

Visual Brand Style

Once we have a clear message we address the
Visual heart and soul of our brand, our brand style.

We will support our brand message with our
images, colors, and vibe.

defining your style / creating a style guide



Your brand style is the visual heart of your business. We want to have a strong and clear message that is supported by our images, colors, and vibe. When the two don't connect you end up with a brand that doesn't quite feel like you and you don't attract the people you want to work with.

Think of someone you know who has great style. It's something you could describe with adjectives like classic, minimalist or colorful. Could you look at an article of clothing and know if it would be in their closet? Let your social media feed, advertisements, and marketing be a well curated closet of images and content so your readers understand your brand and the message you want to portray. Remember that this is about your brand style and not just your personal style. It is meant to attract your ideal customer. We want to connect a visual representation to the content we just worked so hard on instead of just picking colors that we like.





DEFINE YOUR BRAND STYLE

Creativity is all about the *process* of communicating an idea. These exercises are meant to walk you through the process of connecting your message to a visual style. Pick a quiet space, pour a glass of wine, and don't think too much. Just write down what comes to mind.

Exercise A

What are 5 words that describe the spirit and/ or values of your brand?

Exercise B

This is a brainstorming exercise to expand on our brand values and spirit from exercise A with descriptive words that will lead us to our brand style. Beside each brand value or spirit word write a list of adjectives, verbs, or color that you feel describe or symbolize that work. For example, if my word was adventure I would think of excitement, wild, skydiving, and the color blue, for skydiving or green, for jungle.

	<i>adjectives, nouns, verbs, colors</i>
<i>your word</i>	<hr/> <hr/> <hr/> <hr/>

adjectives, nouns, verbs, colors

your word

your word

your word

your word

Exercise C

Now that you have completed your brainstorming exercise you can look for the similarities and patterns in your answers to define your style.

Colors (ex. Pastels: pink, rose, champagne)

Style or Feel (ex. bold, industrial, fun)

Imagry (Think photo style - What photo style represent the feel you chose above. Saturated, lots of contrast, minimal with lots of white ?)

These are some words to give you some help if you need it. handcrafted, clean lines, pops of color, earthy, vintage, modern, bold, feminine, high contrast, abstract, classic, masculine, detailed, streamlined, evocative, whimsical, straightforward, subtle, light, complex, preppy, dark

Exercise D

Let's put it together and get more specific. Use the examples below to describe your brand style.

SOFT & VINTAGE

Yellow and Pink Tones
Soft Focus Photographs
Patterns
Eclectic Image Content

BRIGHT & BOLD

White and Bright Colored
Backgrounds
Sharp Saturated Color

DARK & MOODY

Dark Backgrounds
Jewel tones
High Contrast

LIGHT & AIRY

White Backgrounds
Brightly lit Photography
Minimal Subject Content
Pastels

Fill in your square here or try the fill in the blank method.

My brand style is meets
I draw inspiration from My color palette uses
shades of
and I sprinkle elements of
throughout my designs for a feeling of