

# Set the Tone

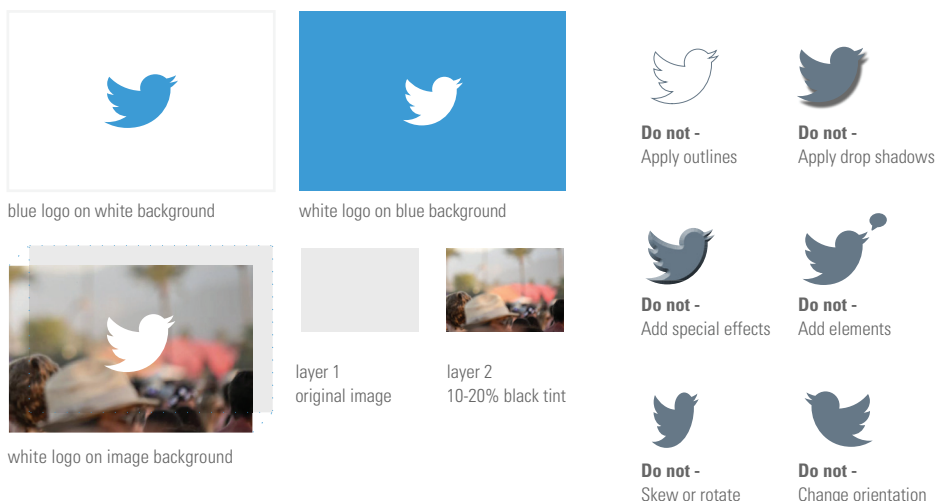
## The Top 5 Elements to Include in Your Brand Style Guide

A strong brand identity can help your business stand out in an otherwise crowded marketplace. The key to success: be consistent by setting guidelines to help internal team members, vendors and partners understand how to use brand assets. When your brand has a cohesive look and feel, it can add a sense of professionalism, credibility and perceived value.

Think of the style guide as a manual for your brand. It can be as detailed or basic as deemed necessary, with guidelines for logos, icons, fonts, imagery and colors, and set standards for how to use them. To help avoid errors, include a lot of examples. Not sure where to start? Consider these examples from two well-known social media brands.

### LOGO

Your logo is a major part of your brand's identity. Ensure that team members don't go rogue with its intended use by outlining the do's and don'ts of how it can be used in different situations like when it's next to other graphics or on top of different backgrounds.



### COLOR PALETTE

A color palette is a group of colors used to capture the look and feel of your brand. It influences every piece of visual content from your logo and website to presentations and marketing collateral. Colors are typically displayed in tiers: primary, secondary and tertiary. It may be helpful to identify how different colors are used in your logo, fonts and other resources.

| Color | Primary                                                                          | Secondary                                                                                                  |
|-------|----------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|       | <b>Blue</b><br>HEX #1DA1F2<br>RGB 29 161 242<br>CMYK 88 58 0 0<br>PANTONE 2865 C | <b>Black</b><br>HEX #000000<br>RGB 0 0 0<br>CMYK 100 100 100 100<br>PANTONE Black 7 C                      |
|       |                                                                                  | <b>Dark Gray</b><br>HEX #000000<br>RGB 0 0 0<br>CMYK 100 100 100 100<br>PANTONE Cool Gray 9 C              |
|       |                                                                                  | <b>Light Gray</b><br>HEX #A9A9A9<br>RGB 169 169 169<br>CMYK 38 38 38 62<br>PANTONE Cool Gray 7 C           |
|       |                                                                                  | <b>Extra Light Gray</b><br>HEX #E0E0E0<br>RGB 224 224 224<br>CMYK 10 10 10 90<br>PANTONE Cool Gray 5 C     |
|       |                                                                                  | <b>Extra Extra Light Gray</b><br>HEX #F0F0F0<br>RGB 240 240 240<br>CMYK 0 0 0 100<br>PANTONE Cool Gray 1 C |
|       |                                                                                  | <b>White</b><br>HEX #FFFFFF<br>RGB 255 255 255<br>CMYK 0 0 0 0                                             |

## TYPOGRAPHY

Typography, like the color palette, should be consistent across all visual and written content. Some style guides go so far as to describe which font to use in letterhead, emails, blogs and ads as well as the hierarchy of headings, subheads and hyperlinks.

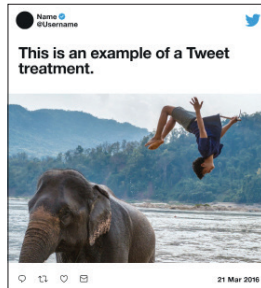
## GRAPHICS

Any component that is essential to the integrity of your brand's image should be included in your guide. If imagery across your website, blogs and other visual content is expected to look a certain way, outline those rules in your guide. For example, Twitter's style guide displays samples of how Tweets should be formatted. Facebook's guidelines include the use of icons.

# Helvetica Neue

## 75 Bold

## 55 Roman



Text Tweet treatment



Text and Media Tweet treatment



### Clear Space

To preserve the integrity of the Like button icon, always maintain a minimum clear space around the logo. This clear space insulates our Like button icon from distracting visual elements, such as other logos, copy, illustrations or photography.

### Maintaining Shape and Proportions

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the Like button icon. The proportions and shape of the Like button icon should never be altered for any reason. To resize, hold the "Shift" key in most software programs to maintain the proportions while scaling up or down. Always maintain the minimum clear space, even when proportionally scaling the logo.

## MISSION

Everyone in the company should be familiar with your mission statement because it sets the tone for the overall brand and helps to inform everything from brand messaging to visual style. It's also common practice to include the boiler plate or anything else that is part of the brand's messaging that shouldn't be altered.

Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. At Facebook we build tools that help people to connect with one another and tools that make sharing what they want to share—ideas, stories, videos and photos—much easier. By doing this, we are extending people's capacity to build and maintain relationships.

### Need help designing a style guide or defining your brand standards?

Contact Chris Cherry, Chief Engagement Officer at [ccherry@jconnelly.com](mailto:ccherry@jconnelly.com) or call us at 973-850-7329 to see how we can help.

[Click to view Twitter's brand style guide](#)

[Click to view Facebook's brand style guide](#)