

BRAND STRATEGY

ELEMENTS OF STYLE

WHO YOU ARE

BRAND STATEMENT

TAGLINE

LOGO . REVERSE LOGO . SUBMARK

COLOR PALETTE

TYPOGRAPHY

ELEMENTS . ICONS

VOICE . DICTION . TONE

DIGITAL MEDIA CONTENT . HASHTAGS

IMAGERY

PATTERNS . TEXTURES . SURFACES

PROPS . STYLING

MODELS . WARDROBE CUES

MUSIC . PLAYLISTS

MEDIA TEMPLATES . SCREEN SHOTS . LAYOUT

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SOME SMART TIPS BEFORE

Starting your brand journey!

1. Choose contrasting fonts that create hierarchy.
2. Your logo is NOT your brand
3. Your logo is a stamp that represents your brand.
4. Brand typefaces don't have to be the same as your logo.
5. Choose colors that represents your product or service
6. Limit your color palette. Quality over quantity!

words

name & tagline web & marketing copy blog & video posts newsletter content packaging copy email communication

images

logo design website look & feel, sub marks, favicon, advertising & marketing package design

“consistently communicate your brand message”

interaction

tweets, updates, posts, connections, circles, friends, sharing content, blog commenting

experience

website presentation quality of deliverables responsiveness & services ease of use