One: Explain your brand (Company, product, client)

Write a full description of your brand and what it stands for, containing the following:

1. **Values:** What are the values that you want to set
2. **Voice:** Create a list of words (adjectives) that explain your voice
3. **Uses:** Where and how can the brand be used, including its symbols
4. **Mission:**What is your mission statement? It’s important to identify a one sentence mission statement for any project. It gives you a clear focus of where you want the direction of your brand to go. Look at examples for ideas.

Two: Set Specific Colors

Make sure to set the specific colors for your identity to maintain consistency. Your colors set the tone for your brand, so choose wisely.

Create a color palette. Fill each box with a color for the palette. You do not have to use all of them, but do not use more than four.

Find three logo brands that use similar colors and copy them here.

Three: Add Brand Elements

Add specific elements for your identity, including trademarks, image styles and brand signature (eg: email). These elements need to be consistent in all communications, including your website.

Fill the rest of this page with different logo styles. At least 10 different elements.

Four: Set Typography

Try to limit your font choices down to two, but no more than three. Too many fonts will break the consistency of your visual identity (with the exception of your logo).

Include what type of spacing and line-heights you want and what situations each font can be used.

Use gimp or Word to make a list of five different fonts that you are interested in using. Circle you top three. Put a star next to you favorite one.

Five: Explain Your Styles

This is where you’ll define a few styles for your identity. Are your buttons flat, shiny, square, rounded or have gradients? Are you clean and minimalist, aggressive, abstract or abrasive?

These are important questions to answer when creating your visual identity. All of these will speak a different tone and if you don’t know what they are, then you risk dropping off the consistency wagon. You can’t have shiny web 2.0 buttons on your website when your logo is a vintage style.

Fill in the blanks: Our style is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ with a hint of\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Six: Set Appropriate Background

Decide what types of backgrounds are appropriate for your identity and include them in your guide. These can be a general style or specific backgrounds.

Plain Background Fill in the box with an example of your background

Decorative Background

Patterned Background

Seven: Explain Your Tone

Explain your tone in as much detail as you can. Are you corporate, friendly or humorous? Your tone will create a personality for your company or project, so make it clear and focused.

Write a couple sentences on what your tone is.