Brand Guide Builder

Step One

Write as many words as you can to describe your brand.

Examples: Fun, Corporate, Professional, Silly, Friendly

. . . .

. . . .

. . . .

. . . .

. . . .

. . . .

Circle the words that seem MOST important to your brand.

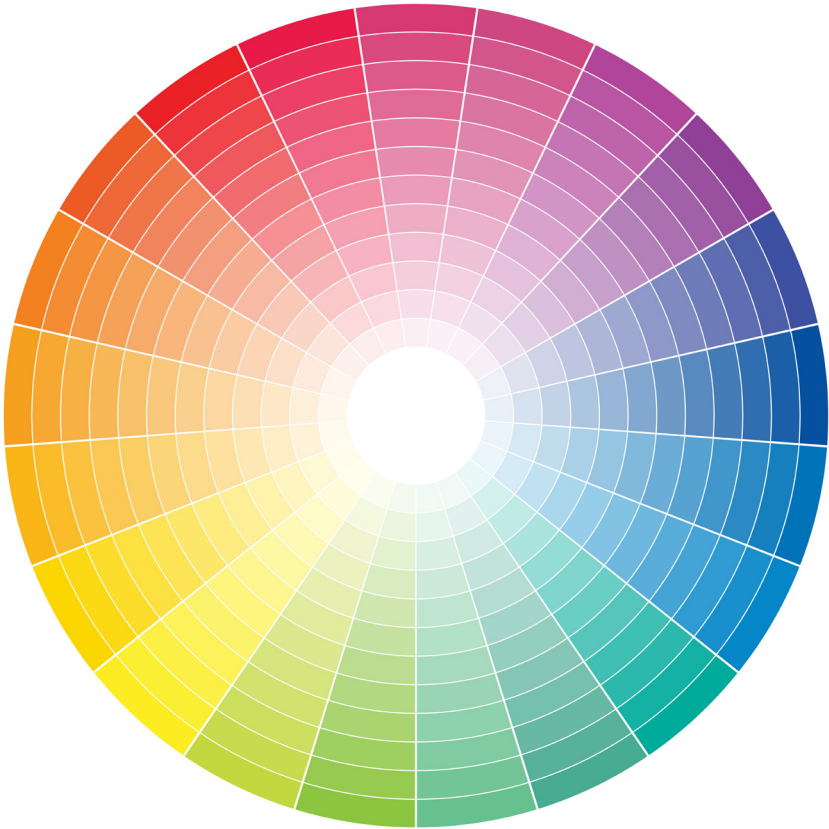## Step Two

Think of visual attributes that go along with your chosen words.

Examples: Bright, Vintage, Monochromatic, Pastel, Bold

. . . .

. . . .

. . . .

. . . .

. . . .

. . . .

Step Three

What colors best fit your visual attributes above?

Note: Don't just pick your favorite colors. Pick the colors that best match your visual attributes.

Brand Guide Builder

Step Four
What typefaces best fit your visual attributes?

Sans-Serif typefaces are great for a more contemporary feel.

Serif typefaces feel more classic, and formal, but are harder to read on a screen.

Handwriting type can be fun and whimsical, but not as professional or serious.

Scripts are beautiful, but not very easy to read.

`Some typefaces look a little vintage!`

Note: Make sure your font is a standard font or available on Google fonts, to make sure that it will be able to be used on your website!

Step Five
Time to decide on visual elements.

You are going to need either photography or some other visual elements at some point. The best time to decide on a look & feel is before any assets have been created.

This is the time for Pinterest. Look at the words you chose for your brand attributes. What does that look like in a photograph. Do you want a light & airy feel? Or are you looking for something a little more dark and moody?

Perhaps you don't want to use photography at all, and you want to rely on illustration and graphics! Also a great idea. But what should those graphics look like? Cartoony and silly? Or Straight-forward and serious?

Create a Pinterest board, or just create a folder of imagery you think is related to your brand. You can show these assets to potential photographers or designers so that they know how to best create assets to reinforce your branding.

Step Six
Put it all together!

The last step is the fun one. It's time to put all your choices together in one location so you can see everything together at a glance. We love to do this in InDesign, but Canva is also a great, free option. Even Google Docs or PowerPoint can be used for this.

Write down your Brand Attributes, your Visual Attributes, your color choices, and your typefaces (We recommend 2).

Under that, paste in a few of the images that you found.

Congrats!
You built a brand guide!

Now...follow it.

BRAND ATTRIBUTES:

smart, helpful, happy, motivated, caring, nurturing, hip, innovative, hard working, fun, inclusive, curious, collaborative, empathetic, engaged, responsive, trusting, welcoming

VISUAL ATTRIBUTES:

bright, bold, legible, clear, high-contrast, contemporary, flat-design, digital, organic
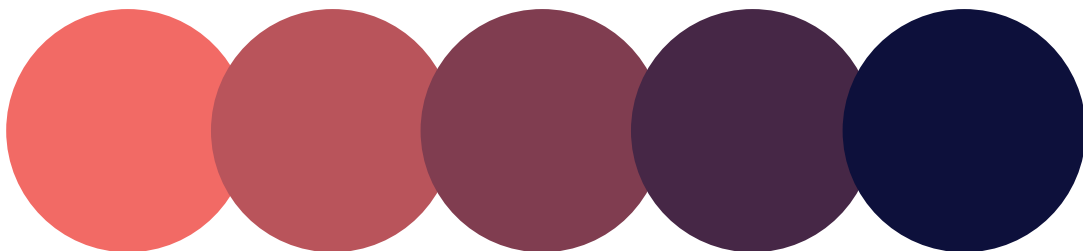
TYPEFACES:

Neuropol

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Brandon

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COLORS:

IMAGERY: