



Experience Authentic Transformation

QUICK GUIDE



BRANDING WORKBOOK

Branding Checklist

Brand Transformation Branding Enterprise Level CO-CREATION

- Brand Transformation Branding Enterprise Level CO-CREATION
- Setting the scorecards for brand conformance (Policy Declaration- Brand Data)
- Brand culture by design (EVP)
- Develop the brand architecture (Discovery)
- Brand Name
- Brand values
- Brand Promise
- Brand and purpose
- Brand Personality
- Brand Positioning
- Brand Image

Brand Design

- Brand Visual Audit
- Brand Mnemonic
- Visual Elements for Communications
- Merchandising Standards across all the brand platforms

Brand Style Reference

Color

Primary Color

#

Primary Color

#

Primary Color

#

Primary Color

#

Secondary Color

#

Secondary Color

#

Typography

Primary Font

Primary Font

Primary Font

Secondary Font

Secondary Font

Imagery

Describe your preferred style of Imagery in a few sentences

Insert Example Image

Insert Example Image

Logo

Your Logo should represent your company and brand.

It should be visually appealing and must consist of your brand colors and fonts

Insert Your Logo



Notes

Color

- Incorporate color to communicate the unique personality of your brand.
- Make use of the accent palette to create visual interest and engagement.
- Do not abuse the accent pallets. Use it carefully as misuse could lead to your brand's visuals looking like it's all over the place.
- Do not complicate or weaken your brand visuals. Keep them simple and consistent.

Typography

- Try to make sure you are using a font that is "business-friendly" we recommend Open Sans typeface.
- Make use of all font weights; for example, Poppins is a Font type – Poppins LIGHT, Poppins MEDIUM, and Poppins BOLD are all different weights of the Font Poppins.
- Avoid using non-standard use cases which exclude body, blockquotes, and numerals.
- Don't use any other fonts; stick to your primary and secondary fonts.

Imagery

- You need to focus on individuals, personalities, identity, and connections rather than products because those allow you to connect with your audience.
- Try to get lifestyle and technology imagery, as these are visually appealing.
- Make sure to use up-to-date technology in the pictures.
- Don't use images that are uncomfortable such as imagery including sexual acts, violence, blood, etc.
- Try to avoid using imagery that doesn't have a direct emotional connection with the viewer, people will usually look at the imagery first before reading the content.
- Avoid imagery that lacks a sense of opportunity.
- Stock imagery is a wonderful way to get free pictures. Make sure you are not using outdated stock imagery

Logo

- Ensure that your logo always renders with impact and legibility.
- Use the set colors to build recognition of the brand, and express the unique personality of your brand through these set colors
- The space around the logo Mark must be equal to the height and width of the brand Mark; uneven logos will really look odd as your logo will appear in more than one size of “canvas”.
- Don't use the logotype with text only, a symbol is always more visually appealing.
- Don't change the scale or position of the logo Mark; again, consistency is key.
- Don't pile the logotype; cluttered logos are never a good look for your brand.
- Don't use the logo on colors that don't support it; always be consistent with your brand's primary and secondary colors.
- The best size for a logo is 10mm in print or 24pixels in pixels (minimum), so do not reduce the size.

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