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Book a walkthrough meeting with us

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