



THE
AGENCY

Branding
Guidelines

Branding Guidelines

Use this guidelines booklet to help you keep on track when it comes to your brand.

Branding guidelines are helpful for a number of reasons. They help you stay on track when you are creating something new or when you are producing your social media content. They also help you to communicate your vision to your team members and any third party service or supplier who you may work with.

Keep referring back to these when you need to.

When you get stuck or things aren't looking or feeling quite how you want them to, then use your branding guidelines booklet to get you back on track and inspire you to create consistent and recognisable visuals to your brand.

Review your brand regularly.

Spend time reviewing your brand at least twice per year to make sure that you are hitting the markers. Identify areas where you may have strayed off brand and put a plan in place to bring it back on brand. Have a think about which areas of your output are brand strong and brand weak.

Consistency, persistence & resistance.

Remember that your brand isn't something that becomes recognisable within a week. Your brand is something that has to last at least 2/5/10 years and so it's a long term process. Stay consistent in your visuals, voices and messaging. Be persistent in the way you communicate your brand and resist the urge to adapt and change.

Use the training ideas to help you complete this workbook

Brand Promise

Write your brand promise.

A brand promise is a value or experience a company's customers can expect to receive every single time they interact with that company. The more a company can deliver on that promise, the stronger the brand value in the mind of customers and employees.

Notes

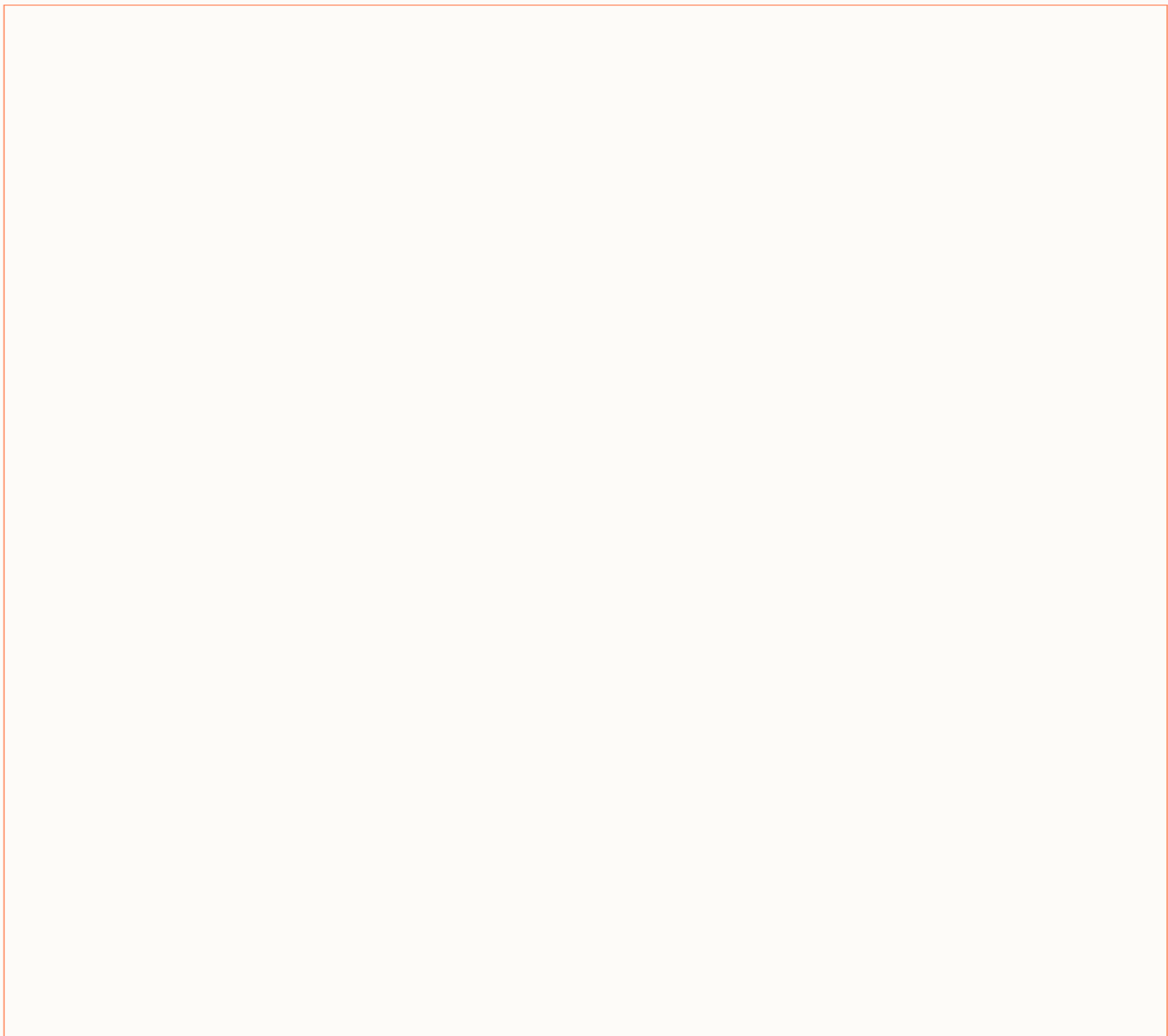
Logo

Logo detailing.

Note down your logo, including your primary and secondary logo style and jot down the words / phrases associated with your logo. Also note down any icons / symbolism & colour used in your logo. Include your best practise for your logo:

- Where to use it (Social media, website, printed goods)
- How to use it in the mediums you will use it in (e.g. Full logo or stamp version)
- How not to use it (e.g. do not use white on a light background as you won't be able to see it).

Notes

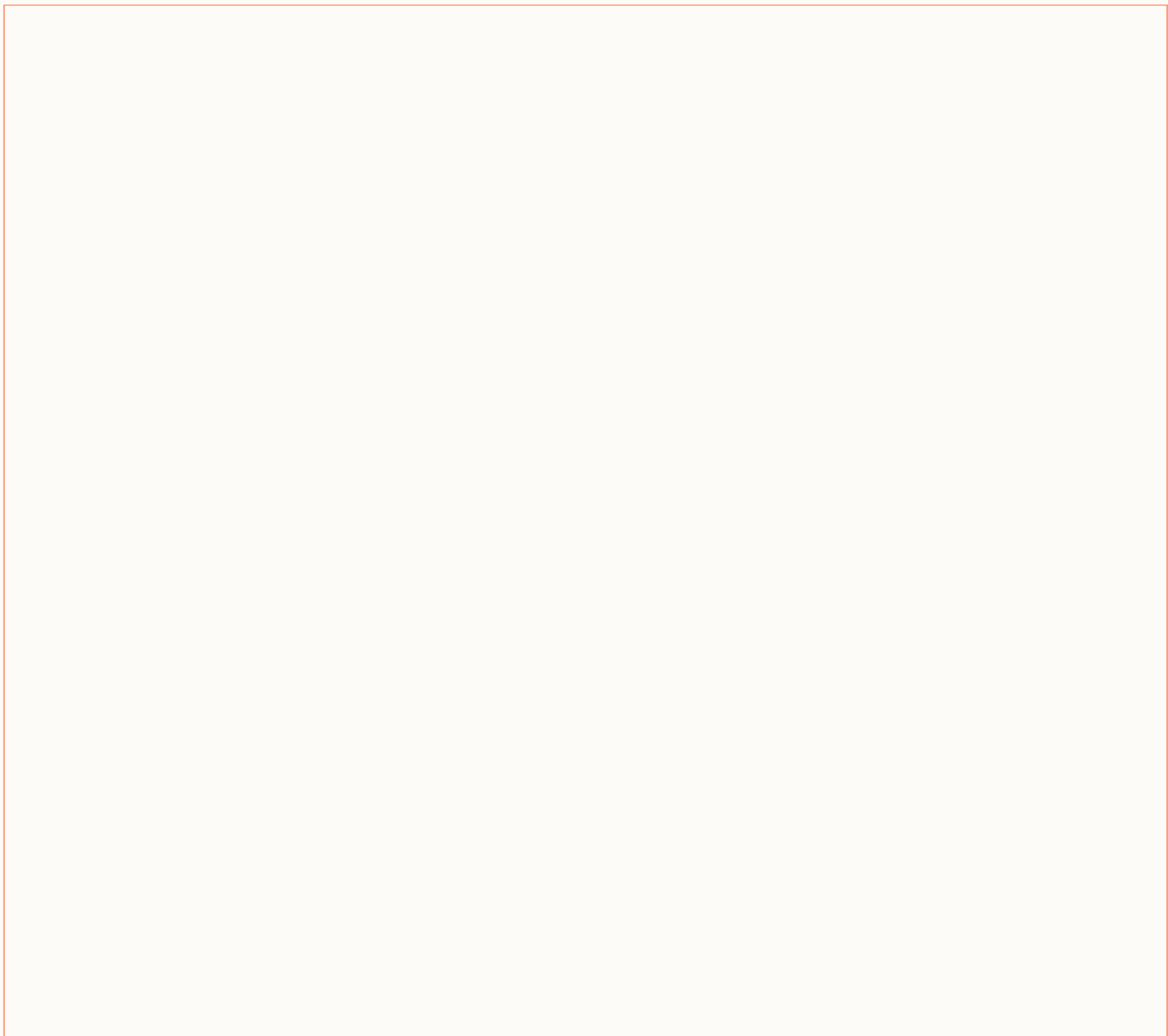


Colour Detailing

Colour detailing.

A good brand will stick to its colour palette. Research your colours you want to use and how they fit together in a colour palette. You may want to choose up to 5 colours to include in your colour palette. Note down the colours and how and where they will be used. It will also be helpful to now down why you have chosen those colours and their colour code number in these formats: PMS, CMYK, RGB and HEX.

Notes

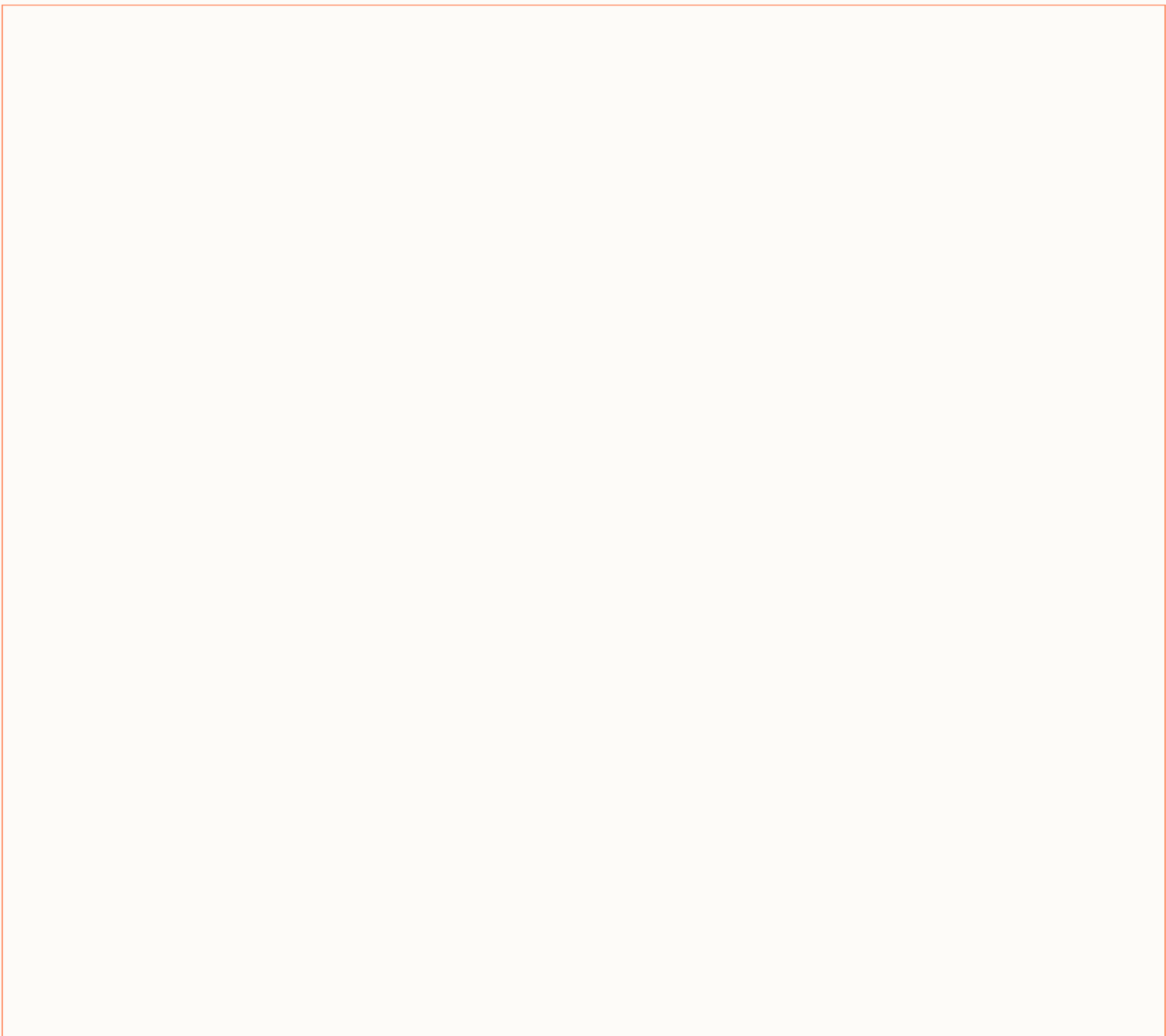


Typography

Fonts

Which fonts will you use in your brand. Include details of a primary font which will be used the most and be the most recognised font. A secondary font which will be used to compliment the primary font and a back up font which will be used when your main brand fonts aren't available. On Instagram stories for example. Include details of their size, colour, spacing and do's and don'ts.

Notes

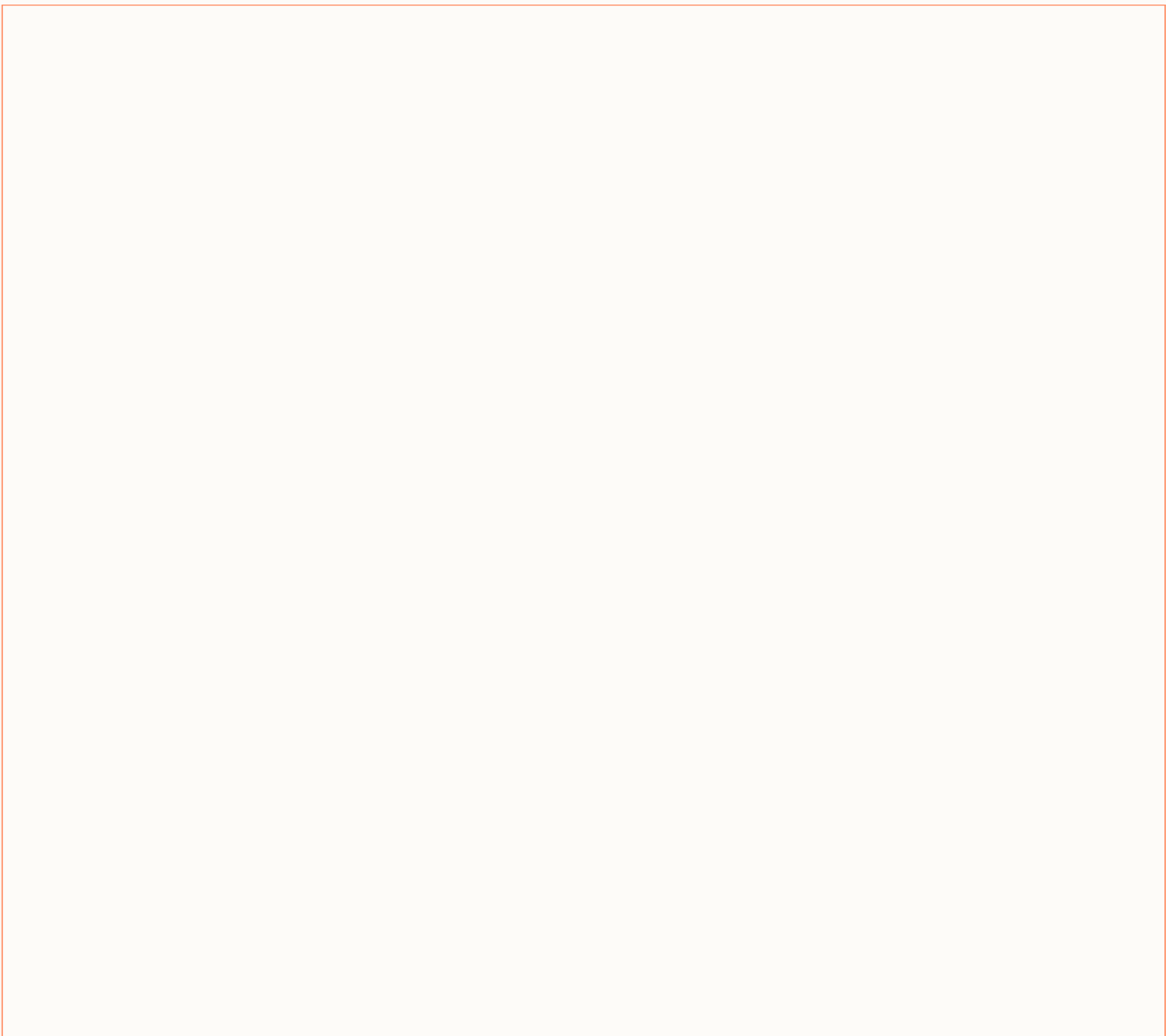


Other Imagery

Complimentary imagery

Which other images will be used throughout your brand to convey your message? Will there be a set of standard images for your company to pick from which have been previously vetted? Note down any colours, styles, emotions & types of imagery that could be used as well as any images to avoid in your branding. Which filters / how will you edit your photos? What is your brands photography style going to look and feel like? How will you ensure consistency in imagery?

Notes

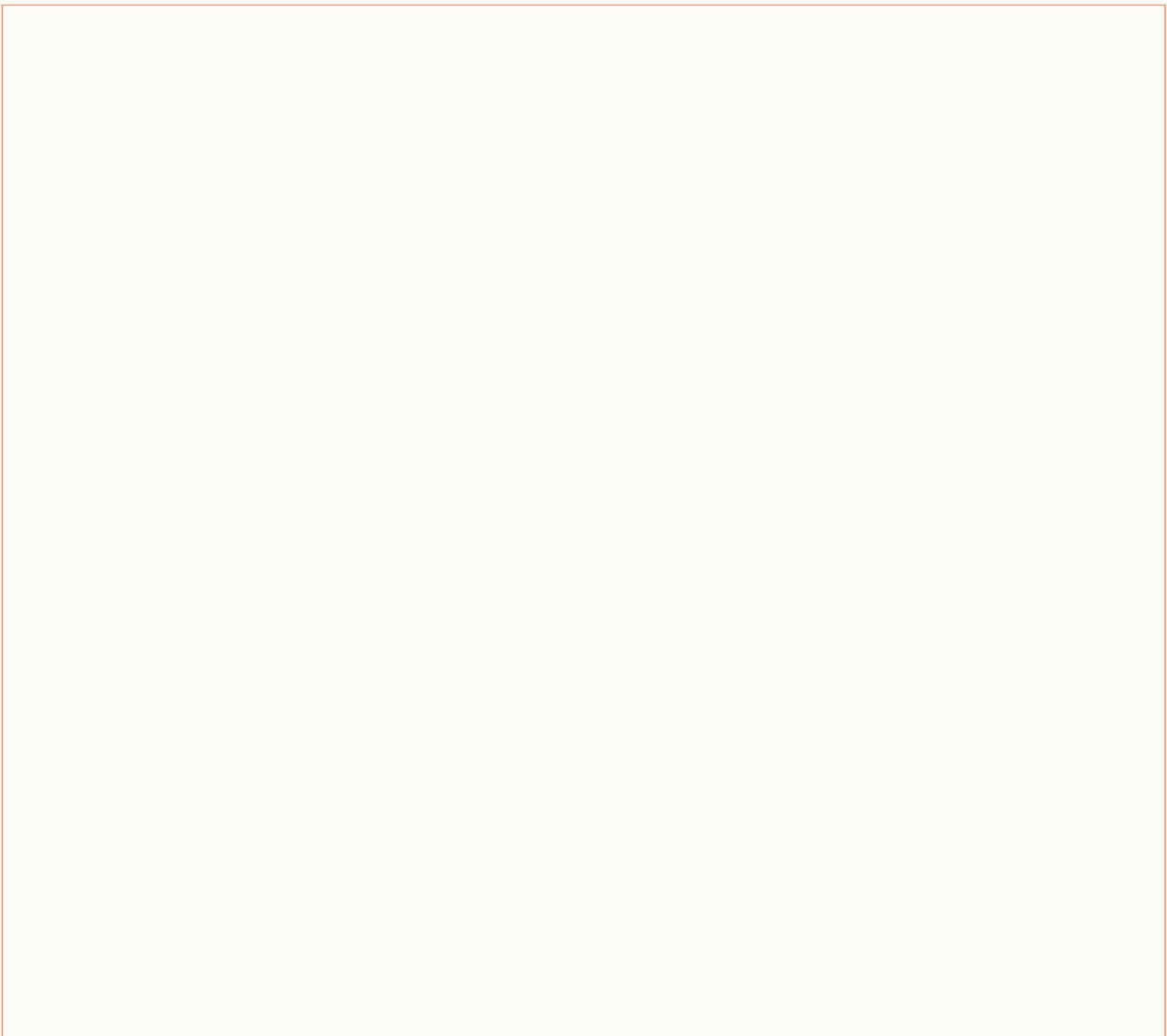


Voice & Tone

Your Messaging

How will you communicate your brand and how do you want it to be received? What language styles will you use? What emotions do you want people to feel? How will your brand speak? Note down any words that you want associated with your brand and always come back to these every time you communicate with the world. Through your website, social media, packaging, everything. Also note down what you are not and the voice and tone you don't want associated with your brand.

Notes



Branding Guidelines

Be Specific

Imagine that you are writing these for a huge team of people who don't know you or are new to working with you. These guidelines are a foundation to build from but must be written in a very specific way so that there's no room for alteration or interruption.

Include Do's and Don'ts

At every point make sure that you don't only detail the do's of your brand but also the don'ts. It will help you to stay consistent and have a strong idea in your mind of what your brand is and is not.

Create a Digital Version

A digital version of your brand guidelines will be more specific and you can use examples of the fonts, logo & colours to refer to rather than just talking about them.

Remember your ideal client

You own the brand but your ideal client creates the value of that brand and needs to be able to associate themselves with your brand. So keep them in mind at every stage of creating your brand guidelines.

Stick to it

This is a booklet of every aspect of how you want to be perceived by your ideal client. Stick to it, trust yourself and remember that Rome wasn't built in a day.



THE
AGENCY

OHHEY@INGEHUNTER.CO.UK