

BRAND GUIDE

Basic guidelines for your brand

BRAND GUIDE

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Introduction

Brand guidelines are simply a set of rules governing the visual and verbal elements of a brand. These rules ensure a brand appears consistent wherever it is used. This includes name, logo, tagline and other elements such as colour, type and graphics. They also address where appropriate, scale, position, materials, language, tone and copyrighting as well as and cultural implications.

As your brand evolves you would add to and modify your version of these guidelines as required.

For the purposes of this reference guide I have only covered the most basic rules.

Logo

A brand logo usually contains several key elements: logotype, tagline and if applicable a logo (graphic device).

It is important your brand logo/logotype is created as a 'vector image' and versions saved in the following formats: JPG, PNG and EPS as both 72dpi and 300 dpi files for us in both digital and print applications.

Standard logo



LUKE

Web logo



LUKE

arthurluke.co.uk

Social media logo



LUKE

@Luke.online

Reverse logo



LUKE
arthurluke.co.uk

Colour

Colour and font are both important elements of the brand. Both are used to provide contrast whilst creating a unified and recognisable appearance across all visual applications.

The 'LUKE' standard logo appears in black on a white or light coloured background. The letter 'U' is picked out in a different colour to accentuate the 'U' and to create one element of constant change.

Standard

LUKE

Variations



#fda400

#6aaef4

#b60616

Reversed



#fda400

#6aaef4

#b60616

Font

Open Sans

Primary font for use on Headline and body text:

- Regular, Bold, Extra Bold
- Double line spacing

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f h i

Black text on light backgrounds or white text on dark backgrounds. Key words highted in a contrasting colour where appropriate.

Example:

THE BEST TIME FOR NEW BEGINNINGS **IS NOW**

THE BEST TIME FOR NEW BEGINNINGS **IS NOW**


Photography

Style, themes and composition

Photography plays a very important part in the brand story and is a critical element of the communication process. Insightful imagery can elicit powerful emotions in the viewer.

TIP:

- Use authentic imagery
- Be culturally relevant to your audience
- Use imagery that reflects the human experience
- Use imagery as part of the story telling process



**FAILURE IS NOT
A PREREQUISITE
FOR SUCCESS**

LUKE




**5
COMMON
BRANDING
MYTHS**

you need to know

LOGO

LUKE
arthurluke.co.uk



**WHAT'S
IN A
NAME?**

7 crucial questions
you need to ask
yourself

LUKE

ON



OFF

**THE ART OF
PROCRASTINATION**

Opportunity's assassin

LUKE
arthurluke.co.uk

Social media styling

Style, themes and composition

It is important to create a consistent yet flexible brand style for social media post and updates. Too rigid and they risk being boring and uninspiring.

TIP: Always use the brand font, colour palette and logo as a constant unifying element.



**A BRAND THAT
DOESN'T TAKE
A CHANCE
DOESN'T STAND
A CHANCE**



Checklist

Brand identity usage checklist

This guide is intended to cover the basic brand application it is not meant as a comprehensive brand bible however here is a checklist of the potential applications for your brand logo.

- Website
- Blog
- Business cards/letterheads/invoices/purchase orders etc
- Social media
- Web ads: Facebook etc
- Print ads: magazines, newspapers
- Online magazine/blog ads
- Packaging
- Brochure
- Printed handouts/flyers
- Livery: Van, Truck
- Carrier bags
- Advertorials
- Signage
- Banners
- Mobile apps
- Presentations
- Press release