



Building Trust Through Design

How B2B Tech brands can create and uphold a brand that stands the test of time

WUNDERDOGS
DESIGN & STRATEGY
FOR B2B TECH BRANDS





WHEN BUILDING A BRAND, ESTABLISHING TRUST IS FUNDAMENTAL.

And trust doesn't just come from a good product or pitch deck. It comes from how you show up—visually, verbally, and experientially. A prospect evaluating your solution rarely looks at features alone. They're asking: Will you still be here in five years? Can we grow together? Are you reliable?

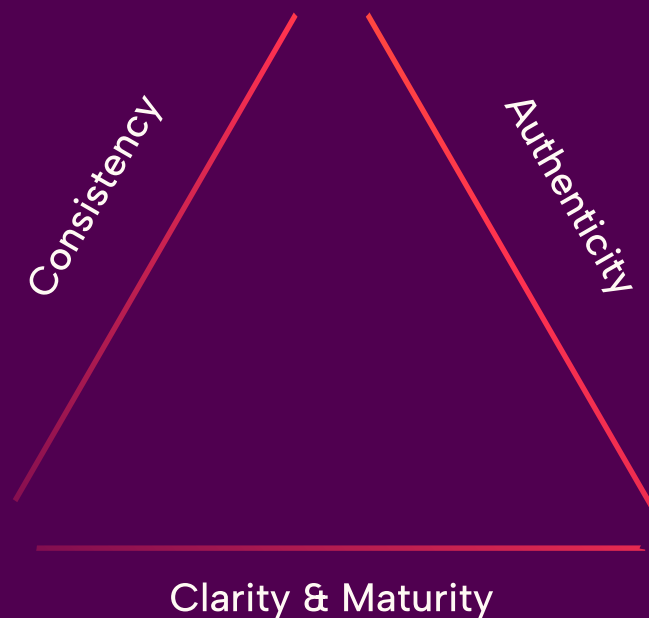
Design can answer those questions before a word is spoken. It is your most immediate tool to communicate professionalism, maturity, and intention. When done right, it gives your audience the confidence that you know what you're doing, that you take care in how you present yourselves, and that you can be relied on.

This guide will show you:

- How to establish a trustworthy visual brand
 - How to build internal processes that keep it consistent
 - What a “trustworthy” brand actually looks like
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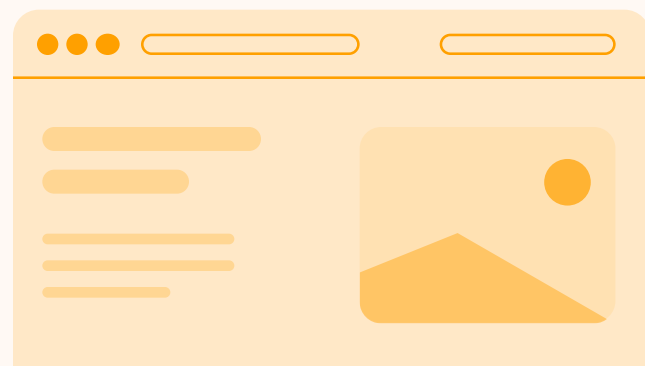
THE TRIANGLE OF TRUST

One piece of well-designed content can capture your audience's attention. Trust is built over time. We use a simple triangle to explain the three elements that create a visually trustworthy brand:



CLARITY & MATURITY

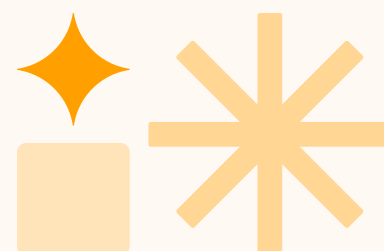
Strategy-aligned design that communicates purpose and confidence. Clean layout, clear hierarchy, balanced structure. It says: we know what we're doing.



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CONSISTENCY

Visual coherence across all brand expressions: from website to emails, decks to documentation. Alignment in details, tone, spacing, and type builds subconscious credibility.



AUTHENTICITY

The soul of the brand: visual decisions that feel intentional and uniquely yours. You don't win trust by copying others. You win by showing who you are with confidence.

CLARITY: COMMUNICATING STRATEGY THROUGH VISUALS



Clarity is the foundation of trust. If your audience can't easily understand what your company does, how it helps them, or what action to take, trust erodes before the conversation has the chance to begin.

Why Now is the Perfect Time to Revamp Your Strategy

Clarity starts with internal brand alignment. You must be able to answer:

- Who are we?
- Who are we speaking to?
- What do we offer?
- Why should they care?

Once this is clear, design becomes the outward expression of that clarity.



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CORE VISUAL ELEMENTS

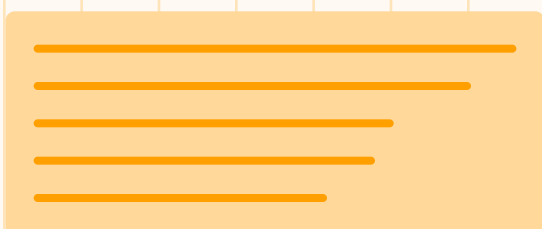
How to infuse clarity into the building blocks of your brand

- **Logo:** relevant, simple, and scalable. A complex logo at small sizes erodes clarity.
- **Color palette:** a limited set of colors with clear strategic roles (primary, secondary, accent) and strong contrast.
- **Typography:** a system with hierarchy: typefaces, sizes, weights, and spacing used intentionally.



H1

H2



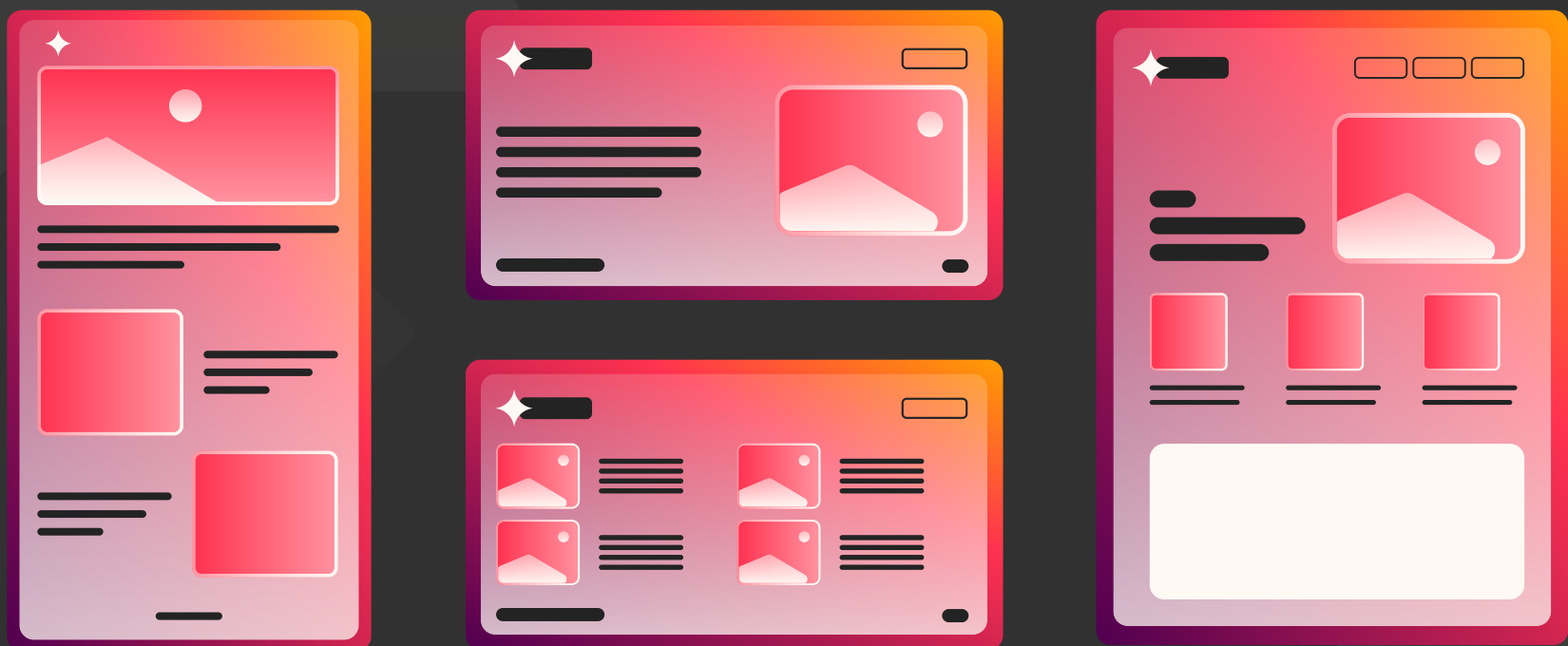
PRESENTATION PRINCIPLES

How to use your brand elements in action to maintain clarity

- **Visual hierarchy:** arrange content so that the most important information is seen first. Use scale, color, and weight to signal importance.
- **Layout structure:** grid systems and consistent spacing create visual rhythm.
- **Accessibility:** color contrast, font size, and screen-reader-ready structures ensure clarity for all users.
- **Whitespace:** space between elements gives content room to breathe and ideas space to land.

CONSISTENCY: HOW REPETITION BUILDS REPUTATION

Trust is built over time. That means your visual identity can't change every time you send a newsletter or launch a landing page. Your audience needs to recognize you at every touchpoint. This requires discipline and organization.



CONSISTENCY MEANS:

- **Defining and documenting design systems that guide decisions**

Create a centralized brand book that outlines your visual identity: logo usage, color palette, typography, spacing, iconography, imagery style, and voice. This should include clear usage rules, do's and don'ts, and real-world examples.

- **Applying those systems across all channels: website, product, sales, hiring**

Ensure the same core brand elements are used wherever your company shows up: from the hero of your website to your sales decks, hiring materials, onboarding docs, social posts, and event signage.

- **Maintaining alignment between visuals and tone of voice**

Your design and your copy should always feel like they come from the same mind. For example, a warm, conversational tone paired with a cold, corporate visual identity creates tension.

- **Respecting the structure of the system, even as the brand evolves**

Growth and evolution are part of every startup journey and your design system should be built to grow with it. Additions to the brand (new components, layouts, colors) should be reviewed against your system and built out within existing guidelines.

AUTHENTICITY: DON'T BE BORING!

Many B2B brands sound the same:

- They look **the same**.
- They feel **the same**.
- And they're forgotten **the same**.

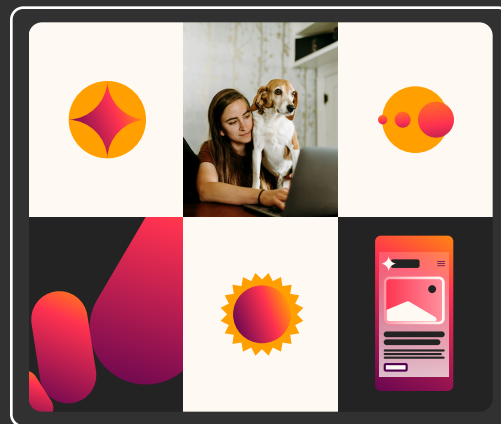
Most boring brands are the result of fear:

- **Fear** of being too much.
- **Fear** of choosing wrong, so instead they choose nothing.

You can't build trust if no one remembers you.
To be memorable, **you need to be authentic.**



A



B

What authenticity really means in a B2B context

Many B2B brands fall into the trap of flattening what makes them unique to fit into industry norms. Others view authenticity and originality as something that is about being quirky or overly informal, which are qualities that don't necessarily fit into a B2B context. In actual fact, authenticity is primarily based in making decisions that are true to your unique values and your voice.

TO BUILD A BRAND THAT FEELS AUTHENTIC:

- Look deep inside to define what makes you different in your space, and be specific about the emotions that are related to it.
- Make confident, deliberate decisions. Bold design usually suffers from attempts to "design by committee".
- Approach design with care. A visual identity that's been thoughtfully developed signals that the same level of care likely exists elsewhere in your business.

Trust grows when your audience senses that the people behind the brand understand who they are and care enough to do it right. Authentic design helps make this care visible.

People trust what has been **meticulously crafted**

Design is a reflection of **your strategy, your maturity, and your voice.**
If you care enough about these things, and you show it in your design,
your audience will believe you.