

9. Create Your Brand Style Guide

1) Make your brand style guide! Grab Day 5's worksheet, download the brand style guide templates (Pages, Word, or Photoshop), and watch the videos.

2) Adjust the template to fit your brand needs.

- Add in more complete color code information
#hex codes, CMYK, and Pantone codes (if you have that info)
- Add in all the fonts that you use regularly.
- Add in your taglines and other frequently used brand messages.

3) Continue to adjust your brand style guide as your brand evolves.

You can also make brand style guides in Google Docs, Canva, PicMonkey and other online design apps. Just include all your logo, font, color, and image style information. The downside of using those particular apps is their font options. They don't allow you to choose fonts you have installed on your computer. So, if your brand uses a font they don't have available, you won't be able to present it visually in your brand style guide.

Share:

Post in our FB group: a screenshot of your brand style guide.