

HOW TO MAKE A STYLE GUIDE

01 Create a brand identity

Think about the "personality of the brand". What do you want the brand to represent? How do you want it to be perceived? Define your brand's mission and goals.

02 Research your competitors

Check out what other similar brands are doing. Pick out what you like and what you don't like. Put your own spin on things to make it your own. The goal of this research is to get inspired. It can help you see what works and what doesn't, as well as what has already been done. You want your brand to stand out and be remembered.

03 Essential elements

Make sure your style guide is consistent, easy to use, and has the following components: introduction, typography, color palette, iconography and photography, grid system, and tone of voice.

04 Plans for the brand

How will your brand style address the goals you have for your company. Think about advertising materials. Have a section for product branding and packaging, whether you are selling online or at a location.

05 Evolution

Think about how the brand will evolve. The style guide is something you will refer to frequently even as your brand grows and even changes. It is important to have a solid foundation. Designate a place to keep new ideas for the company.