

## **Branding: Week 3**

Brand guidelines.

### **What is it:**

This session will focus on how your brand identity and strategy should be applied. Combined, the brand guidelines create a set of rules that you use internally and externally to grow your brand.

The complete 10-step plan we created in the previous module is a lengthy document, one that you tend to share internally to ensure your team are on the same page. This session will focus on Step 9 – the Brand Guidelines: these are what you share externally to communicate your brand standards.

### **Common problems/mistakes:**

- Guidelines are often not used effectively.
- Businesses do not know how and when they should be used.
- Business owners often undervalue the importance and benefits of using and sharing brand standards.

### **Why is it important?**

- Helps third parties to understand exactly what you want – graphic designers, web-designers, event organisers etc.
- Saves time and money – less back and forth with revisions.
- Makes you look professional.

### **How to do it well?**

Can be anywhere between 6 – 30 pages long. Brand guidelines include:

- **Brand Story** – a simple summary that will give people insight into the heart and soul of your company.
- **Logo** – this section ensures your logo is used in the way you intended and not stretched, distorted etc.
- **Colour palette** – most brands choose 1-4 main colours and don't stray too far from the hues of their logo. Include variations – print CMYK and digital RGB, pantone colour name and number.
- **Typography** – this is where you dictate your font/typeface selection. A good rule of thumb is to use a different font to the one in your logo, to help it stand out.
- **Image** – show examples of images that represent what you do well and what images have performed well for your brand.
- **Voice** – brand voice strongly effects how your audience feels about your brand. Set the tone by outlining the personality of your brand. (example shown – more detail in the next module.)

### **Tips for success:**

- Use your brand guidelines when building your website.
- Send the guidelines to your graphic designer before you have anything new created.
- Send the guidelines to the design team of any events you are taking part in.
- When building your blog, send the guidelines to authors so they know the tone, font, imagery etc. to use.

- Make it accessible – I have seen brands like Dropbox display their brand guidelines on their website to make it easy to access for all.

**Template/Checklist:**

Download the example brand guidelines and use Canva.com to create your own.

**Task:**

Complete your brand guidelines using the template provided.