

How to make a brand style guide

We're living in a visual world, now more than ever. Visual consistency is key to the success of any brand. Taking the time to outline your brand style guide is essential for ensuring your brand digitally identifiable.

Your brand guide should outline everything that matters to your brand, from colours and logos to typography and imagery.



What's your story?

Tell the world what your brand is all about! Tell your origin story. Where did it all begin, and why?. Get to the core of your passion, company vision and values.

Get your audience excited about joining you on that journey. Don't hold back! Let your personality shine through to help them get a sense of who you are!

Lets get visual

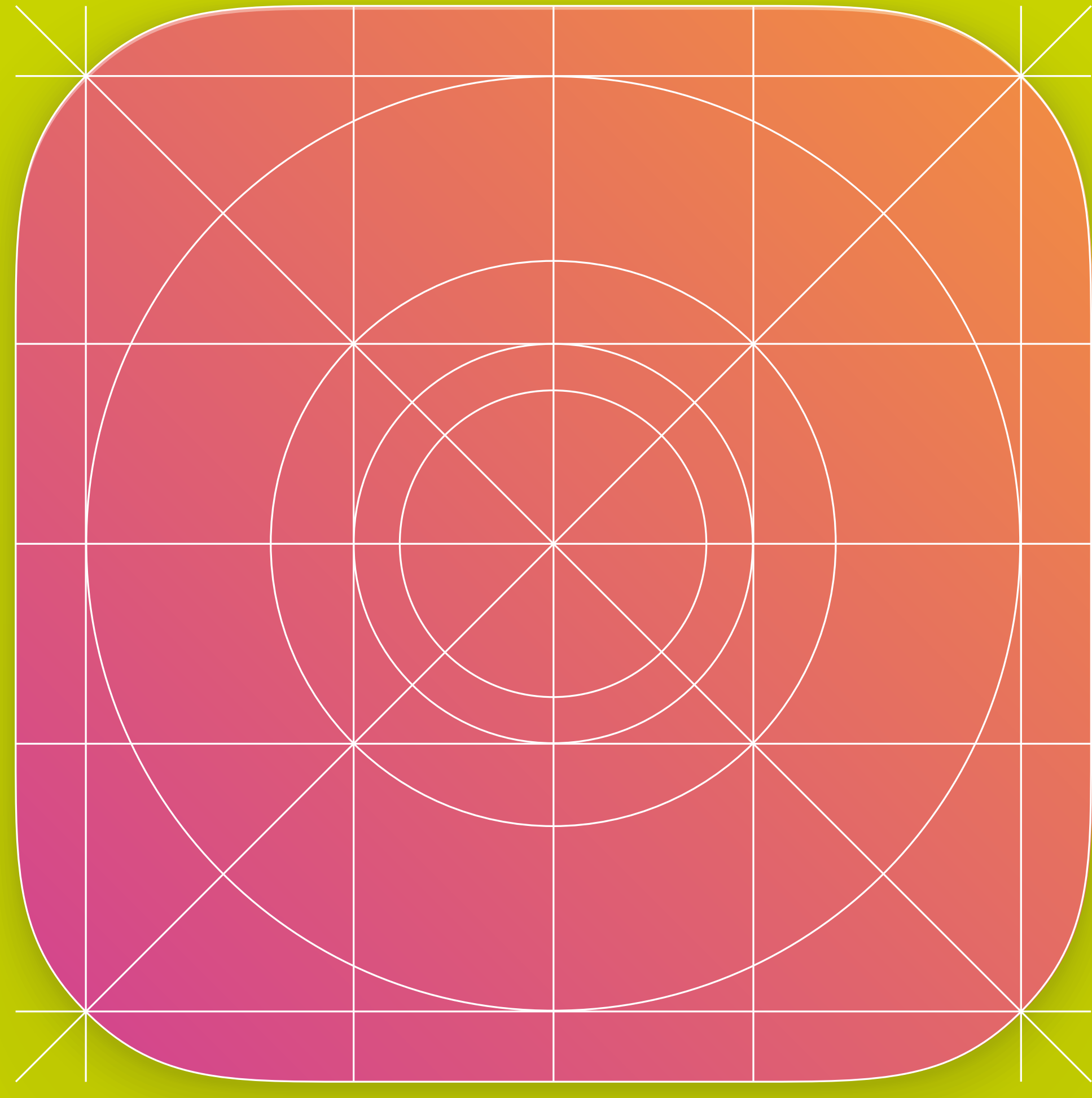
Outline usage of your logo to ensure it's used correctly and consistently. It's a good idea to include:

- Clear space rules
- Acceptable colour variations
- Minimum logo sizes
- Logo 'don'ts'

Don't love your logo?

Go ahead and re-brand! It is a great way to show your audience and clients that you're moving onward and upward, giving them confidence in your longevity.

A great time for a re-brand is often alongside a company milestone or the addition of a new service.



A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
1	2	3	4	5	6	7	8	9	~	!	@	#
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Choose & outline your typography

Have a look into what fonts are in fashion, but also remember that although a font may look cool, it may not be practical for your brand. If you are a newspaper, hieroglyphics may not be the font for you (unless you're writing a newsletter for your Ancient Egyptian fan club - in which case, 'glyph away!').

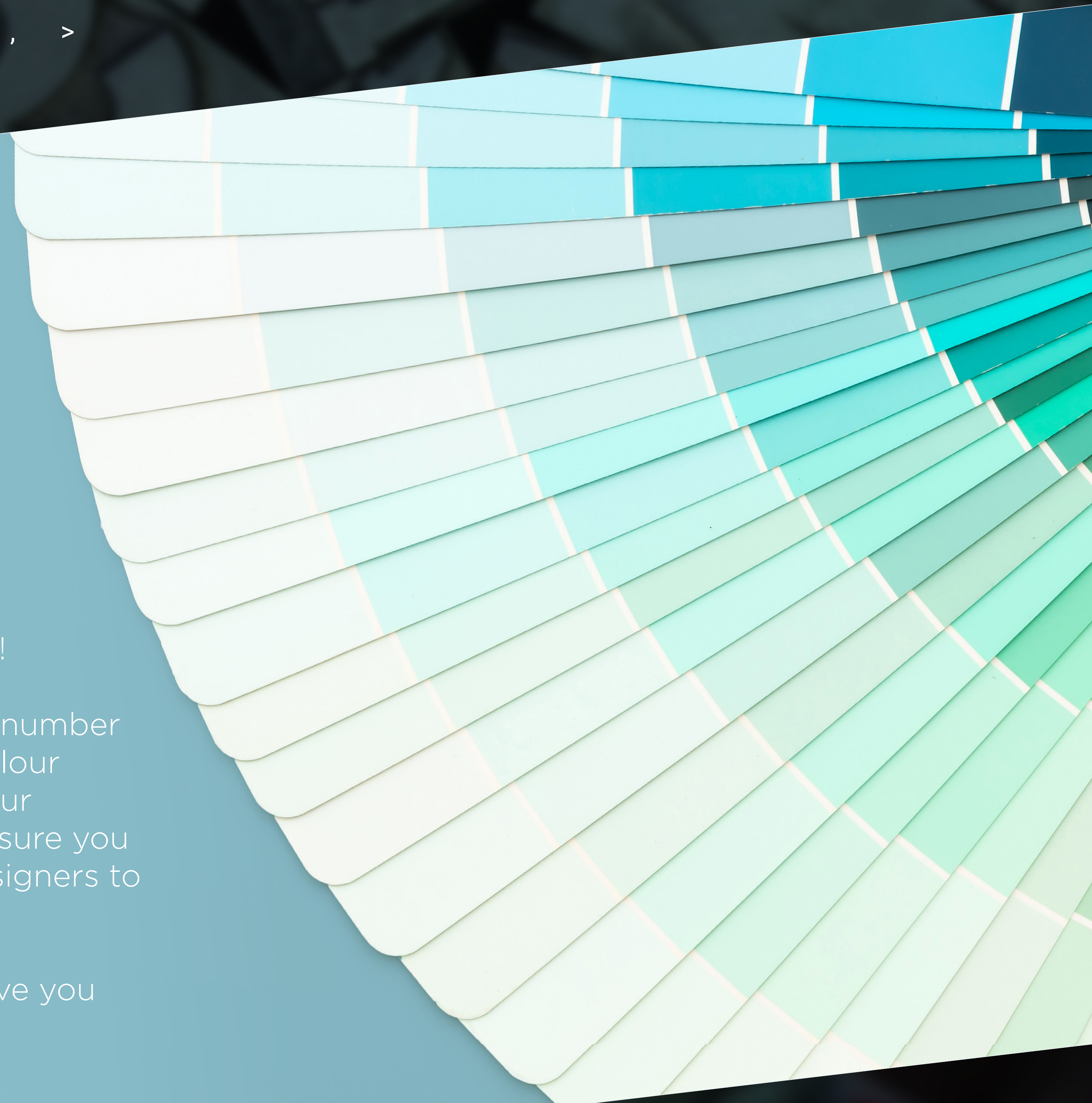
Beyond the font itself, lies its style, size and weight. You will want to outline which size and weight will be used in headers on your website vs that of your newsletters an social posts. Not all text is created equal!

Include your brand's core colour palette

Not all colours are created equal, either!

Your colour palette can be defined in a number of ways - by hex code, CMYK & RGB colour values. To ensure consistency across your designs and channels you'll want to be sure you have each colour in each format for designers to use in the future.

Putting in a little extra time now, will save you loads of time in the future!



Find your brand voice

The key to finding the right voice for your brand to look outward to your audience. What tone best speaks to the people you want to listen? Perhaps it is more formal, with a corporate approach. Then again, maybe it's chill and laid back, allowing for contractions and popular acronyms - totes up to you, bro.

If it isn't easy to pin down, have a look at like-minded brands for inspiration and make not of "words you like" as well as "words you don't like". This all goes into the brand voice outline.



Give clear guidelines for use of imagery

Keep your imagery consistent and on-brand by providing clear and concise guidelines for the imagery used to represent your brand. This can range from specific types of photography, colour overlay treatments or illustration styles.

Take AP&C for example, we lean toward colours that lend themselves to highlighting our print and design services, which are the root of our business - they are often a combination of bold and pastel. The objects featured in our AP&C company designs support our company sense of lighthearted nature and outside the box interpretations of them.

