

# Branding guidelines template

## Why is it important to have branding guidelines?

Having a consistent style across all of your marketing materials gives a very professional edge to your business over your competitors.

Your customers and business contacts will know that they are dealing with a professional, conscientious, considered, forward thinking company. They will start to associate the professional literature, website, video's with a professional service too.

Our top 10 reasons for creating your own company branding guidelines:

1. **Wow Factor.** You only get one chance to create the best first impression of your business, so why not make it a brilliant one?
2. **Consistent.** Ensure your look is the same, whatever format you use. The right colours, fonts and logo versions are being used in the right way.
3. **Save loads of time.** Your team will be able to quickly and efficiently produce professional looking marketing materials.
4. **Professional** – Taking the time to be consistent in your branding, shows you care, and have a professional approach.
5. **Instantly Recognisable** – When you use the same branding, people will know it's your business straight away.
6. **Memorable** – People will remember that this look and feel are associated with your brand, this helps you to build a presence and allow people to get to know you.
7. **Trustworthy** – Your customers will start to relax and know they are in professional hands.
8. **Attention to detail** – By being careful and considered in your look, your customers will know that you care about the finer details.
9. **Proud** – You take care and pride in the way your business is portrayed.
10. **Strong brand.** All of the above helps you to build a strong brand for your business. This is how the Coca Cola's, Nikes and Apples in the marketing world got started.

## Branding Guidelines Example

The example below shows my Branding Guidelines.

## CITRUS WEB BRANDING STYLE GUIDE

For publications we require the Citrus Web logo and band of colour to appear at the bottom of the leaflet cover. This can also appear at the top of publications as a header (full colour and 2 colour).

### WEBSITE and EMAIL MARKETING

Corporate Font is Montserrat (light, regular and semi bold).

H1 Montserrat Bold 50  
H2 Montserrat semi Bold 35  
H3 Montserrat semi bold 25

Paragraph 1 Open sans 17  
Paragraph 2 Open sans 20

## TYPOGRAPHY PRINTED

Main Heading:

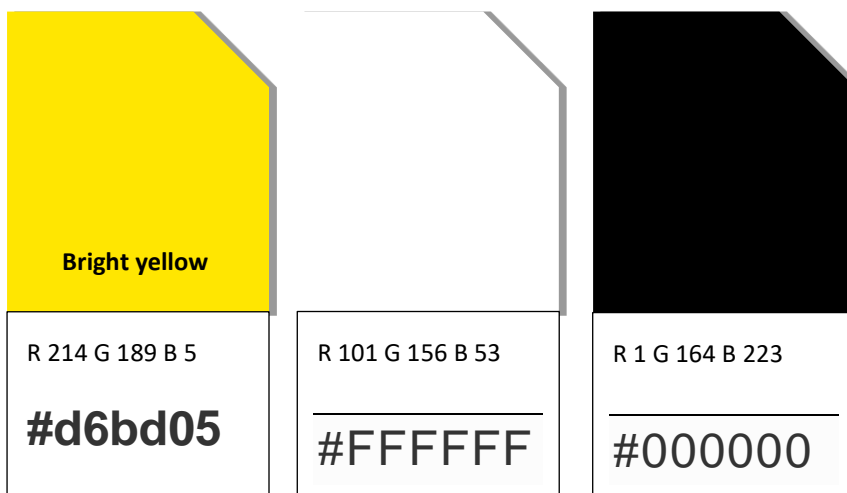
**Tahoma 18 Bold**

Paragraph 1 Tahoma 13

Subheading:

**Tahoma 14 Bold with yellow highlight**

**Paragraph 2 Tahoma 13 Bold**



You can be more detailed than this if you need to be, but don't over complicate things either. The three main areas are:

**Typography** – which fonts to you use and when?

**Colour Guide** – which are your corporate colours?

**Logo Variations** – sometimes you need different logo's depending on the medium e.g. web, social media logo's, printed materials, business cards etc.

## BRANDING GUIDELINES TEMPLATE

TYPOGRAPHY WEBSITE	CORPORATE COLOURS	LOGO VARIATIONS
Header 1		
Header 2		
Header 3		
Para 1		
Para 2		
TYPOGRAPHY PRINT		
Main Heading		
Subheading		
Paragraph 1		
Paragraph 2		