

Brand guideline

1 INTRO

The purpose of this guide is to set out the tone and branding for your company. An inconsistent experience for customers or clients can leave a negative impression. By setting out the tone of voice and formatting, you reduce confusion over any written publications or promotional materials seen.

This guide should be tailored to suit ones business. The level of detail will be different per sector.

This guide covers:

- Logo guide
- Font guide
- Colour guide
- Images guide
- Glossary of terms – the language of the company

2 LOGO GUIDE

Here is where you copy in your logos and outline the rules for use:

- What are the spelling and format guidelines for the brand name
- What is the font
- What is the size of font used
- What are the colours used and how in the logo

- When used is it always used in full colour or will you have a black and white or single colour version?
- If there is a single colour version when and where is this used?
- What should be the size of logos used on websites, business cards, invoices, letter head, name tags and other marketing materials
- Position of logo on materials: *i.e. Centre, top left corner etc.*

3 FONT GUIDE

What is your primary font? : *E.G. Arial, Garamond, Times New Roman etc. If you use a mix of fonts you need to specify the rules for when and how these are used, i.e. headings, body of text etc*

Font size: *here you specify the font size used for headers, titles, body of text and general rules for font size in all your literature and signage*

Use of brand name: *there maybe guidelines for the use of the brand name in literature, e.g. the word is bolded, or part of the word is highlight.*

Use of Bold, Italics and underlines rules: *Set out the rules for the use of these formatting types*

Margins line spacing: *Specify spacing rules for paragraphs, space between headings and text, bullet point indentations etc*

Rules for bullet points: *What is the icon style for bullet points?*

4 COLOUR GUIDE

What are the main colours? : *This can be a palate of colours or distinct colours*

How are these colours used with fonts? : *This is how colours are used in written materials, e.g. will headers or key works appear in a particular colour?*

What is the background colour for business cards?

What is the background colour for flyers and other literature?

What is the background colour for invoices?

5 IMAGE GUIDE

This covers the use of pictures and other visual tools samples of main pictures are inserted here. Usually common images owned and used in company materials.

Pictures/images

- Guide for taking single image pictures – *position of the subject- centre, left or right, top or bottom, what should the background be?*
- Images of people guideline – is there a theme as to how people are captured in images
- Tone of images – i.e. are these region agnostic or country specific.
- Are images always in colour or black in white

Other visual materials

- Guideline for uniforms- colour, types of clothing- do's and don'ts
- Guidelines for name tags and lanyards if required

6 GLOSSARY OF TERMS

Here is where you can set out key words for your brand and use of slogans and catch phrases

Some brands might use certain words to describe customers and clients.

There may be some word associations and terms created for the purpose of your brand.

There may be some creative spelling of words e.g. '8' for 'ate'