

ANATOMY OF A STYLE GUIDE

checklist

MESSAGE

1

Include a section about your company and the message you are trying to convey to your customers. Fill in the blanks below:

What does your company do? _____

What is your company passionate about? _____

What do you hope to change in the world? _____

What do you want to be known for? _____

What services do you offer? _____

LOGO

2

What logo components are shown in your style guide? Check the boxes below:

- Identify the different parts of your logo: monogram, icon, company name
- Preferred variations of logo
- Clarify if the elements can be used separately in designs and how to split them up when needed
- Forbidden variations of logo

VISUAL

3

Imagery guidelines will help designers capture your brand for a consistent look and feel. Fill in the blanks below:

Color Hex Codes:

Font Names:

Header: _____
Body Text: _____
Fun Font: _____
Brand Inspiration:
@ _____
@ _____

ADDITIONAL

4

The more detail your style guide includes, the greater your brand identity will become. Check the items you will include below:

- Imagery Guidelines
- Tone of Voice
- Commonly Used Words
- Social Media Branding