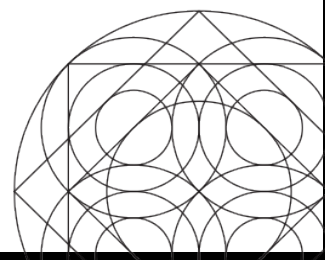
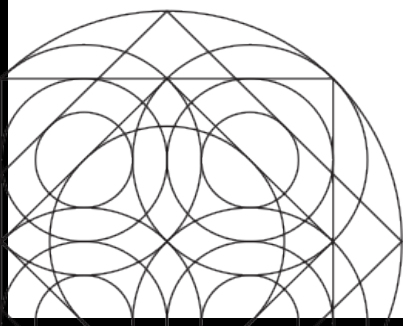


BRAND

*style guide*



# brand style guide

## DEVELOPING A BRAND ID

*Creating a Brand ID helps inform design choices across all channels, creating a powerful connection between you, your business and your customers. And letting your ideal clients know that you are talking to them!*

### ANATOMY OF A WELL STYLED BRAND

*Colours*

*Fonts*

*Elements*

*Lifestyle*

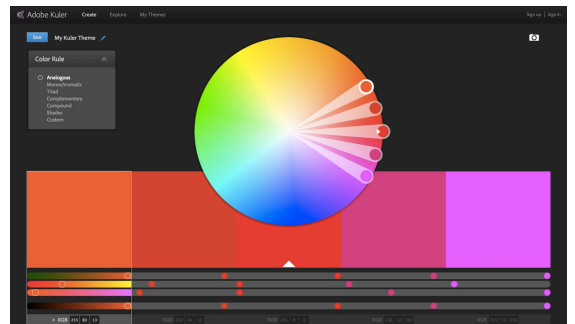
*Firstly, lets determine our brand colours, and you'll already have an idea of these from your Skintone diagnostic. Starting with these colours in mind, you'll now determine which colours work best with each other, and which ones are inline with your Brand Adjectives.*

*Most designers choose a maximum of 5 colours for a brand ID, but this is really a personal choice. Five colours might seem like a lot for you, so just do what fits into your personality.*

### ADOBE COLOUR PICKER

*The Adobe Colour Picker is a useful tool to help determine colour combinations.*

*Start by inputting your absolute best colour and go from there.*



LIST DOWN YOUR CHOSEN COLOURS (MAX 5):

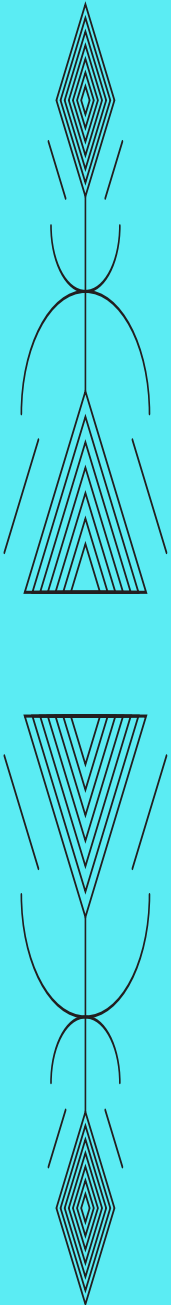
1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

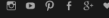
4. \_\_\_\_\_

5. \_\_\_\_\_



# brand style guide

## COLOURS OF MY SITES

HOME BLOG WORK WITH ME ABOUT LEARN WITH ME  SEARCH

AMBER RENAE  
THE STYLE ENGINEER

### Ambrace YOUR TRUE COLOURS KIT

This kit has the power to help you look good, and feel better about yourself today!  
If you want to feel like you're glowing EVERY time you leave home, click [HERE](#).

AMBERRENAE.COM

*Black and White only*

### FINDING YOUR VOICE IN A CROWDED AND NOISY WORLD

JADE EDIT



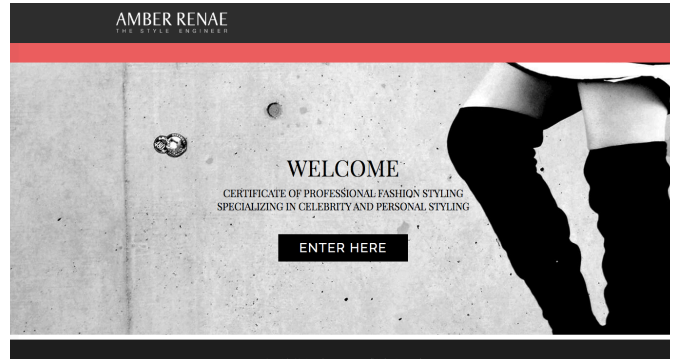




### FASHION STYLIST E-COURSE

*Black and White*

CORAL #ff4a54



### Become a PRESENTATION PERFORMANCE PUBLICITY powerhouse

Login



Welcome to the Presentation, Performance and Publicity powerhouse e-course! Please begin using the fields below. Thank you so much for joining, I can't wait to watch your transformation

test user  
My Account  
Edit My Profile  
Logout

### PPP COURSE

*Black and White*

AQUA

#73e4ec



WATERMELON

#fa1451



# brand style guide

## CHOOSING FONTS

*Fonts can have a dramatic impact on your brand identity. Fonts can help communicate brand values, and help balance out your colour palette.*

*Look beyond the pre-installed fonts on your computer and you'll find a plethora of font choices to suit every brand style.*

*The key to font selection is to limit the number of fonts you use to 3*

- *heading font*
- *body font*
- *accent font*

*Tip: Match a serif font, with a sans serif font, then a script font for your accent.*

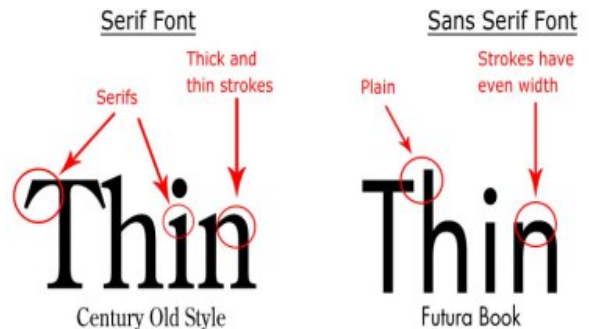
### EXAMPLES OF FONT SITES

<http://www.dafont.com/>

<https://www.fontsquirrel.com/>

<http://www.1001freefonts.com/>

<http://www.urbanfonts.com/>



My Script: *Dear Joe*

Your Script: \_\_\_\_\_

My Header: AVENIR BOOK

Your Header: \_\_\_\_\_

My body: *Baskerville Italic*

Your body: \_\_\_\_\_

# FONT MATCHING EXAMPLES

CAC Champagne  
Caviar Dreams

Great Vibes  
ALGERIAN

cafe & brewery  
Great Vibes

KG Call Me Maybe  
Lavanderia

Futura  
Lavanderia

Rage Italic  
Arial

Zapfino  
Lobster 1.3

Lobster 1.3  
Lavanderia  
Lane-Narrow

ECUYERDAX  
Alex Brush

Sweetheart Script Limited  
cafe & brewery

[Findingtimetofly.com](http://Findingtimetofly.com)

*you are cordially*  
INVITED

..... MODERN .....

*Kindly respond*

BY JUNE 1<sup>ST</sup>

..... ROMANTIC .....

*dining and dancing*  
TO FOLLOW

..... GLAMOROUS .....

*Save the*  
DATE

..... RETRO .....

*the pleasure of*  
YOUR COMPANY

..... WHIMSICAL .....

*we're getting*  
HITCHED

..... HIPSTER .....

*Craft Cocktails*  
WILL BE SERVED

..... VINTAGE .....

*a celebration*  
UNDER THE STARS

..... RUSTIC .....

from [ELEGANCEANDENCHANTMENT.COM](http://ELEGANCEANDENCHANTMENT.COM)

THE  
Perfect

PAIR OF PEARS

THE  
HAPPILY MARRIED

\* COUPLE \*

MATCH MADE IN  
Heaven

[mimpvandco.com](http://mimpvandco.com)

1. Pair a cute, fun, font
2. WITH ALL BOLD CAPS

3. MIX A BOLD TYPEFACE
4. with a swirly font

5. Match a Sweet Script
6. with a sleek type

7. MIX A BOLD SERIF
8. with an elegant type

9. PAIR A CONDENSED TYPE
10. with a brush font

by Skyla Design

HAPPY NEW ONE  
champagne & limousines

art brewery  
NEOU

COUTURE  
cafe & brewery

Sail  
WonderLust

chalk hand lettering  
KRAFT NINE

ca harvest  
CENTURY GOTHIC

Austie Post  
COPPERPLATE GOTHIC

Invitation Script  
WONDERLAND

PEYO  
channel

Austie Post in Wonderland  
SOMEBODY THAT I USED TO KNOW

Sverige Script  
BIRMINGHAM

Bryanna  
CENTURY GOTHIC

[Yellowblissroad.com](http://Yellowblissroad.com)

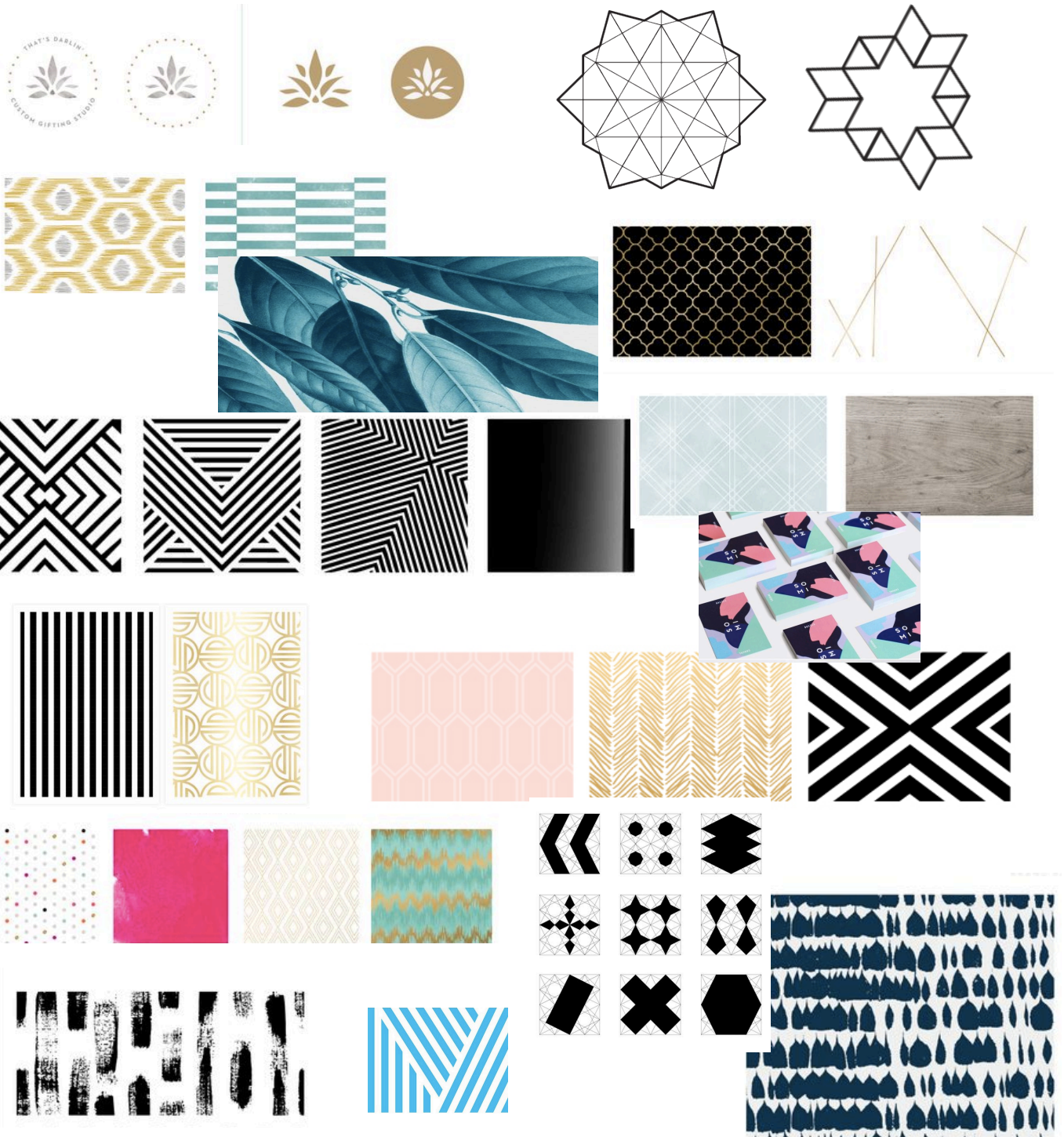
# brand style guide

## CHOOSING ELEMENTS

*Elements can add personality and flair*

*Elements can include icons, patterns, illustrations, textures etc*

*It can be as bold or as subtle as you like*



# brand style guide

## MAKING A CONNECTION

*A lifestyle brand is a company that markets its products or services to embody the interests, attitudes, and opinions of a group or a culture. Lifestyle brands seek to inspire, guide, and motivate people, with the goal of their products contributing to the definition of the consumer's way of life.*

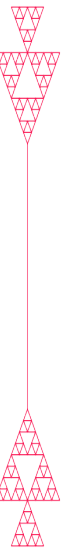
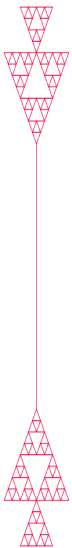
*Create a lifestyle associated with your brand*

*How? Pick something that resonates with you*

*Example: Classic Beach scenes*



*jot down some lifestyle ideas here...*



# brand style guide

## LIFESTYLE BRANDS



ABOUT | BLOG | PHILOSOPHY | WORK FROM WHEREVER | PROGRAMS | WORK WITH ME



Leave Your Office and  
STEP INTO MINE.

MELANIE DUNCAN.com

*Entrepreneurship. Freedom. Success.*

The three can go together nicely. If you can dream it, I can show you what you need to do to achieve it.

**#WorkFromWherever:** | How to start and grow a business that

THIS IS NOT A CHOCOLATE BAR

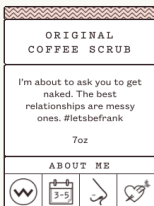
GREEN & BLACKS  
CHOCOLATE



THE GOLDEN ONE



frank | body



FRANK BODY SCRUB

HOME / ORIGINAL COFFEE SCRUB

This is what made me the man I am today: my original, special blend of natural ingredients to scrub away dry, flaky skin, leaving you feeling soft and supple.

# brand style guide

## CREATE YOUR STYLE GUIDE


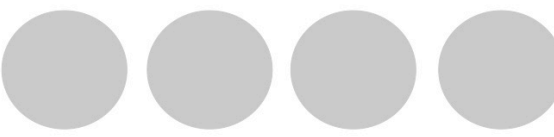

*Now its time for you to create your own Brand Style Guide!*

*I've created a downloadable template for you in Powerpoint, click on the GUIDE icon beneath this video.*

*I've used this software as it's free and very user friendly, but you could just use this as a guideline and create your own Style Guide in your software of choice.*

*Just download the template, then add in your own brand adjectives, colours, fonts, elements and any other buttons or style guidelines you choose.*

*Have fun and be sure to share your creation with the community!*

LOGO DESIGN		
COLOUR PALETTE		
		
FONTS		
HEADER FONT AVENIR BOOK ABCDEFGHIJK	SCRIPT FONT <i>Dear Joe</i> <i>abcdeghjkl</i>	BODY FONT <i>Baskerville Italic</i> <i>Abcdefghijklmnop</i>
LIFESTYLE INSPIRATION		
		
ALTERNATE LOGOS	SOCIAL ICONS	
ELEMENTS		
		



MAIN LOGO

COLORS

LOGO VARIATION

SUB MARK

WATERMARK

GRAPHIC ELEMENTS

BRAND STYLE

FONTS

MONTERRAT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
QRSTUVWXYZ

Helvetica Neue  
abcdefghijklmnop  
qrstuvwxyz

WWW.NESHADESIGNS.COM

# BRAND STYLE GUIDE INSPO

LEMONS PHOTOGRAPHY

COLORS

BRAND ELEMENTS

LOGO VARIATION

SUB MARK

STYLE

FONTS

capitane  
abcdefghijklmnopqrs

ALEO  
ABCDEFGHIJKLMNORSTUVWXYZ

PATTERNS

SAFFRON AVENUE

BAJAN

COLORS

NO FRAME LOGO

LOGO OPTION

SUB MARK

STYLE

FONTS

ST. MARIE THIN  
abcdefghijklmnopqrs

century gothic  
abcdefghijklmnopqrs

PATTERNS

SAFFRON AVENUE

sneak peek

Bikinis and PASSPORTS

FASHION - TRAVEL - BEAUTY - FOOD - LIFESTYLE

COLORS

EXTRA BUTTONS

SOCIAL ICONS

SIDEBAR TITLES

BLOG STYLE

FONTS

NEVIS BOLD  
ABCDEFGHIJKLMNORSTUVWXYZ  
abcdefghijklmnopqrs

DIDOT  
ABCDEFGHIJKLMNORSTUVW  
abcdefghijklmnopqrs

PATTERNS

DESIGNED BY saffron avenue

hooked

GET ORGANIZED. GET STYLED. GET HOOKED.

COLORS

BRAND ELEMENT

SUB MARK

FONTS

font one  
abcdefghijklmnopqrs

FONT TWO  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

PATTERNS

PRIMARY LOGO

STYLE SOCIAL EVENTS

COLOR PALETTE

ABBREVIATED LOGO

ALTERNATE LOGO

WAX SEAL

PATTERNS + TEXTURES

LETTER STYLES

DIDOT  
ABCDEFGHIJKLMNORSTUVWXYZ

BRANDON  
ABCDEFGHIJKLMNORSTUVWXYZ



LOGO DESIGN

Become a

PRESENTATION

PERFORMANCE

PUBLICITY

*powerhouse*



COLOUR PALETTE



FONTS

AVENIR BOOK  
ABCDEFGHIJK

*Dear Joe*  
*abcdefghijkl*

*Baskerville Italic*  
*Abcdefghijklmnop*

LIFESTYLE INSPIRATION



ALTERNATE LOGOS



ICONS & BUTTONS



ELEMENTS

