

How To Develop A Branding Guide

Use this helpful checklist when creating your company's branding guide and you'll be well on your way to creating a cohesive and professional presence.

Primary & Secondary Logos

- Dictate the minimum size of your logo to avoid illegibility
- Show the amount of clear space that should be left around the logo
- Specify unacceptable usage of the logo. For example: drop-shadows, outlines, rotation, stretching, etc.
- Display proper color usage of the logo to show how the logo can be used on a white, black, or colored background.

Typography

- Primary brand typeface
- Secondary brand typeface
- Typeface weights
- Any rules or requirements regarding all caps, number usage, or font pairing
- Header typeface, weight, and size
- Sub-Head typeface, weight, and size
- Body typeface, weight, and size
- Link text colors and sizing

Brand Colors

- Hex code colors
- CMYK values
- RGB values
- Outline where in a document each color should be used
- Create a visual color hierarchy if applicable

Patterns, Borders, and Illustrative Elements

- Display available design elements
- Set rules for how these can and cannot be used
- Show proper sizing and color usage for any iconography

Photography Style

- Outline dos and don'ts for brand imagery
- Show moodboard of example images
- Put together a list of descriptive adjectives that visually represents your brand

Brand Voice

- Describe your brand's voice
- Provide examples by comparing what the voice is versus what it isn't
- Outline any style tips to follow such as using active tense, avoiding slang, or using the oxford comma

