



CREATING YOUR STYLE GUIDE

Your Image Matters

WHO ARE YOU



Define your parameters & who you work for

Outline the requirements and ideas your brand reflects. Assert your market position, how you want to be seen by existing and potential customers. Identify your clientele - age, socio economic, education

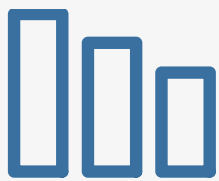
IMAGE QUALITIES AND CONCEPTS



Create a check list of must have (i.e.)

- * Natural & candid
- * Feeing of warmth
- * A sense of connection
- * Not too busy
- * Space for copy
- * Clean and sharp
- *Casual
- * Old school

CORE CONCEPTS



What is you brand selling

Create alist of your product or service outcomes

- *Connection
- *Wellbeing
- * Confidence
- * Wealth
- * Life Style
- * Happiness
- * Health
- * Skills
- * Fun

LOOK AND LOCATIONS

What are you accepted locations?

Outdoors | On campus | Offices
Parks | Beach |



USING YOUR STYLE GUIDE

Great plans evolve businesses.

WHAT

Colour Pallet & Fonts

Select 2 to 3 colours

Will you have variations of shades available

Select fonts for headlines, sub heading and body copy



SAMPLES



Map it out

- * Natural & candid
- * Feeing of warmth
- * A sense of connection
- * Not too busy
- * Space for copy
- * Clean and sharp

PUBLICATIONS

Print and online presence

Be consistent in your style



IMAGE

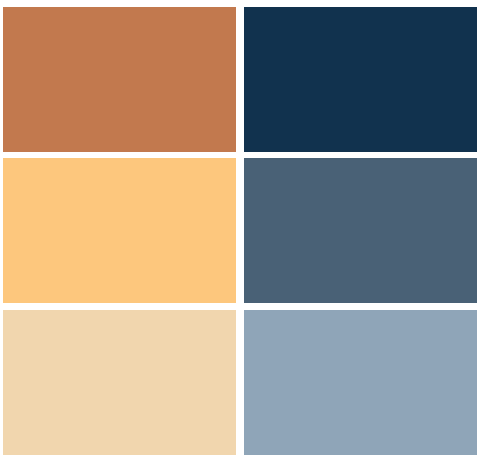
Think about where your images are to be shot

Outdoors, offices. What type of environment

Have examples of acceptable & unacceptable images

EXAMPLE STYLE GUIDE SHEET

LOGO



COLOURS

#111

#222

KEY WORDS

Aspiration
Successful
Influencer

CORE CONCEPTS

Confidence
Published
Expert

FONTS

ROBOTO CONDENSED - Body

NORWESTER - HEADER

Norwester - sub header

Logo – Princess Sofia

VOICE AND TONE

We are approachable, respectful and professional. We speak with authority and clarity. We we are mindful of the diversity and aspirations of our clients...

