

Branding style Logo



About this template



This template was built for you to build out a brand style guide for your business. Simply erase the *italicized information* and [bracketed instructions] under each header and replace them with what makes sense for your business and your brand. We've also included placeholder designs and images, which should be adjusted to fit your brand.

Note that all sections and definitions in this template are mirrored in the ebook included in your download. For real visuals, examples, and elaboration on any of these concepts, please read the corresponding section in the included guide.

Once complete, this plan can be shared with your designers, customer-facing roles, and content creators to ensure a consistent brand experience.

Keep in mind, this template is designed to be completely customized by your company. If you feel there are sections included that you would rather omit, or if you think a section is missing, you are encouraged to make those changes as you see for your business

Branding guide

Our Branding includes everything needed to represent our brand to our target market. Our vision is to empower women with education on health, nutrition and weight management.



Branding guide For Nourish Her Coaching

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How to Use This Template:

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AMORE VITA

Brand Style Guide



Brand Overview

Nourish Her Coaching

Our brand uses the word *Nourish* and *Her* because it's focus is to empower women with their knowledge of healthy and nutritious food to fuel their body. Nourish is defined as providing people with the substance to allow them to grow in a healthy manner. In addition it also means to keep a belief in one's mind for a long time.

Brand Purpose

At Nourish Her we aim to educate women on ways they are able to fuel their body and soul while maintaining healthy weight and habits. The goal is for women to know how to maintain their ideal physique which is nutritious food that fosters positive relationships with themselves and those around them.

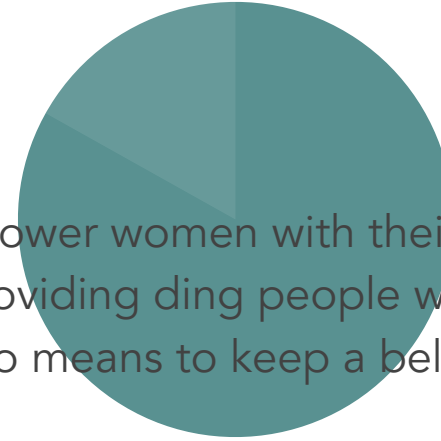
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Brand Overview

Brand Values

These values reflect our purpose of allowing women to take control of their life by creating positive changes. Education at the core of our values aims to empower women to know what they need to do. Honesty, Accountability and discipline aims to build individual's ability to be true to themselves and their goals. This allows women to pursue their goals for where they want to go next.

- Educate! Educate! Educate!
- Honesty
- Accountability
- Discipline





Section Two

Visual Foundation

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

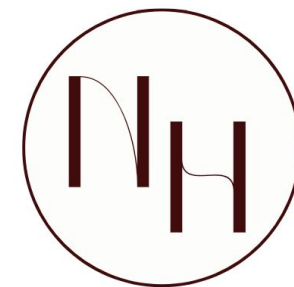


Brand Visual Foundation: Logo

Logo Size and Spacing

Our logo appears differently in a variety of formats. Our logo should utilise the spacing seen here with a 10mm minimum border around the entire space.

Sizing for our logo should be similar to as indicated. Our primary logo should not be smaller than ___mm. If a smaller space is needing to be filled

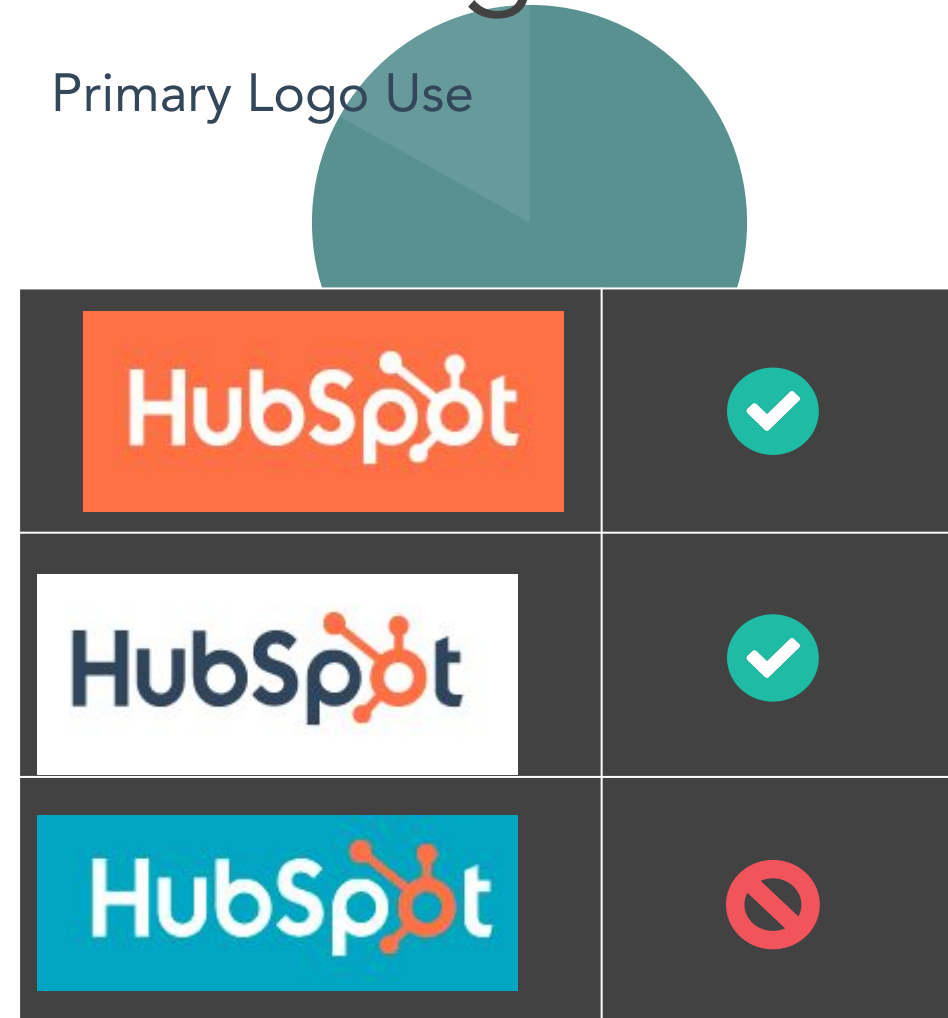


Brand Visual Foundation: Logo

Primary Logo

Our primary logo uses the *N* and the *H* from our logo names. The stems of the font represent structure and rigidity needed to show the honesty and discipline to self needed for our clients to succeed. The curve of the cross bar and diagonal represent the ebbs and flows of the learning process.

Primary Logo Use



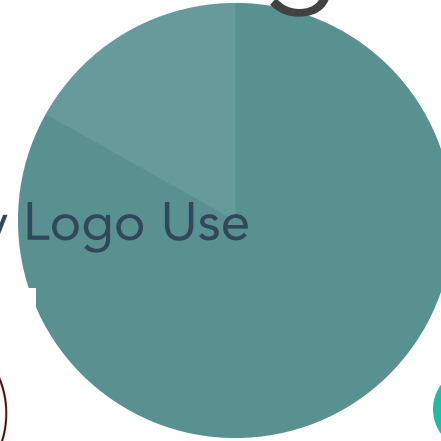
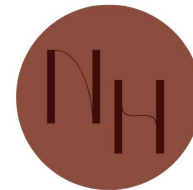
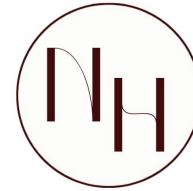
Brand Visual Foundation: Logo

Secondary Logo

Our secondary logo uses the same concept but simplified without the Nourish Her Coaching text in the middle. This logomark is to be used for website header and print where the *Nourish Her Coaching* does not need to be seen. It is to identify our brand in a simplified way and as a locator for people that are already familiar with our brand.

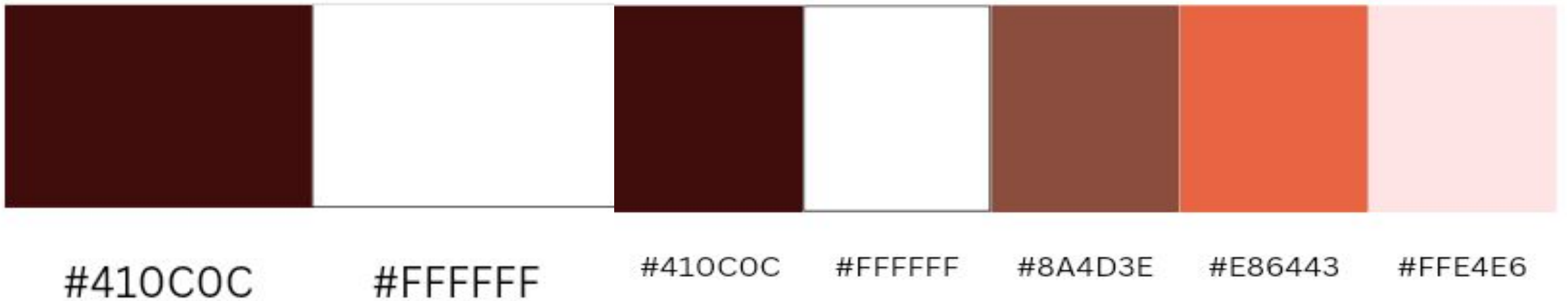


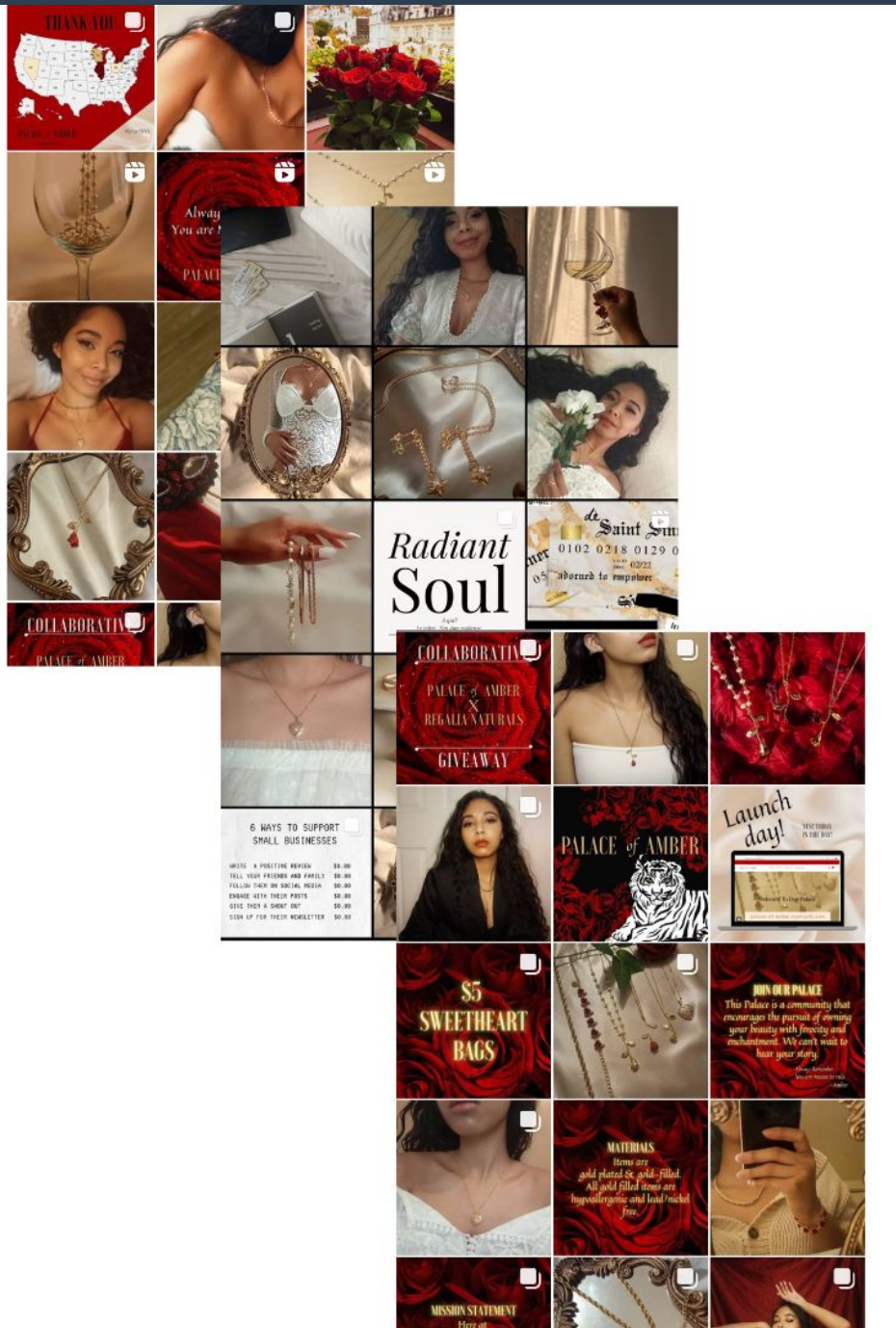
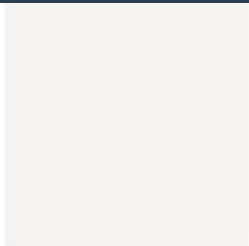
Secondary Logo Use



Brand Visual Foundation: Colors

There are few things more crucial to rapid recognition of a brand than color – which is why it's so important for people who use your brand to get your official colors and usage right. This includes your official brand colors, your extended color palette, and the colors against which your brand can be used. Reproduce the color, along with the RGB, HEX, CMYK, and PMS codes, and be clear about your primary, secondary, accent, and background colors.







Brand Visual Foundation: Colors

Colors in Use



background To be use in	Background color	Fill in color	Fill in color	Fill in color	Texting color	Border color/ Header color	Background color
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Brand Visual Foundation: Accessibility

What are your accessibility protocols? These may include nominating high color contrast ratios for text and interactive elements, considering mobile audiences, avoiding problematic color combinations such as red and green, and by not using color as the only differentiator when it comes to denoting text links.

It may also include using plain language, providing important information in text, rather than images, to make it accessible to screen readers, and captioning videos.

[Insert Accessibility Guidelines Here]



Brand Visual Foundation: Typography

Aa

Primary Font

Olde English from

<https://www.1001fonts.com/old-english-fonts.html?page=2>

Nominate the different sizes and weights you'd like to see used to represent your brand. While custom fonts can be very distinctive, don't forget to consider how your font choice impacts your online presence. Some channels, web servers, and marketing automation tools will override your custom font with a web standard one.

[Enter Primary Font Link & Overview Here]

Sample Text

Sample Text

Sample Text

Sample Text

Brand Visual Foundation: Typography

Aa

Secondary Font
IM FELL ENGLISH SC
PLAYFAIR DISPLAY
On Canva

Secondary fonts should provide you with all the flexibility you need to communicate your brand in different channels, reflecting the different tones your brand may need to strike. You may also want to link to where the font can be downloaded if it is a unique or custom font.

[Enter Secondary Font Link & Overview Here]



Sample Text

Sample Text

Sample Text

Brand Visual Foundation: Typography

Web Fonts

Some fonts work well in print but don't look great on screen and vice-versa. If your brand exists mostly online, make sure you select fonts that are optimised for digital. Similarly, if you're planning on translating your website into different languages, make sure your font comes in all the alphabets and with all the features you require. You may also want to link to where the font can be downloaded if it is a unique or custom font.

It's also worth defining a fallback font to be used if your specified font is not available. The range of system fonts that come standard with most devices has improved, but you can also choose from a wide range of web fonts

[Insert Web Font(s) Here]

Brand Visual Foundation: Typography

Type Scales

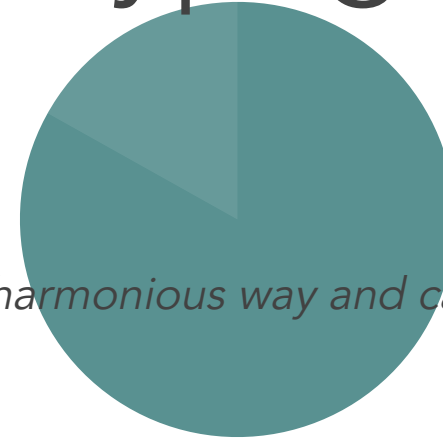
Type scales show how your fonts work together to communicate in a harmonious way and can be applied broadly to create a uniformity across a range of brand materials.

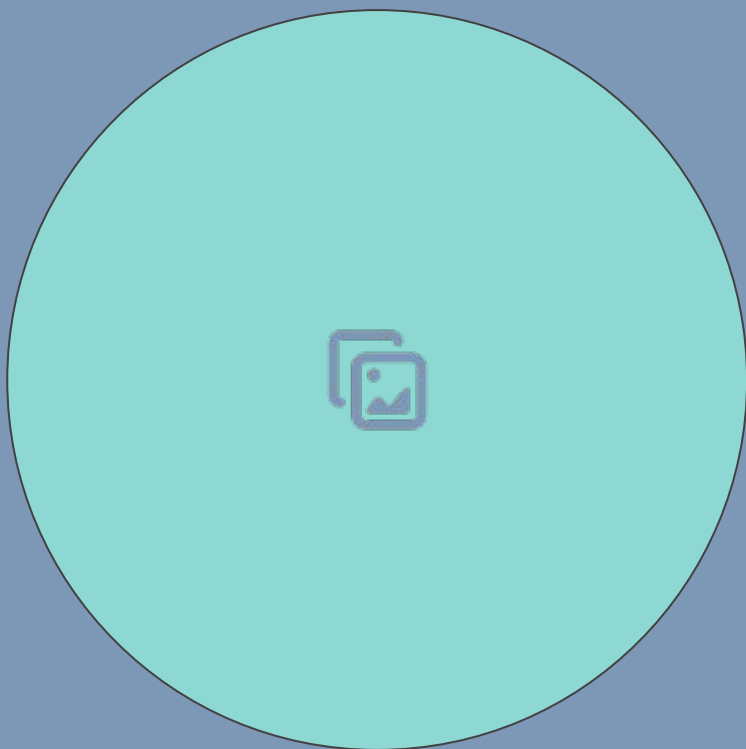
[Insert Type Scales Font(s) Here]

Typography Principles

Give some guidance around how your typefaces should be presented: for example, leading and spacing, whether you centre or justify copy, and font color.

[Insert Typography Principle(s) Here]





Section Three

Brand Architecture

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



?Brand Architecture

If your organization includes a number of brands, it's important to organize and present them in a logical way that makes sense to your customers and helps grow the value of your family of brands.

Brand Hierarchy

There are three main brand hierarchies:

- *Branded house: Sub-brands share a name with the main one and are subordinate to it.*
- *House of brands: The parent brand isn't reflected in the brands and may remain in the background.*
- *Hybrid: Parent brand is important to sub-brands but may not share a name with them.*

Whether and how your sub-brands reflect or support the primary brand – and vice versa – will affect how they should be treated in your brand style guide.

dè Saint Sinner is a branded house type of brand hierarchy. All products and styles are tied together under the same brand name, with no sub-brands or distinct product lines.



Brand Architecture

Logo Lockups & Co-Branding Options

Logo lockups are a precise arrangement of individual brand elements to create a new whole. They are often used to relate a sub-brand to a parent brand and may also be used to denote how other elements should appear.

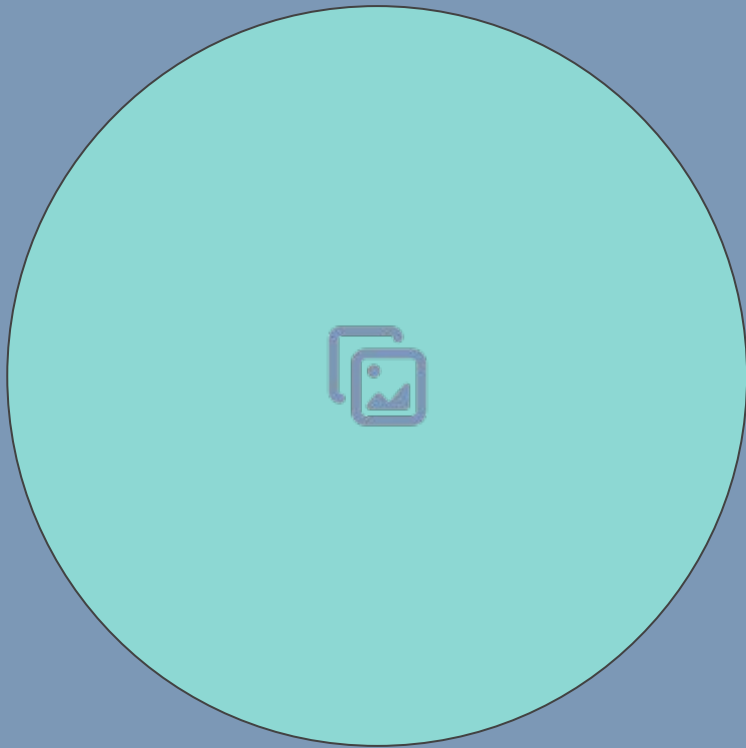
[Enter Logo Lockups & Co-Branding Options Here]

Grid

One of the easiest ways to achieve an organized, on-brand design is to apply a grid system. Grids provide a consistent experience across multiple features, documents and devices, and ensure brand elements and other content is arranged in an orderly fashion. If you use a team design software, you can also link out to image templates with grids in this section.

[Enter Grid Best Practices Here]





Section Four

Visual Language

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



Visual Language: Photography



Photography

Be specific about your photographic style by referencing factors such as illustration that highlight the main features of the website.

- *Whether you want to show people looking at the camera or not.*
- *Image of a brain*
- *Computer or book*
- *How close-up your photography should be.*
- *How light should be treated.*
- *The mood you're looking to capture or evoke.*
- *Composition.*
- *Color.*

Consider supplying a library of approved images press and bloggers can access or use, as well as a centralized digital asset library of approved



Photography

Looking at the Instagram account of dè Saint Sinner, it is clear that the brand's photographic style is an essential element of its overall branding strategy. Here are some insights on the brand's photographic style:

People Looking at the Camera: The brand's photographic style is characterized by images that feature people looking directly at the camera. This approach creates a sense of intimacy between the brand and its customers, which aligns with its promise of providing a safe and inclusive space.

Close-Up Shots: dè Saint Sinner's photographic style is characterized by close-up shots that showcase the products and the people wearing them. This approach is consistent with the brand's promise of empowering its customers to express themselves boldly and confidently.

Light Treatment: The light treatment in dè Saint Sinner's photography is soft and feminine, which aligns with its brand personality. The images are often shot in natural light, which creates a warm and inviting mood.

Mood: The photographic style of dè Saint Sinner is designed to evoke a sense of empowerment, confidence, and inclusivity. The brand's promise of fostering connections and conversations among its customers is evident in the mood of the images, which is positive and uplifting.

Composition: The composition of dè Saint Sinner's photography is simple and elegant. The images are often shot against a plain background, which highlights the products and the people wearing them.

Color: The brand's photographic style is characterized by a muted color palette that includes shades of black, white, and pastel colors. This approach creates a sophisticated and timeless look that aligns with the brand's promise of delivering high-quality and luxurious products.

Overall, the photographic style of dè Saint Sinner is consistent with its brand personality and promise. The brand's images are designed to create an emotional connection with its customers, evoke a positive mood, and highlight its products and the people wearing them in a simple yet elegant way.

Visual Language

Video

Video language can be used to make Instagram or tiktok more effective .The image could include a short video clip that shows how the AI Information Hub can be used from a satisfied customer

Mood Boards

Mood boards can be a great visual shortcut to conveying a brand image in seconds without needing to wade through pages of instructions. They should bring together a selection of visual assets that explain exactly who your brand is.

Visual Language: Mood Board



Visual Language: Illustrations & Icons

Illustrations

Illustrations that use a consistent color palette and style are a great way to set your brand apart from the competition. They can be used to explain complex ideas, express your brand personality, and echo your brand values. If you use illustrations, explain the best practices for when and how to use them in this section. Also, if your business has an illustration library, include a link to it here.

[Enter Illustration Guidelines / Library Here]

Iconography

Developing a library and style of iconography that can be used consistently across your business will boost your brand consistency and impact in all channels.

[Enter Iconography Guidelines / Library Here]



Visual Language: Avatars & UI Elements

Avatars

The use of avatars is also on the rise, and – particularly for technical brands – they can be a great way to humanise your brand in a distinctive way.

[Enter Avatar Guidelines / Library Here]

UI Elements

Any brand with a website should consider including UI elements in its brand guidelines. From buttons to navigation bars, there are many moving parts and documenting how they should look and behave will make it easy to communicate this to designers and developers.

[Enter User Interface Guidelines / Library Here]



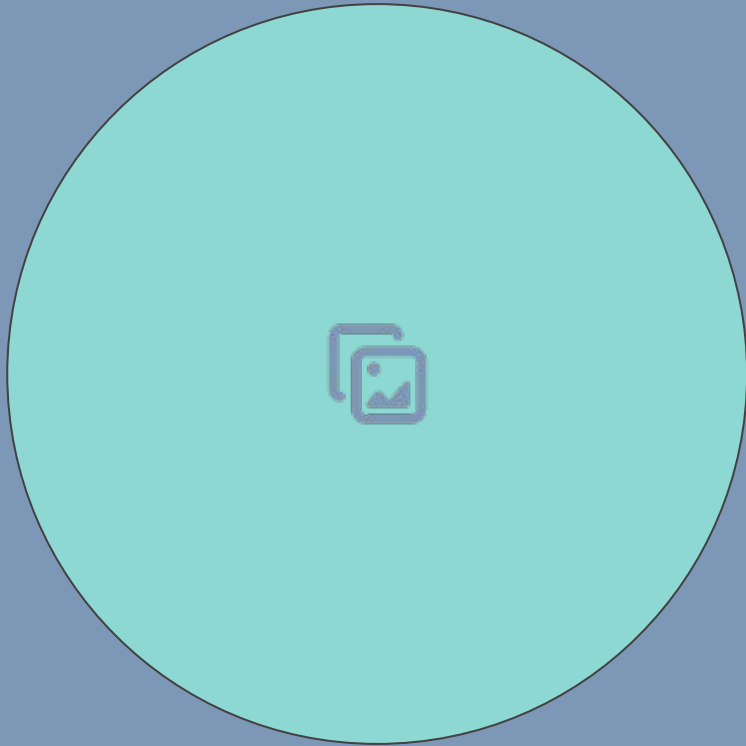
Visual Language: Data Visualization

Data Visualization

Infographics, charts, tables and diagrams – if your brand features any of these elements, it's important to standardise them to ensure the way you represent data is both consistent and in keeping with your brand.

[Enter Data Visualization Guidelines Here]





Section Five

Brand Voice

Lorem Ipsum is simply dummy text of the printing and typesetting industry.





Voice

Your brand voice shouldn't change. Regardless of the situation, it's how someone will know they're hearing from your company on a blog post, a product page, or a response on social media. It is signature to your brand and ensures consistent messaging.



[Enter Brand Voice Guidelines Here]

Tone

On the other hand, your tone may alter depending on the situation. Some brands think of it as dialling up or dialling down different characteristics at different times. For example, how should your social media manager respond to a tweet from a delighted customer versus an unsatisfied one?

[Enter Brand Tone Guidelines Here]



The voice guidelines for dè Saint Sinner should reflect the brand's commitment to empowering and inspiring its customers to confidently express themselves in their own terms, without fear of judgment or rejection.

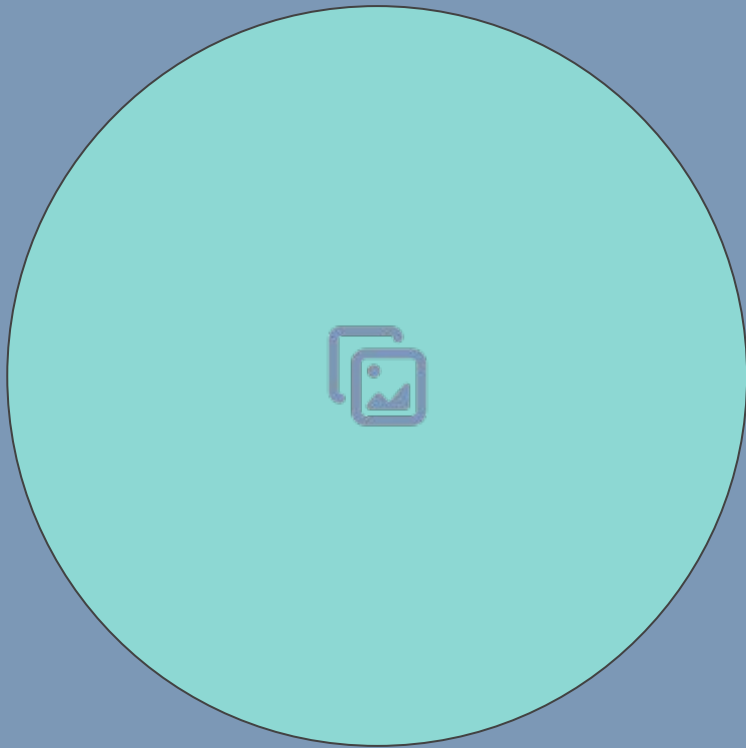
The voice guidelines for dè Saint Sinner should be aligned with their brand personality and promise. Based on their brand promise of empowering and inspiring customers to confidently embrace their unique identities, challenge norms, and express themselves in their own terms, their voice guidelines should reflect the following:

Tone: The tone should be confident, empowering, and inclusive. It should encourage customers to express themselves freely and confidently.

Language: The language used should be authentic and conversational, reflecting the brand's commitment to promoting self-acceptance and individuality. The brand should avoid using jargon or overly complex language that might alienate its audience.

Messaging: The messaging should promote individuality, self-expression, and diversity. The brand should use messaging that is positive, uplifting, and encouraging to its audience.

Style: The style should be edgy, bold, and unconventional. The brand should use a style that reflects its personality and promise and resonates with its target audience



Section Six

Resources & Tools

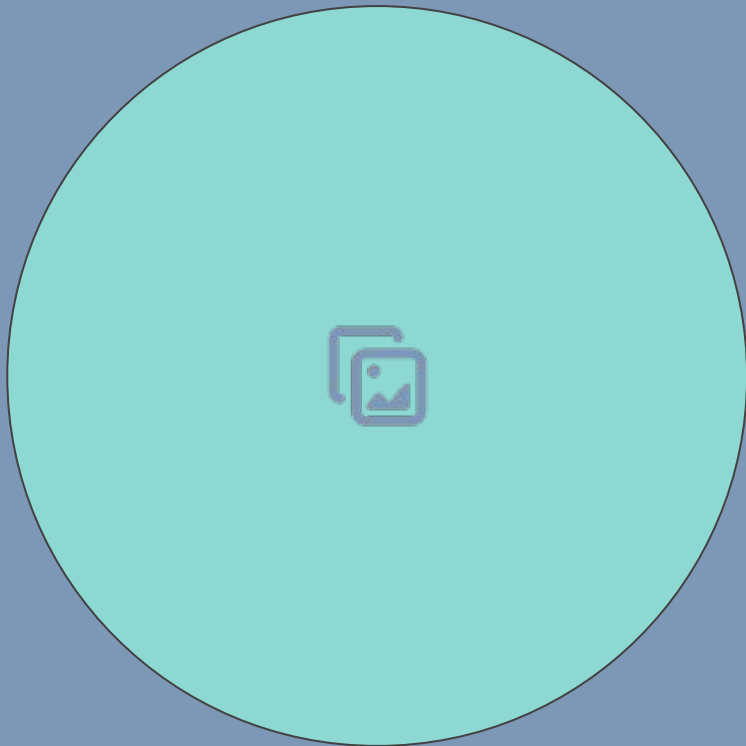
Lorem Ipsum is simply dummy text of the printing and typesetting industry.



Resources and Tools

- Brand Website (*This exists for maximum accessibility of your brand assets*): [\[Enter Link to Brand Website\(s\) Here\]](#)
- Interactive Websites (*These are great for showcasing dynamic brand elements like B roll and stock footage*): [\[Enter Link to Interactive Website\(s\) Here\]](#)
- Centralized Asset Libraries (*Make approved imagery, illustrations, and other on-brand materials readily available via digital asset managers*): [\[Enter Link to Centralized Asset Librar\(y/ies\) Here\]](#)
- Brand Automation Systems (*Enshrine brand guidelines in responsive templates covering all commonly used brand executions, enabling stakeholders to rapidly create on-brand materials*): [\[Enter Link to Brand Automation System\(s\) Here\]](#)





Section Seven

Placeholder

Lorem Ipsum is simply dummy text of the printing and typesetting industry.



Did we miss something?

Enter more information here, if needed.

