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What will the company use their branding guidelines on? Are the guidelines short, and respectful to the user? Do the guidelines have a balance of structure and flexibility? Are the guidelines scalable?

The infographic is a central hub-and-spoke diagram. At the center is a large orange circle labeled 'Visual Identity'. To its right is a blue circle labeled 'Strategy'. Below the 'Visual Identity' circle is a pink circle labeled 'Brand Tone'. To the right of the 'Strategy' circle is a light blue circle labeled 'Brand Personality'. To the right of the 'Brand Personality' circle is a light blue circle labeled 'Market Positioning'. To the right of the 'Market Positioning' circle is a light blue circle labeled 'The Brand Beliefs'. To the right of the 'Brand Tone' circle is a pink circle labeled 'Copy-writing Tone'. To the right of the 'Copy-writing Tone' circle is a pink circle labeled 'Social Media Tone'. At the top left, there is a row of seven orange circles containing icons for 'Logo Treatments', 'What not to do', 'The Logo Spacing', 'The Brand Colours', 'House Type-faces', 'Types of Grid/Layouts', and 'The Brand Imagery'. At the bottom right, there are two pink circles containing icons for 'A' and a Twitter bird. The main title 'branding guidelines' is written in large, bold, black letters on the left side. The text 'How to write' is written in smaller black letters above the main title. The text 'Designed by elevatelocal.co.uk' is written in small black letters at the bottom right. The text 'References: Smashing Mag, Ben Gilman, Oxfam' is written in small black letters at the bottom right.

Logo Treatments
This may include stacked, horizontal, small and large versions. It may also cover different colour amounts.

What not to do
Treatments such as logo rotation, embossing, colour variation and glow effects are examples of what you may want to avoid.

The Logo Spacing
Giving a space around the logo is imperative to getting maximum impact. Supply a scalable unit that can be used in many scenarios.

The Brand Colours
Supply PANTONE, CMYK, RGB and Hexadecimal values of the intended house colours. Consider what their associative colours are too.

House Type-faces
You may give examples of header fonts, secondary fonts and body fonts along with possible leading and tracking properties.

Types of Grid/Layouts
Any graphic and linear elements that are associated with the brand may require certain margins in order to maintain consistency.

The Brand Imagery
Giving examples of styles of imagery is crucial to maintaining brand consistency too. Remember to allow flexibility for brand evolution.

Visual Identity
These are all the elements that you will use to express what your brand is about, and what it stands for. Outlining these in the guidelines is absolutely necessary if you want to achieve consistency within your brand.

Strategy
The visual identity can't even begin without knowing the background of the brand, and where it intends to go. Giving the brand a personality and beliefs makes it approachable to consumers.

Brand Personality
Your personality might be corporate and professional, or it might be laid-back. Having personality will help make your brand approachable.

Market Positioning
This will be your measure into whether or not your brand is successful. Knowing where you want to be gives your brand a goal.

The Brand Beliefs
Having beliefs that work alongside your brand personality and market position humanises and builds company character.

Brand Tone
Having a strong brand tone that is expressed primarily within written media needs to be outlined to coincide with all the visual material.

Copy-writing Tone
This covers all copy, including websites, advertisements and brochures.

Social Media Tone
Keeping tone is crucial in increasingly important social media sites such as Twitter.

How to write

branding guidelines

Designed by elevatelocal.co.uk

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