



Developing a consistent brand

Brand Guidelines.

Brand guidelines are a set of tools and rules on how to use your branding elements. The guidelines are used by designers, writers, and anyone else using your brand's elements like your logo to create marketing materials.

Branding

Creating a Brand Identity

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Intro

Branding

Branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds.

Communication

Communication is simply the act of transferring information from one place, person or group to another.

Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.



The Logo.

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Logo Placement

Primary Logo.

primary logo shouldn't be abstract or confusing, it should be legible
and to the point

As you might have guessed your primary logo is your main logo.
It should include your business name and maybe even imagery such
as a simple illustration or icon.



Logo Placement

Brand.

MONTSERRAT
SEMIBOLD, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+

Logo Placement



Brand.

Combination Logo.

A logotype is a logo centered around a company name or initials
The general term logo refers to all marks that represent a brand. So,
when a designer

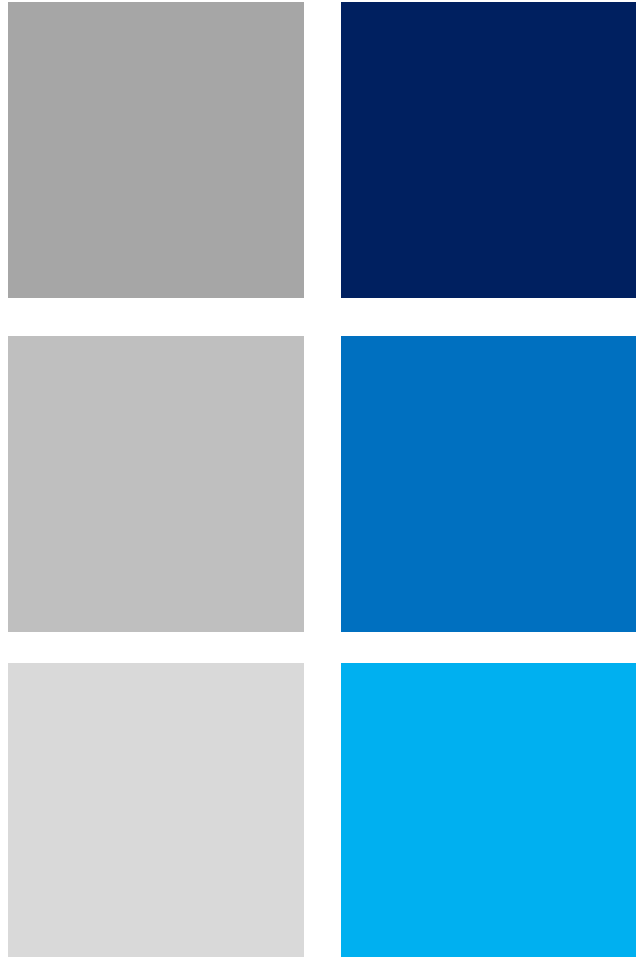
Logo Placement

Color Palette.

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as





Color Scheme.

Brand guidelines are a set of tools and rules on how to use your branding elements. The guidelines are used by designers, writers, and anyone else using your brand's elements like your logo to create marketing materials.

Color Scheme

01



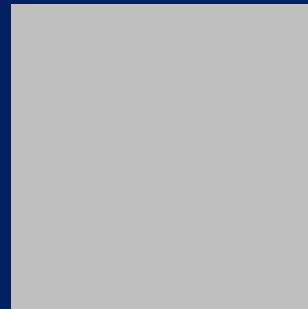
Black
Lighter 50%
#495057

02



Black
Lighter 70%
#adb5bd

03



Black
Lighter 80%
#ced4da

04



White
Lighter 0%
#ffffff

Color Scheme

Color Palette.

A color palette, in the digital world, refers to the full range of colors that can be displayed on a device screen or other interface,

or in some cases, a collection of colors and tools for use in paint and illustration programs

Black
Lighter 50%
#495057

Black
Lighter 80%
#ced4da

Black
Lighter 70%
#adb5bd

White
Lighter 0%
#ffffff

MONTSERRAT
SEMIBOLD, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+

Primary Typeface.

Brand guidelines are a set of tools and rules on how to use your branding elements. The guidelines are used by designers, writers, and anyone else using your brand's elements like your logo to create marketing materials.

Primary Typeface

Primary Typeface.

Selected for its classic elegance and distinct
personality,

Domaine Display Narrow Bold is our primary typeface.
This modern serif's swooping curvatures and extreme
strok.

MONTSERRAT
SEMIBOLD

AaBbCcDdEe

1234568910

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+

Primary Typeface

Secondary Typeface.

Selected for its classic elegance and distinct personality,

Domaine Display Narrow Bold is our primary typeface. This modern serif's swooping curvatures and extreme strok.

MONTSERRAT

Light

AaBbCcDdEe

1234568910

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()_+

Hierarchy

Hierarchy.

Selected for its classic elegance and distinct
personality,

Domaine Display Narrow Bold is our primary typeface.
This modern serif's swooping curvatures and extreme
strok.

Tittle.

BRAND
GUIDELINES

MONTERRAT BLACK

Hierarchy

TITTLE.

Heading Text

MONTSERRAT BLACK

40 Point

SUB TITTLE.

Sub Tittle Text

MONTSERRAT MEDIUM

12 Point

BODY TEXT.

Body Text

MONTSERRAT LIGHT

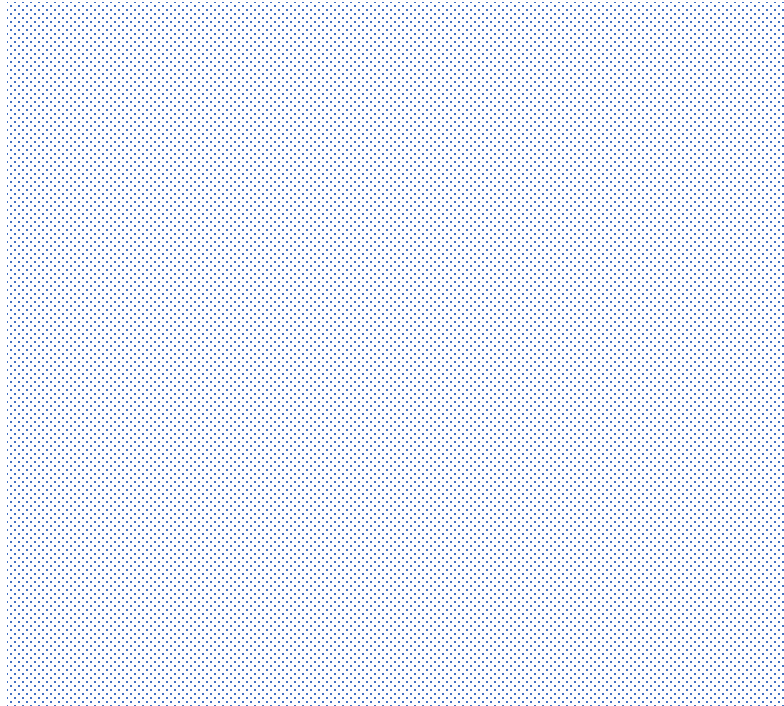
8 Point

HEADER FOOTER.

Header & Footer

MONTSERRAT BLACK

6 Point



Brand Mission.

A brand mission statement clearly communicates a brand's purpose, objectives and how it plans to serve its audience.

Brand Mission

Mission Statement.

Offer a wide range of well-designed, functional
home furnishing

products at prices so low that as many people
as possible will be able to afford them

Mission Statement.

Create a better everyday life for many people
Offer a wide range of well-designed

Offer a wide range of well-designed, functional
home furnishing products at prices

Mission Statement

Mission Statement.

Offer a wide range of well-designed, functional
home furnishing
products at prices so low that as many people
as possible will be able to afford them

*“Your mission statement should
be a defining factor for both your
audience and your employees.”*

YOUR MISSION STATEMENT

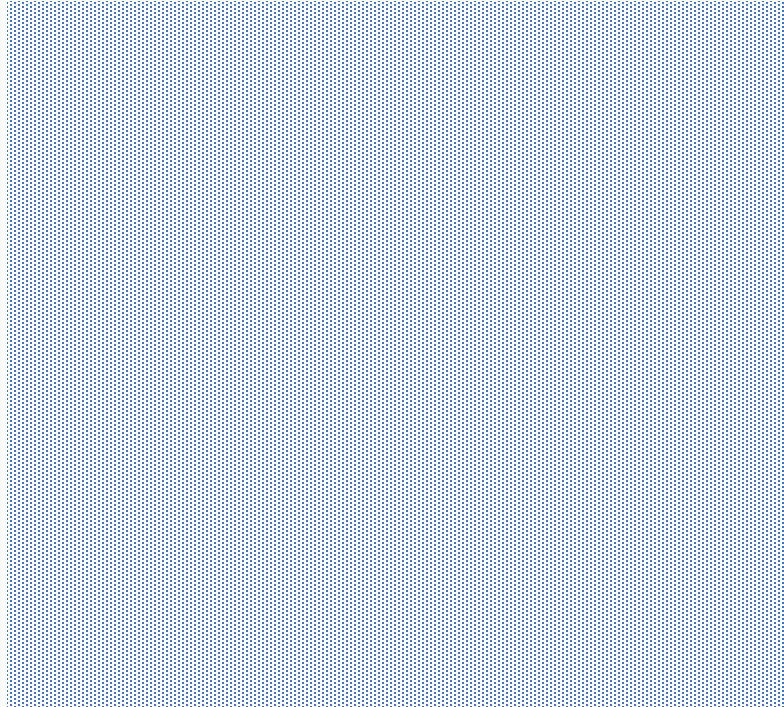
Vision Statement

Vision Statement.

Offer a wide range of well-designed, functional
home furnishing
products at prices so low that as many people
as possible will be able to afford them

*“Create a better everyday life for
many people.”*

YOUR VISION STATEMENT



Brand Direction.

Brand guidelines are a set of tools and rules on how to use your branding elements. The guidelines are used by designers, writers, and anyone else using your brand's elements like your logo to create marketing materials.

Brand Direction

Brand Direction.

Our findings help create a brand direction document which sets out the core elements of who you are.

Creative Blueprint

Our findings help create a brand direction document which sets out the core elements of who you are.

Compelling and Consistent

Our findings help create a brand direction document which sets out the core elements of who you are.

Creative Blueprint

Creative Blueprint

We use our proven brand wheel to capture and craft your brand direction.

We'll establish a set of statements that define the brand essence, brand position, and value proposition for you. We can out-smart your competition with a creative blueprint that's fit for the future,

Compelling Consistent

Brand Direction.

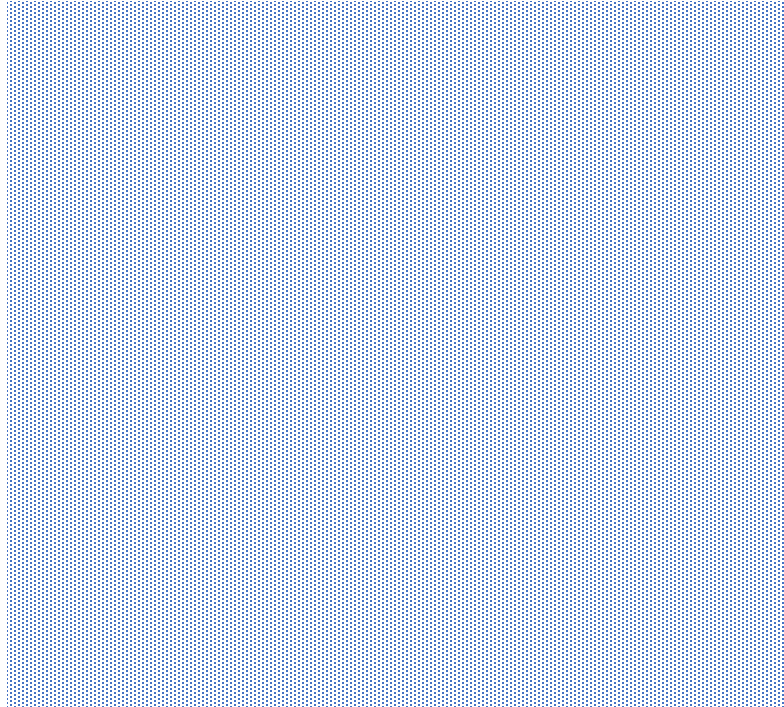
Our findings help create a brand direction document which sets out the core elements of who you are.

Brand Position

Our findings help create a brand direction document which sets out the core elements of who you are.

Brand Value Proposition

Our findings help create a brand direction document which sets out the core elements of who you are.



Brand Team.

A brand mission statement clearly communicates a brand's purpose, objectives and how it plans to serve its audience.

Brand Team

Brand Team.

A brand team is not just focused on fonts and color use. Its job is far more expansive.

A strong brand team functions like an internal agency; their work extends to every other department.

Brand Team Do.

Aligning the Business to Brand Goals

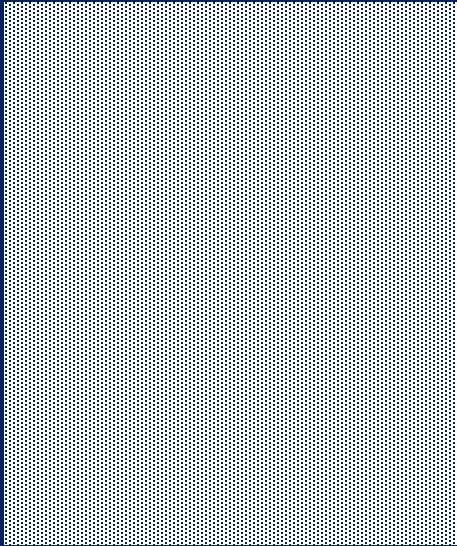
Promoting the Brand

Cultivating a Culture that Reflects Brand Values

Preserving Brand Identity

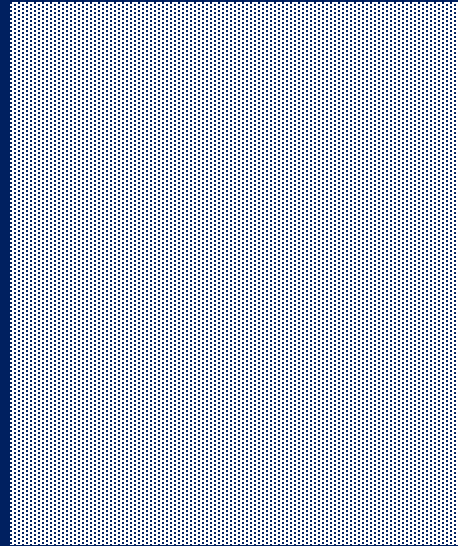
Sharing Brand Knowledge

Brand Team



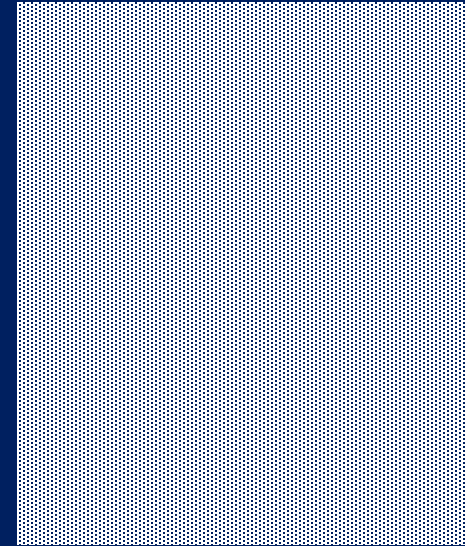
James

Marketing Officer



Nichole

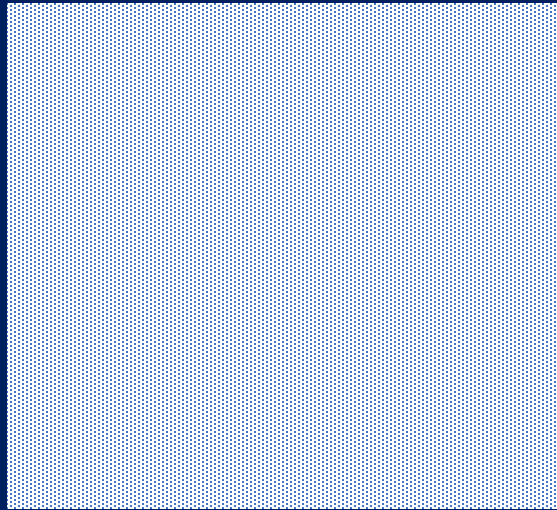
Creative Director



Adam

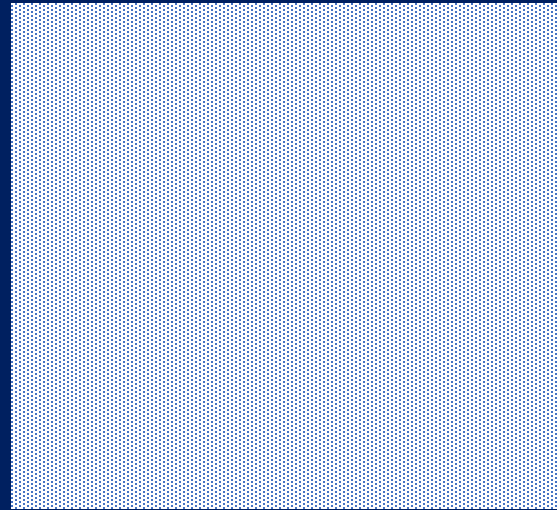
Brand Analyst

Brand Team



Bechkam

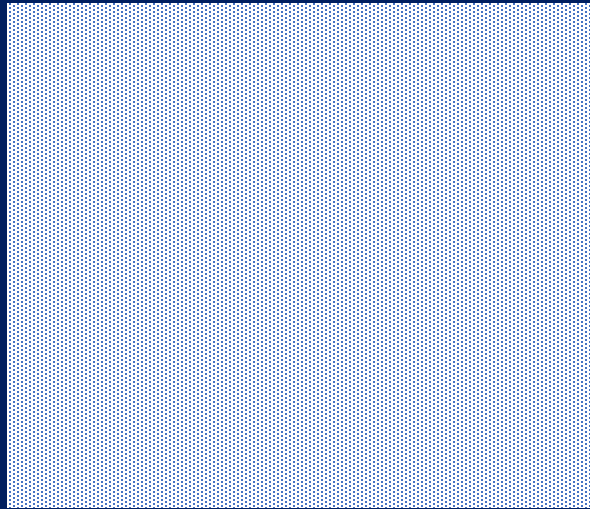
People Ops Rep



Steve Jr.

Communications Lead

Brand Team

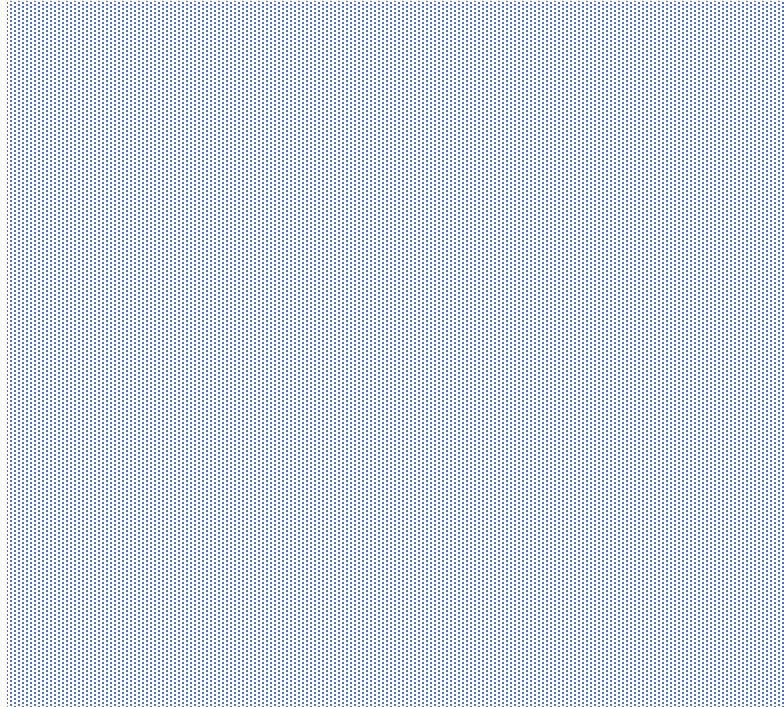


Maria

Chief Brand Officer

The CBO is the ultimate brand-keeper, the one who is accountable for shepherding the brand,

bridging the gap between brand and business, consulting higher-ups, and ensuring that marketing goals are aligned with the brand's strategy.



Social Media.

This direction also becomes the core of the creative brief, a document that ensures our creative work is always led by strategic insight and meets the targets you've set out.

Social Media

Social Media.

Social media is a computer-based technology that facilitates the sharing of ideas, thoughts, and information through the building of virtual networks and communities. By design,

social media is Internet-based and gives users quick electronic communication of content.

Content includes personal information, documents, videos, and photos.

Types of.

Branding Name Facebook

Branding Name Youtube

Branding Name Whatsapp

Branding Name Instagram

Branding Name Tik Tok

Branding Name Other Social Media

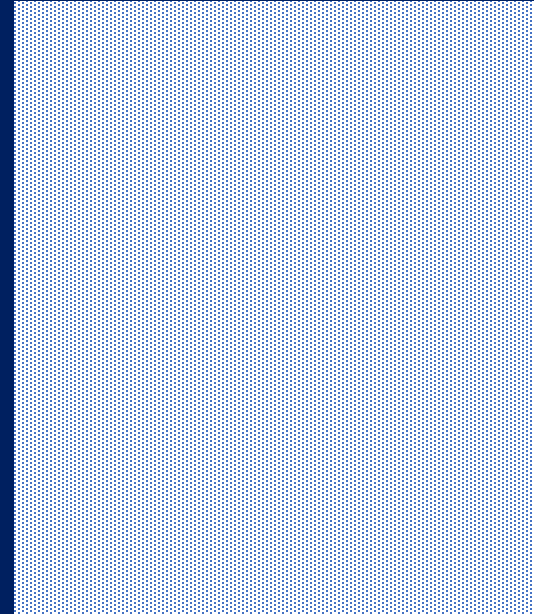
Social Media

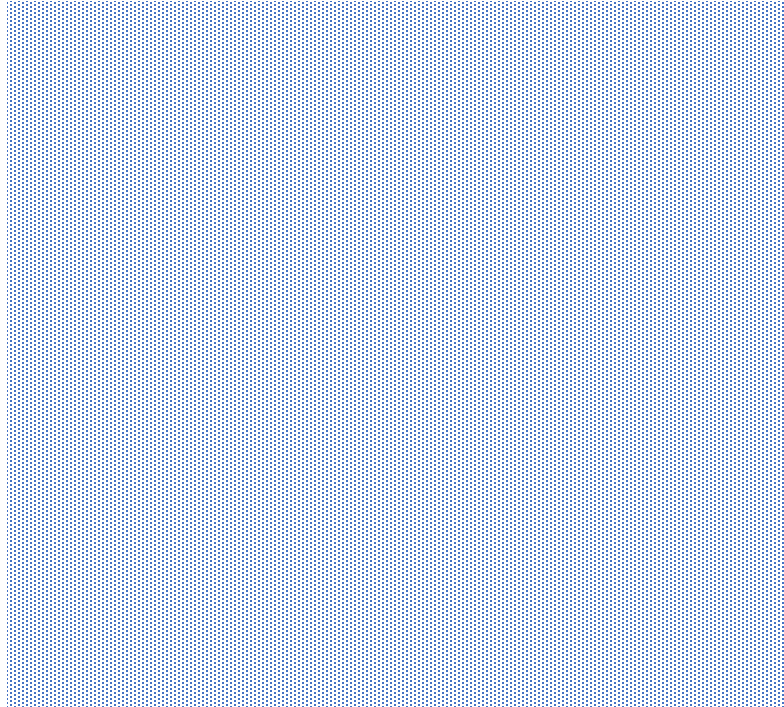
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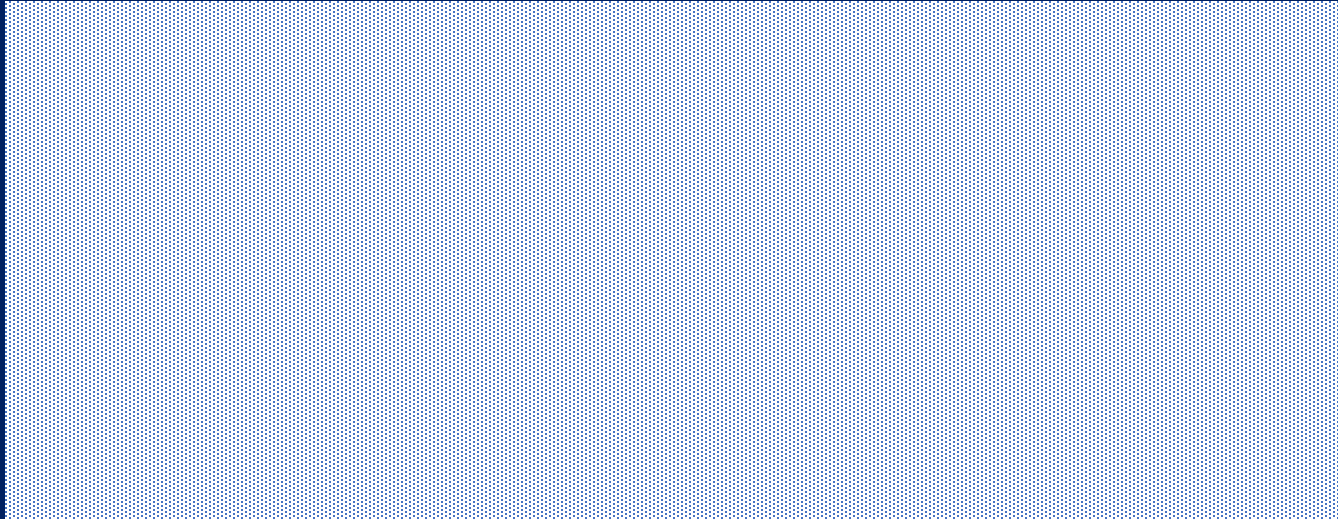


Brand Mood.

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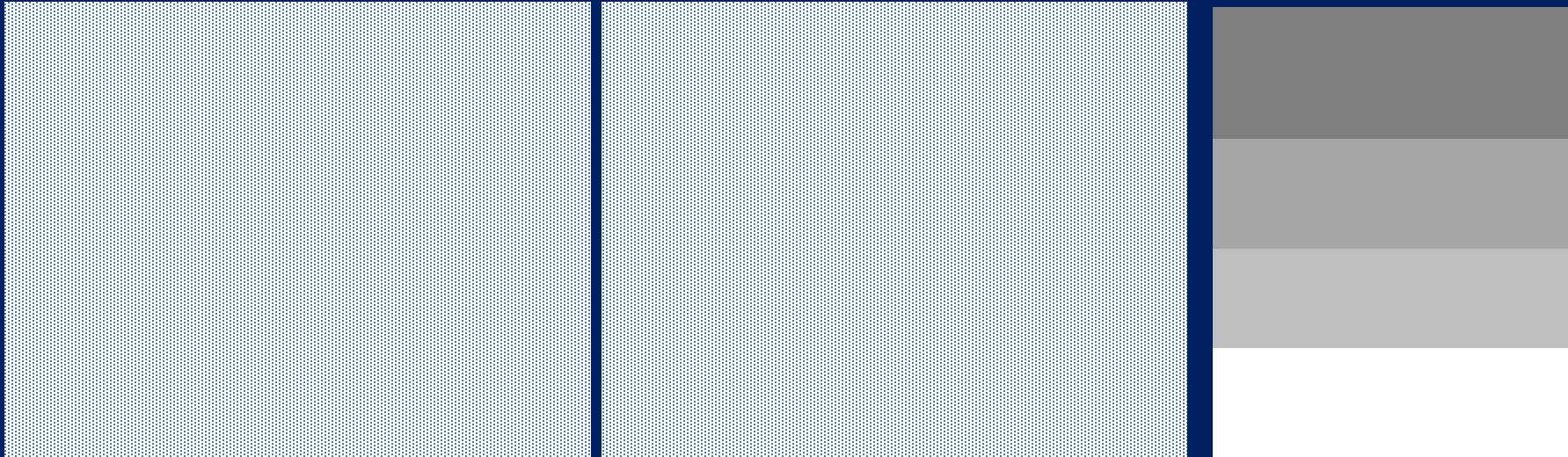
Brand Mood

Brand Colors Mood



Brand Mood

Brand Colors Mood





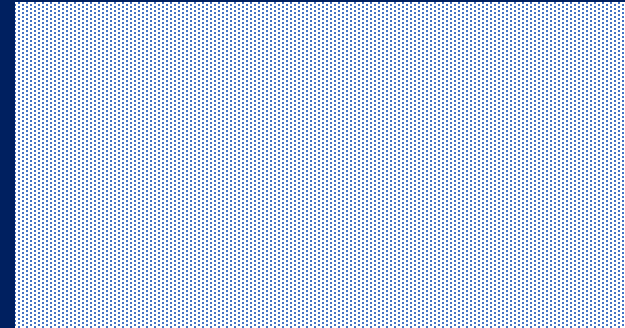
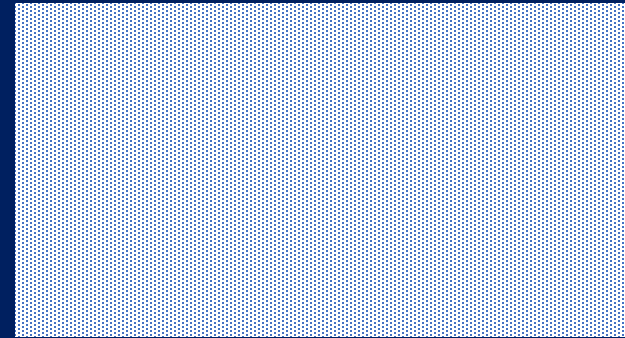
Stationary Design.

This direction also becomes the core of the creative brief, a document that ensures our creative work is always led by strategic insight and meets the targets you've set out.

Stationary Brand

Business Card

They are shared during formal introductions as a convenience and a memory aid Business cards are cards bearing business information about a company or individual.

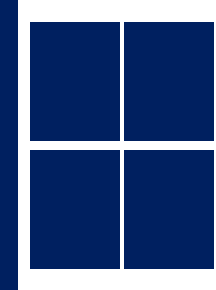


Stationary Brand

Poster Design

They are shared during formal introductions as a convenience and a memory aid Business cards are cards bearing business information about a company or individual.

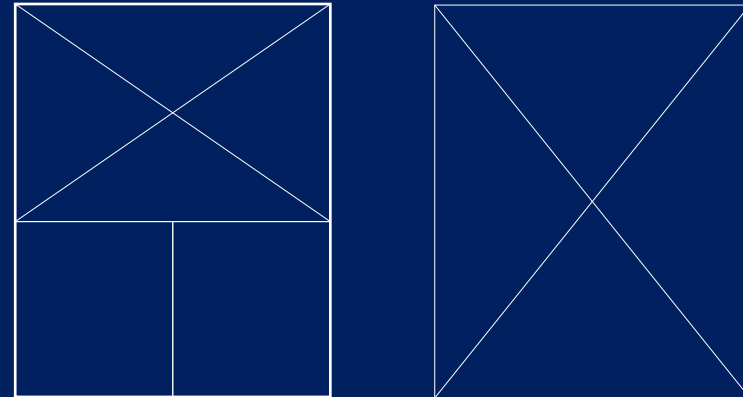
A letterhead, or letterheaded paper, is the heading at the top of a sheet of letter paper (stationery).



Stationary Brand

Grid System

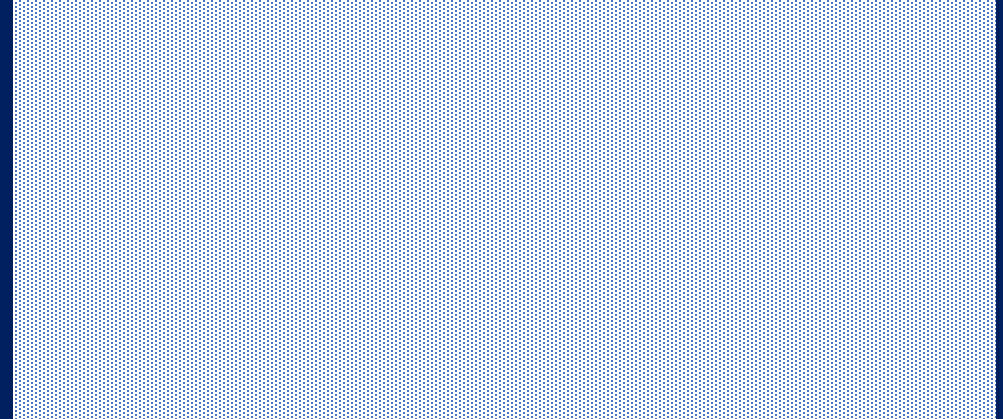
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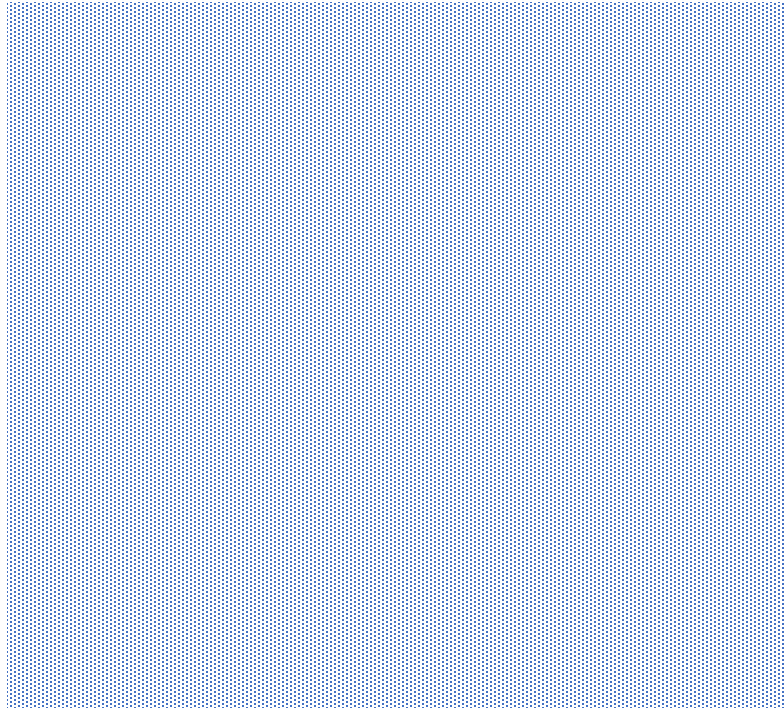


Stationary Brand

Latterhead

They are shared during formal introductions as a convenience and a memory aid Business cards are cards bearing business information about a company or individual





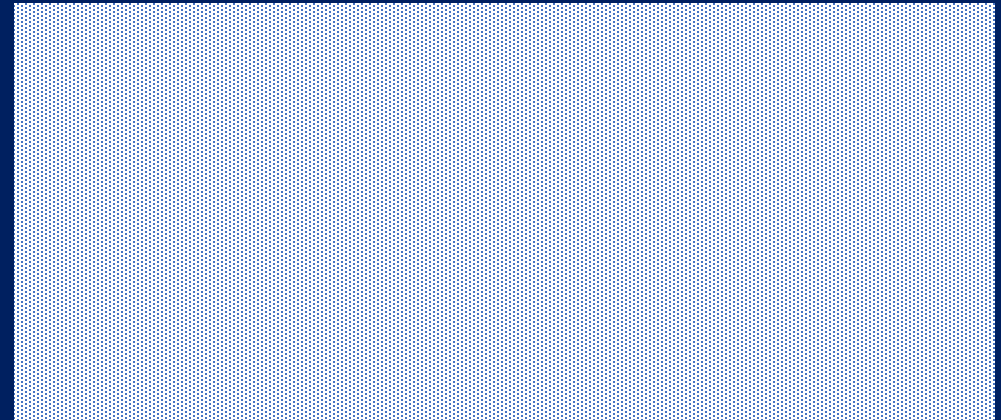
Digital.

This direction also becomes the core of the creative brief, a document that ensures our creative work is always led by strategic insight and meets the targets you've set out.

Digital.

Brand Devices.

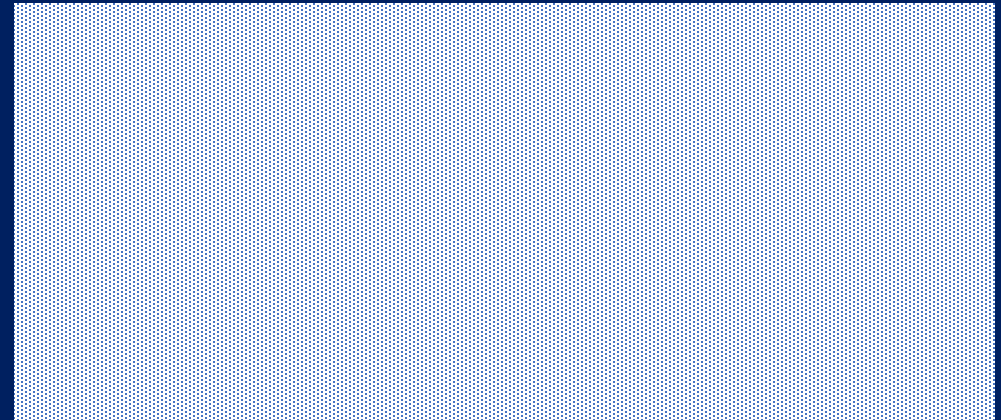
Branding devices like the Macintosh Apple or the Nike swoosh are good because they are devices that help consumers recall the aspects of brands they admire.



Digital.

Laptop Device.

Branding devices like the Macintosh Apple or the Nike swoosh are good because they are devices that help consumers recall the aspects of brands they admire.



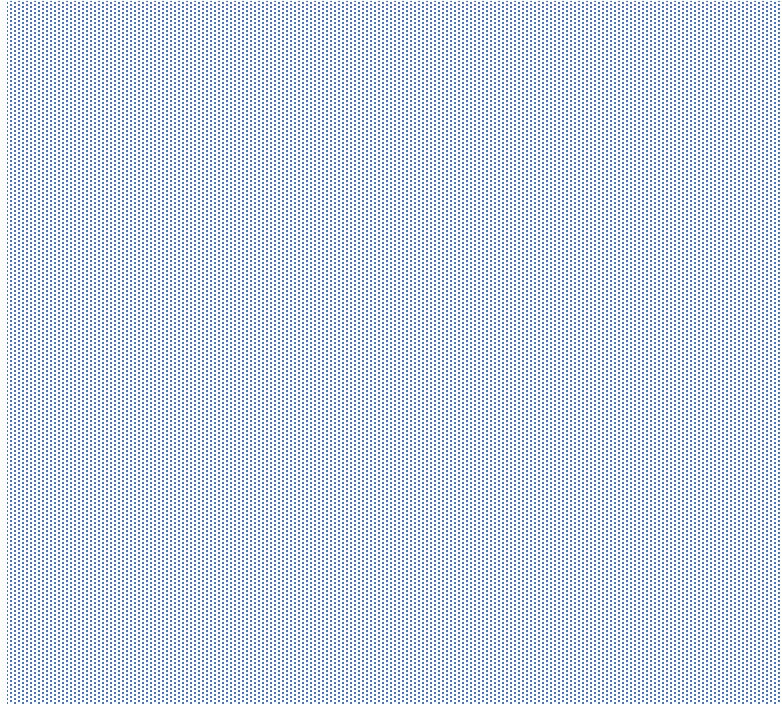


Image Direction.

This direction also becomes the core of the creative brief, a document that ensures our creative work is always led by strategic insight and meets the targets you've set out.

Image Direction.

Imagery.

Branding devices like the Macintosh Apple or the Nike swoosh are good because they are devices that help consumers recall the aspects of brands they admire.

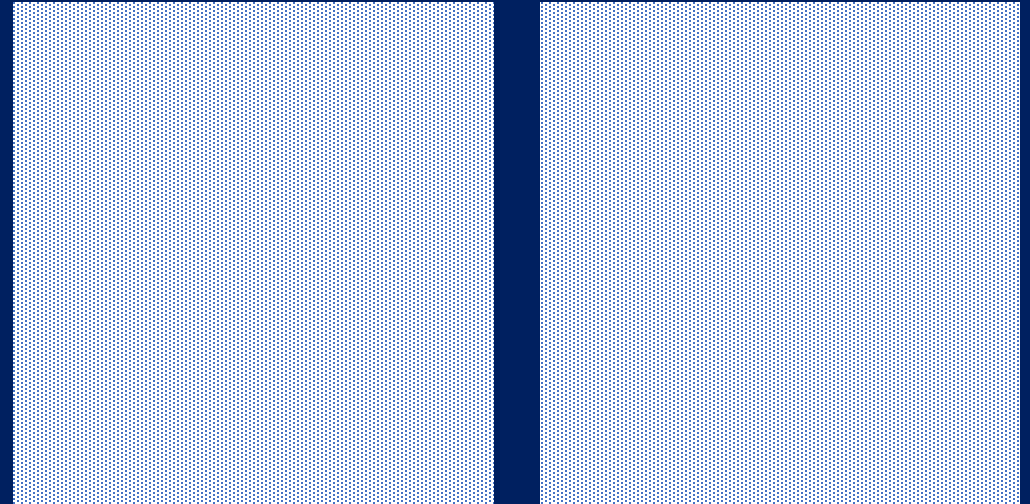


Image Direction.

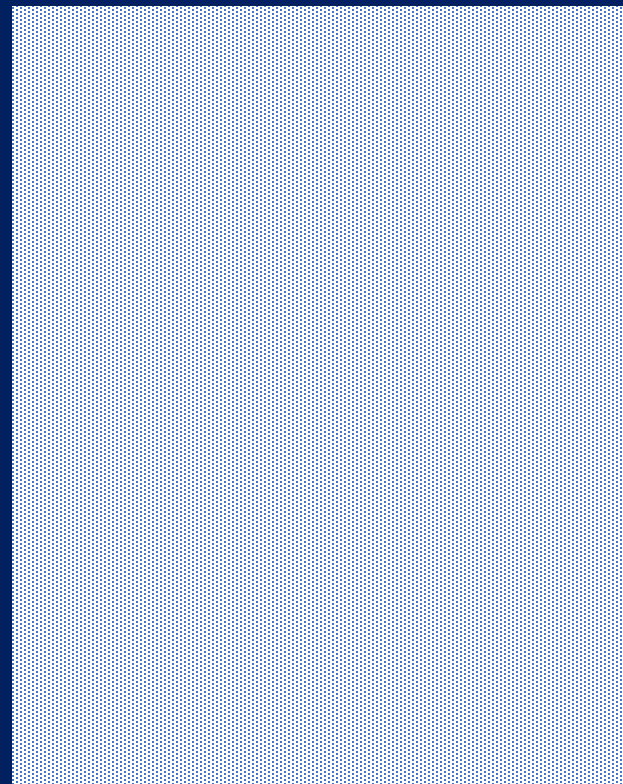
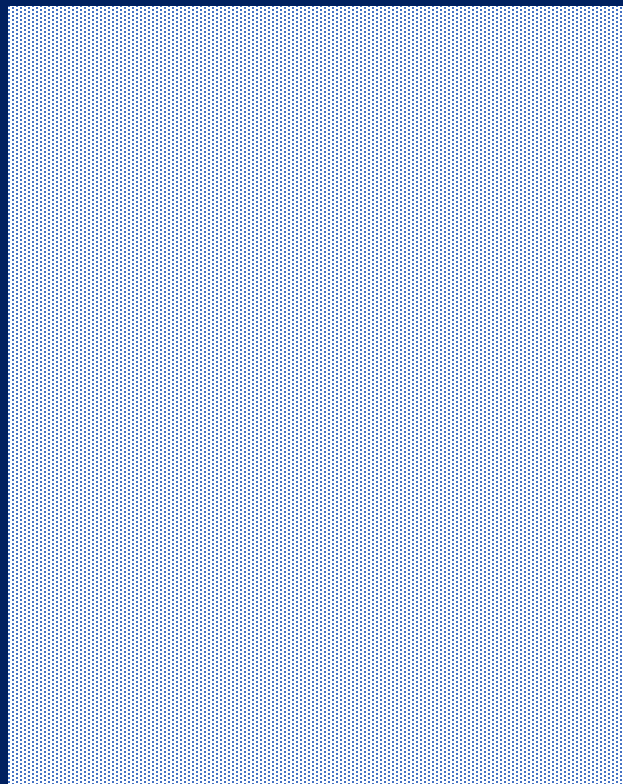


Image Direction.

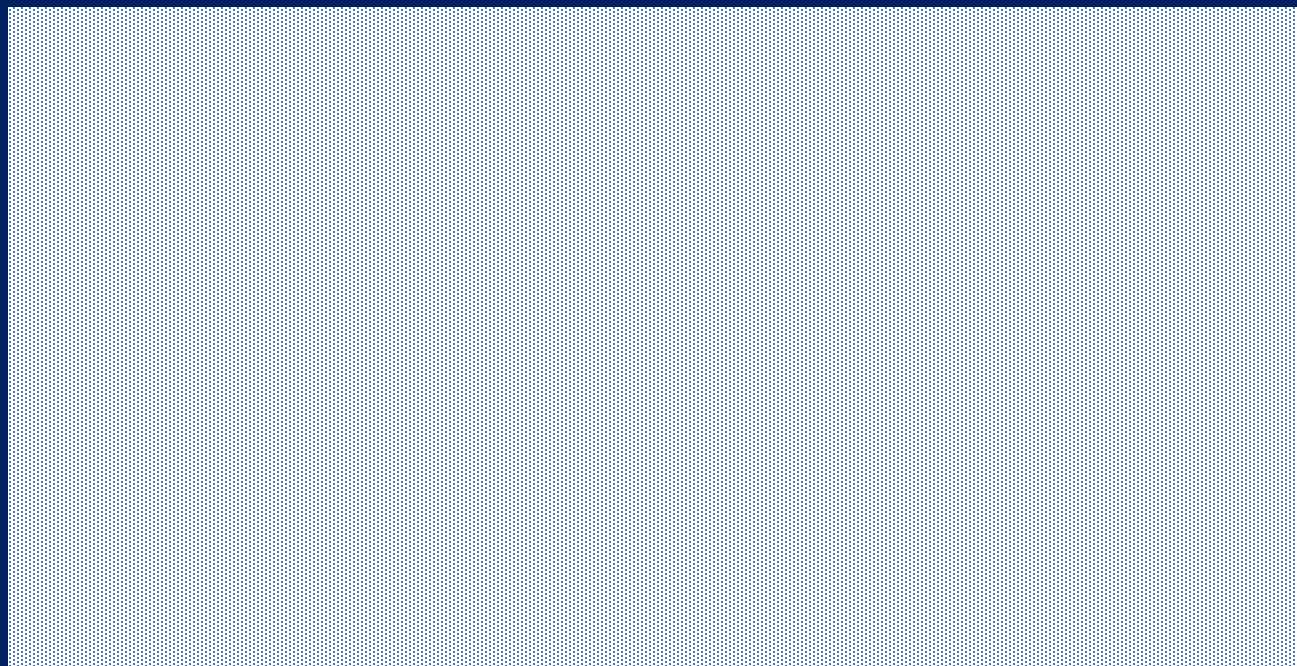
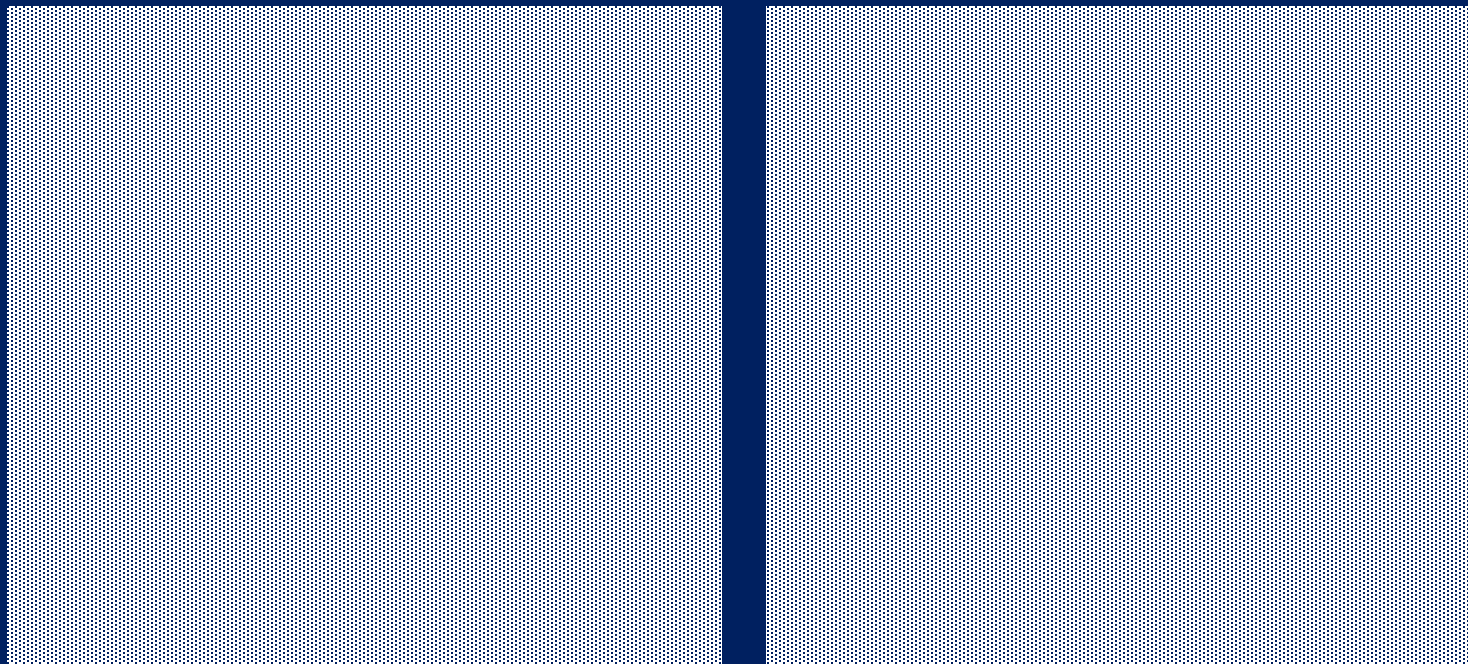


Image Direction.





Contact Us

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yourmail@mail.com

+213456321