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# Best Practices for Creating Your Style Guide

Learn how to build your own brand style guide to improve your online image and presence.

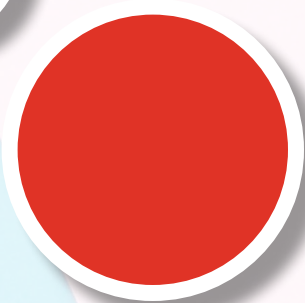


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When it comes to branding always remember that consistency is everything. You want to engage consumers and partners effectively. A brand style guide guarantees consistent communication. Your style guide builds your brand's image and identity and they are conveyed on multiple platforms such as your website, social media, advertising campaigns, and printed materials.



When creating your style guide, you should have established your company's mission and vision statement, a well-defined buyer persona, and brand identity. For more information, check out our [Questions to Build Your Marketing Persona](#) downloadable.

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## What is a brand style guide?

This is your brand's rubric that contains all the important assets that will always keep your brand on point. Your brand rulebook contains instructions from typography, color, logos, and imagery. It helps everyone who is involved in creating and designing content, presentations, marketing assets, and even how your office looks and feels.

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## Your brand story

Start your style guide by telling your story. Let the world know who you are and what the brand is all about. Share your mission, vision, core values, and add how the brand got started.

## The logo

Your most basic asset is your logo and should be incorporated in your style guide. Include sizes, layouts, color options, and instructions on how not to display the logo.

## Your color palette

Colors matter. It gives life and emotion to your brand and logo. When choosing a palette, select one primary color, two secondary colors, and one neutral background color. The primary color is for important headlines and CTAs. The secondary color is for accents and fonts. The background color is for contrast so fonts can easily be read.

## Typography

Fonts can be distracting for many readers. But fonts also convey your brand's personality. You need a font that shows character and encourages site visitors to read through all your content.



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## Imagery

Whether you use illustrations or photos, setting style and composition guidelines is helpful to keep all images on-brand. Remember to keep your imagery simple and timeless.



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## Your brand voice

Provide a writing tone that speaks to your audience. Do you want to look and sound unique, casual, or professional? Offer adjectives that reflect your brand voice.



## QUESTIONS?

For consultation or any digital marketing assistance, send us a message (747) 249-5235 or call us at (800) 908-6782.

