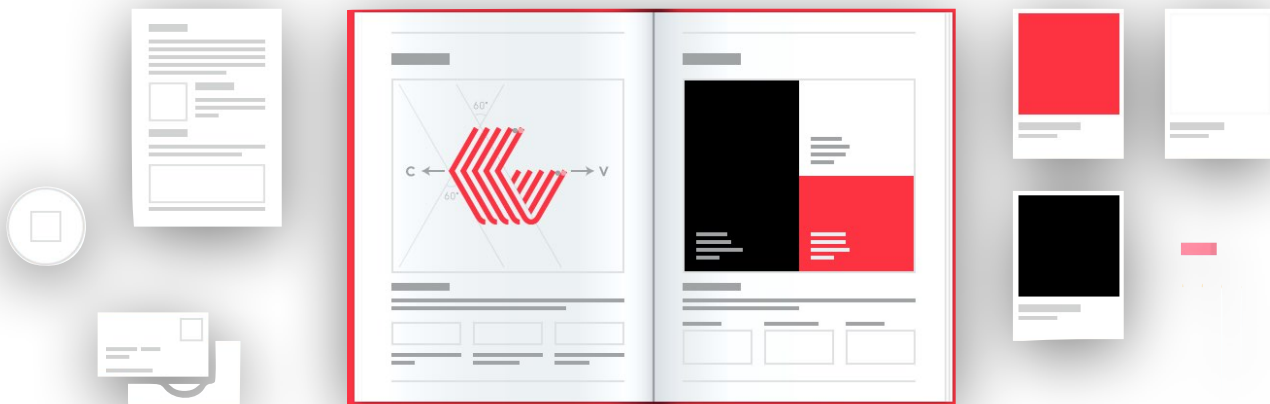


# THE ULTIMATE *Style Guide Must-Haves*

## HOW TO MAKE YOUR BRAND STAND OUT

Are you looking to create an irresistible brand? From the language on your website to the color palettes on your Instagram feed, a strong brand will help your business be admired, remembered, and preferred. With the right style guide, you can control consistency across your marketing by providing all the details needed to create a cohesive brand experience.

While brand guidelines mainly focus on the visual representation of your brand (logos, fonts and colors), we hope this ultimate branding checklist will ensure that your positioning, messaging and visuals are all consistent.



## STYLE GUIDE MUST-HAVES



Logo rules



Color palette



Web elements



Iconography



Photography styles



Typography and fonts

# 6 SUGGESTIONS ON HOW TO MAKE A STYLE GUIDE YOUR ULTIMATE BRANDING CHECKLIST:



## **Create a tagline or slogan.**

This should give your customers an elevator pitch of what your business is all about. Taglines and slogans make the purpose of your company crystal clear in a concise yet creative manner. Plus, they differentiate you from other companies that are marketing similar products or services.



## **Distinguish your brand messaging.**

What is the mission, vision, and promise that you make to your customers? Include brand elements that define the purpose of your company. Brand messaging becomes a standard for the brand, and is something you can share with every new employee to help him or her understand what you represent.



## **Define your brand personality.**

Who are you trying to target? Giving your brand a persona from the very beginning should attract an audience that can authentically connect and relate to you. Your brand personality makes your company human.



## **Say it with e-communication.**

From your monthly e-blasts to your email signature, no detail should be overlooked when it comes to where your brand appears. Those who communicate with you electronically should immediately know you not only by your name, but by your brand.



## **Put it on paper.**

Are your brochures, business cards, letterhead and envelopes portraying your brand? Your printed materials should feel connected and consistent with your brand.



## **Identify your digital presence.**

Now you have the tone of voice, your target audience and a cohesive brand, it's time to share it online. Make sure your website and social media pages reflect your brand. Create branded templates for social media imagery, and grab similar domain names and social media handles.



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**Need help with your branding strategy?** With the help of the seasoned branding professionals at The District Creative, you can develop a brand that gets you noticed every time. We can assist you in developing a style guide that will ensure consistency and quality. **Contact us today to find out how!**