BRAND IDENTITY GUIDES

Having a brand identity guide for your business is a wonderful asset. It tells marketers, designers and anyone who's doing anything for your brand what things should look and sound like, and helps maintain consistency. When done right, this asset can also eliminate a lot of unnecessary questions and can help to speed up the design process of any new pieces of collateral or web updates.

Your logo is the crux of your brand and therefore your guide should focus on it early on. Show the primary layout of your logo and include an example of the minimum size for display - that way it's never so small it's illegible (1).

Show secondary versions of your logo, such as an alternate orientation (stacked versus wide), or a standalone mark, and minimum sizes for those as well (2).

Define how your logo should be colored, and be sure to consider what it might look like reversed into all black or all white, which allows you versatility in your branding efforts (3).

Identify how much empty space should surround each version of your logo (called "clear space"), and make sure the measurement you use can be proportionately related to the size of the logo being used (4).

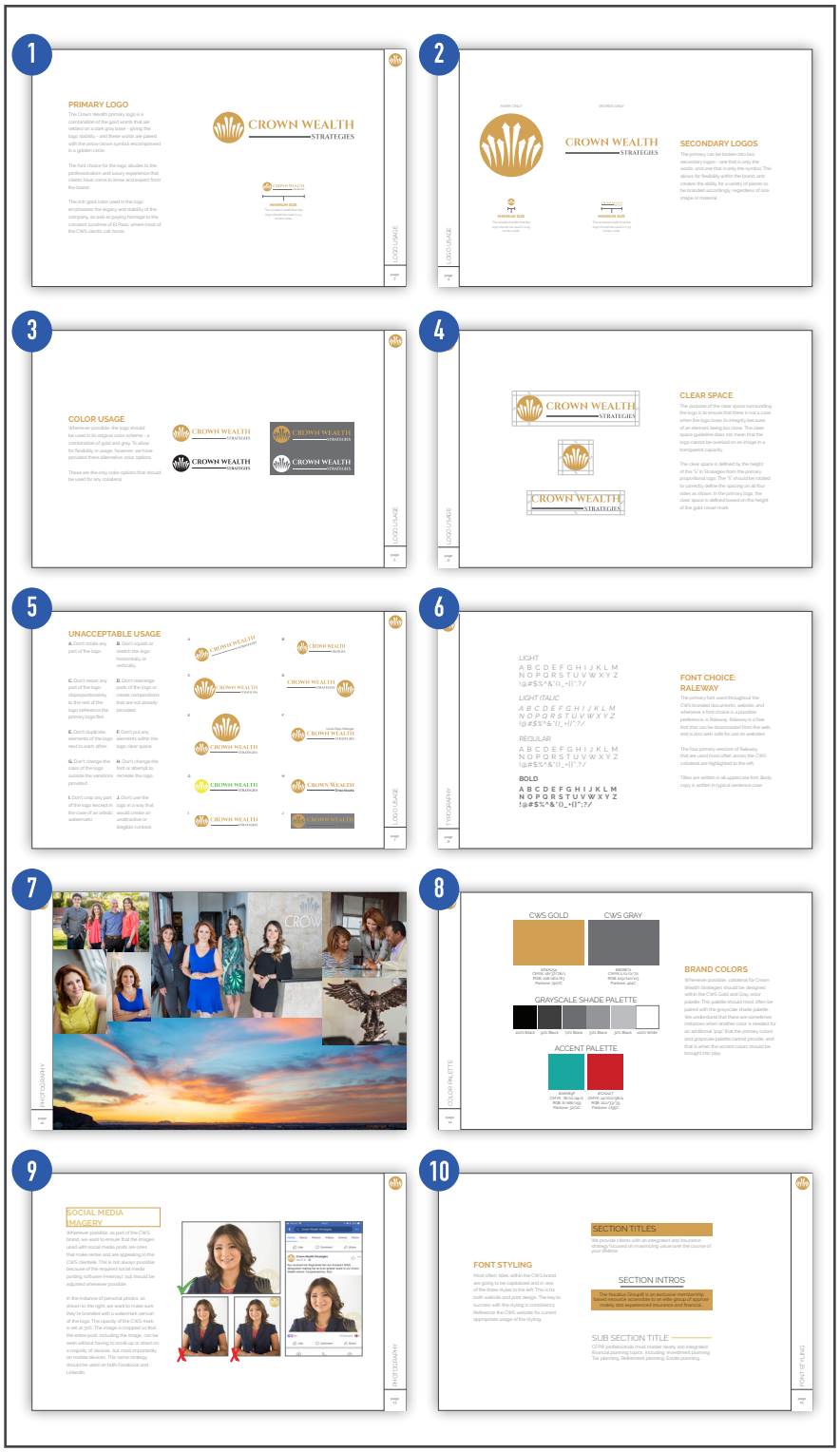
Determine ways in which you're not comfortable with your brand being portrayed and lay those out as "don'ts" - consider things like color treatment, disproportionate sizing and cropping (5).

Next, determine your brand fonts, and how they should be used. Do you have a font that you only ever want used in bold and all caps? This is where you should note that (6).

Consistency among your brand can be created by something as simple as the types of photos you use. Ensuring they have a common theme among them - whether that's color treatment, effect, or subject - is important (7).

The last critical element of a brand guide are the colors you use for everything. Identifying these will ensure the same color palette is carried across all of your onsite and offsite design elements (8). Typically, these start with the colors in your logo and build off of those.

The rest of your brand guide is simply up to how you want your brand to be portrayed. In the instance of our sample, our client had very specific ways in which she prefers images on social media to be cropped (9), and also how she wants bodies of text to be styled in print (10). By including those in her brand guide, it ensures that whomever she works with will do it the same way each time, without her having to provide extra direction or revisions during the design process.



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