BRAND DESIGN BRAND GUIDELINES

"Design is the silent ambassador of your brand."

Paul Rand



Benefits of Brand Guidelines

Consistency

Brand guidelines

Brand guidelines will ensure that every visual component of your brand uses the same logo placement, colors, typography, and graphic style. These elements will imprint visual cues to the customer, and build brand recognition.

Quality Control

When your brand creates, distributes, and enforces well documented brand guidelines to every team member, it's not just your creative team that is responsible for quality control.

Comprehension

Well developed and documented brand guidelines allow designers to clearly communicate your brand to the consumer. When a customer is able to easily relate to your brand's personality, comprehend what you do, and understand how it will benefit them, they will be more likely to purchase your brand's products or services.

Notes:



Trust

When a potential customer sees something that is well designed and looks professional, they will automatically perceive that product or brand as a higher quality than a poorly designed product. This perception will gain the trust of the customer. If your brand can gain a customer's trust, you may also acquire a sale.

5

Recognition

Brand guidelines help your brand deliver a cohesive brand experience, and make it easier for people to recognize the content. This recognition will provide a positive consumer experience, and develop loyal brand advocates.

Create Visual Brand Guidelines

STEP 1: Cover Page



INCLUDE:

Logo Wordmark Tagline Title

STEP 2: About Page

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ABOUT

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BRAND PURPOSE

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BRAND VISION

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BRAND MISSION

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BRAND VALUES

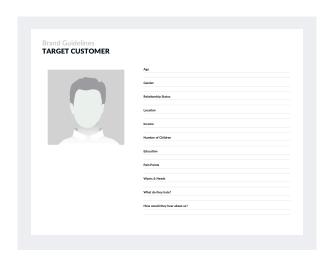
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INCLUDE:

Brand Background / History Brand Purpose Brand Vision Brand Mission Brand Values

Provide a brief background/history of your brand:	Notes:
What is your Brand Purpose?:	
What is your Brand Vision?:	
What is your Drand Mission?	
What is your Brand Mission?:	
What are your Brand Values?:	

STEP 3: Target Customer



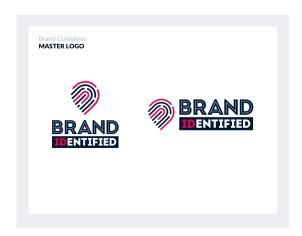
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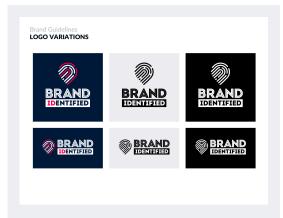
Age
Gender
Relationship status
Location
Income
Number of children
Education
Pain Points
Wants & Needs
What do they hate?
How would they hear about you?

Age:
Gender:
Relationship Status:
Location:
Income:
Number of Children:
Education:
Pain Points:
Wants & Needs:
What do they hate?:
How would they hear about your brand?:

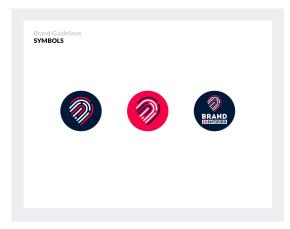
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STEP 4: Master Logo, Logo Variations, Logo Usage, and Symbols

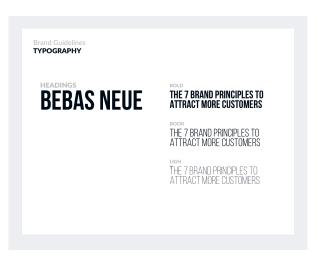






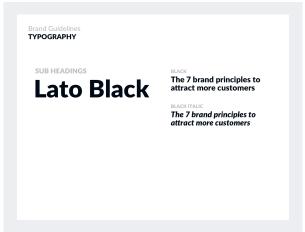


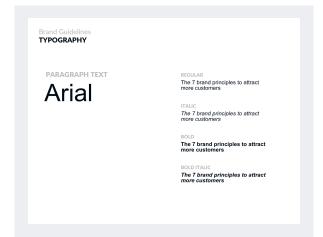
STEP 5: Brand Typography



INCLUDE:

Heading Font Sub Heading Fonts Paragraph Fonts





What are your Brand Fonts?:				

STEP 6: Brand Colors



INCLUDE:

Primary Colors Secondary Colors Attention Colors

*Provide HEX, RGB, CMYK codes

What are your Brand Colors?:

HEX:	RGB:	СМҮК:

Big Ideas:	Notes:



Text Me: **830-250-5370**

Email Me: chris@BrandsByChris.com

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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