

Recommendations for Developing A Branding Guide

What to Include to define your organization's/message personality

Your guide should contain the basic information needed to create any sort of branded collateral for your organization. To ensure that no matter where your brand is being represented, it's can be displayed consistently. There are numerous possible elements that can impact the perception of your brand, from image quality to tone of voice, start with what you need to convey to design the tools your organization needs.

Logos

A primary & Secondary logo mark and word mark.

- Minimum size of your logo
- Clear space around the logo
- Acceptable/unacceptable usage of the logo
- Logo variations and usage: color, grayscale, b/w, one color, reverse?
- File formats available: vector, JPG, PNG, etc
- Where image files can be obtained?
- Taglines
- Scripture

Typography/Fonts

Primary & Secondary fonts

- Typeface weights
- Rules regarding all caps, number usage, font pairing Header typeface, weight, size, etc.
- Sub-Head typeface, weight, and size
- Body typeface, weight, and size

Colors

Primary & Secondary color palettes

- Hex code colors
- CMYK values
- RGB values
- Pantone
- Create a visual color hierarchy if applicable

Illustrative Elements

- Display available design elements
- Iconography sizing and color usage

Photography

Tips for photography – a general idea of “on-brand” photography

- Ex. People, faces, posed or more active?
- Dos and don'ts for brand imagery
- Show moodboard of example images
- Representative list of descriptive adjectives

Brand Voice

Describe your brand's voice and how it translates across your different mediums like photography, iconography, typography, video, and graphics?

- Provide examples by comparing what the voice is versus what it isn't

Writing style

Writing in one voice, standards for your brand's voice and tone. personality of your content

- Brand messaging: same tagline, boilerplate, and short descriptions.
- Outline any important style tips
- Languages

Visual style

- Hierarchy
- Balance

Audio style

What does your brand sound like? Help your teams develop videos, podcasts, and other audio mediums.

- Music
- Voiceovers

Tell your story, make it memorable: about who you are, what you stand for, and why that's important. Brand consistency across all media should foster recall of your story and its value.