

# Create Your Brand's Style Guide

## What is a Style Guide?

Your Style Guide outlines how the visual and verbal pieces of your brand come together to form your online identity.

These can include:

- Logos (and their usage)
- Brand fonts
- Colours used
- Language used

## Why do I need a Style Guide for my business?

A Style Guide keeps your business' online identity consistent & recognisable.

It also ensures your visuals match your Mission Statement.

[Your Logo Here]

---

[Your Business]

# Style Guide

# Style Guide

# Mission Statement

Mission Statement: An action-oriented statement outlining the purpose your business serves.

Your brand's style should mesh well with your Mission Statement.

**The Mission Statement  
of my Business is:**

---

---

## Example: Prezi



*"To reinvent how people share knowledge, tell stories and inspire their audiences to act."*

# Style Guide

# Personality & Voice

Brand Personality: If your business was a person, how would you describe their personality?

These should align with your mission statement.

**Brainstorm 3-5 words describing your brand personality:**

---

---

---

---

---

Next time you post, see how well it reflects these traits.

**Example: NIKE**



Exciting

Cool

Inspirational

Energetic

# Style Guide

# Your Logo

Your logo: The "face" of your business, representing you online, on your business cards and anywhere else!  
A high-quality logo is a must—consider investing in a graphic designer.

## For a clear & descriptive logo design brief:

Budget + Delivery Date:

\_\_\_\_\_

Target Audience:

\_\_\_\_\_

Business name:

\_\_\_\_\_

\_\_\_\_\_

Your product/service:

\_\_\_\_\_

Brand Values (brief):

\_\_\_\_\_

Preferred colours (if any):

\_\_\_\_\_

\_\_\_\_\_

Type:



Wordmark



Google



Picture or Symbol



Combination Mark

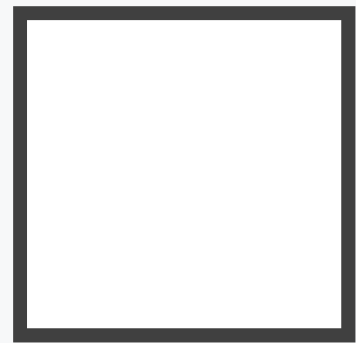
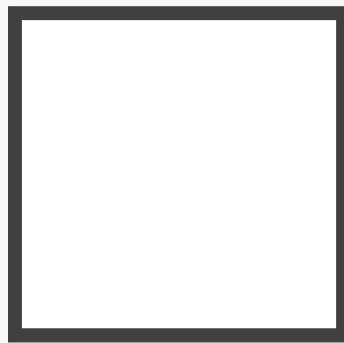
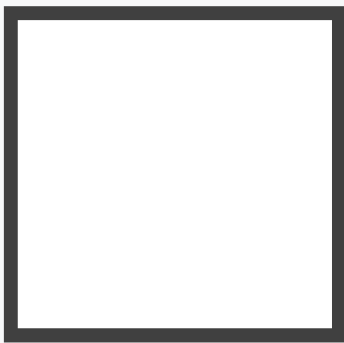


# Style Guide

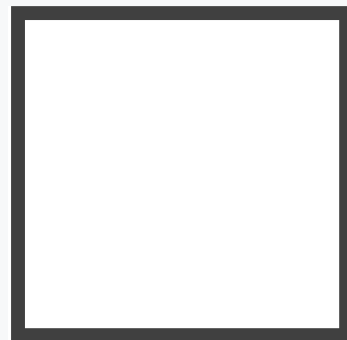
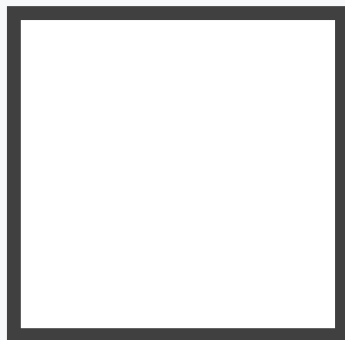
# Colour Scheme

Colour scheme: What colours will be recognisable identifiers for your business?

## Primary colours



## Secondary colours



A great tool if you're not sure where to start:

<https://colors.co>

# Style Guide

# Colour Scheme: Example

An excerpt from Business Station's internal style guide from 2021.

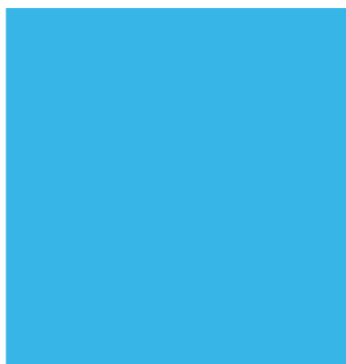
## PRIMARY COLOUR SYSTEM

### Explanation:

Business Station have three official colours: Black, Blue and Grey. These colours have become a recognizable identifier for the company.

### Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.



**PRIMARY COLOUR  
BLUE**

### COLOUR CODES

CMYK : C71 M15 Y0 K0  
RGB : R31 G169 B225  
Web : #25a9e1  
Pantone : 2995 C or 312 U



**COLOUR TONES**



**THE GRADIENT**



**PRIMARY COLOUR  
LIGHT GREY**

### COLOUR CODES

CMYK : C52 M43 Y43 K7  
RGB : R129 G129 B129  
Web : #818181  
Pantone : 423 CP



**COLOUR TONES**



**THE GRADIENT**

Consistency is key - lay your colour scheme out in a way that inspires you!

Consider associations of each colour and differentiating yourself within your niche

# Style Guide

# Fonts

**Which font will you use for:**

## Headlines

---

[Font]

---

[Size]

## Copy Text (Main)

---

[Font]

---

[Size]

## Other Text

---

[Font]

---

[Size]

---

[When will I use this?]

If you create a lot of visual content or regularly create blog posts for your website, knowing your fonts is a must.