

# Use Your Branding to Make a Great Impression Every Time!

Your branding guide provides you with guidelines on using your Brand elements appropriately within your marketing and advertising. Knowing how and when to use the various components of your Brand, and being consistent, is KEY to developing stunning and effective websites, social media accounts and print materials that create strong Brand Recognition.

## Full Logo

Your full logo is the standard iteration of your logo. This is the design that will be used most often on your brand materials.



## Alternative Logo Layouts

Alternate logo styles show variations including extra elements and additional colour options.



## Submarks / Icons

A submark (or icon) is a symbol that can act as a shorthand for your full logo. Submarks are particularly useful in social media profiles where space is limited.



## Colour Palette

Colour is ESSENTIAL to setting the mood in your branding. Use only these colours along with white. Use different proportions of your colours in different materials to set different tones within your brand. This makes your palette versatile!



# Generate branded and captivating content that grows your business!



## Textures

Textures can help set the tone of individual pieces and can make your materials more rich and sensory. This brand element **MUST** be kept consistent throughout your materials.



## Patterns

Some, but not all, brands may include patterns that compliment the theme of the other brand elements. When included, patterns are often tileable, meaning they can repeat infinitely to cover any area.

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

## Fonts

A brand's core fonts must be kept consistent in all materials including online graphics, printed ads and signage. Brands usually include 3 core fonts; a hero font (for headings), a support font (for subheadings or emphasis), and a highly legible body font (for large areas of text). These fonts do not change.



## Authentic Styled Imagery

Samples of the type of authentic photo styling your brand demands. Photography plays a huge role in your branding!