



So, What is a Style Guide & Why Do You Need it For Your Brand?

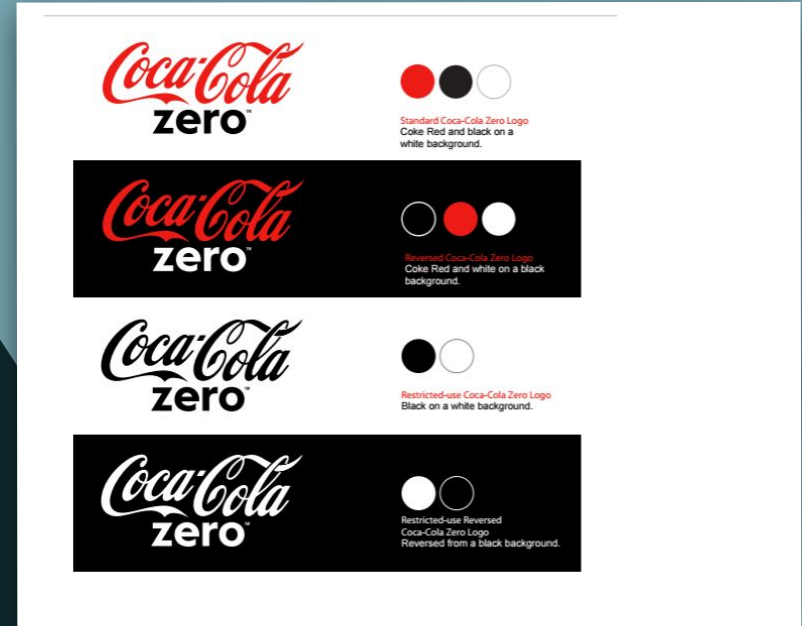


Let's Look
at some
Case Studies...

Coca cola

A style guide is an invaluable tool that takes your business to the next level for a number of reasons;

Rest assured, no matter who works on your printing, brochures, collateral, business cards, annual reports, invitations, banners, event graphics, site and social media.



1.

Your audience will recognize you from **your competition** because everything you hand to ANY vendor is consistent from your printer to graphic design of business cards to website. They cannot use any other red, any other logo or fonts.



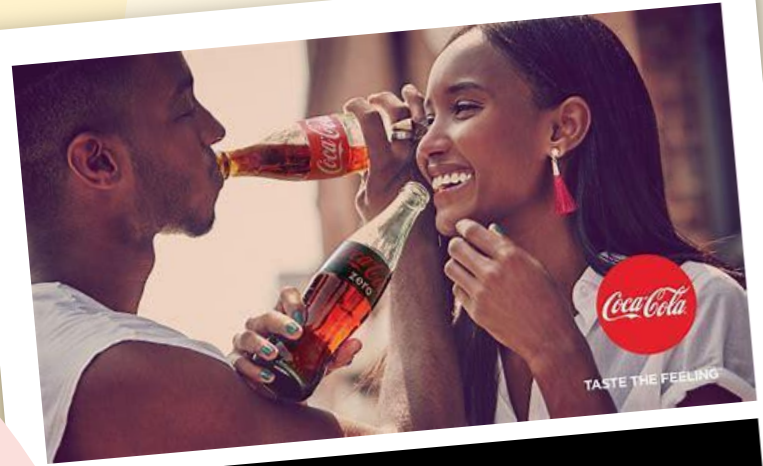


2.

Clear messaging - It allows you to grow your offerings and your business in a way that is true to your mission. When someone does your branding, It requires a meeting where they ask you key questions to visually portray your business objectives clearly. The designer and marketer considers this in order to get the right message to your audience. Because people see you more clearly with your style and mission and tone (people in the photos, consistent colors and fonts) people will be more interested to partner with you.

3.

Credibility & trust increases with visual Consistency of your brand. When your audience sees you more clearly, and in a consistently organized way, it raises the bar and puts you at a high level where they can trust you to solve their unique problem that benefits them (the event partnerships, growing classes and offerings, engagement). Your image fits the beautiful mission of your company and you get to the top of the list in their eyes. You attract more aspirational speakers, more interested programs to partner in, and more visibility to the benefit of the customer and the company.



Can't Beat The Real Thing.





4.

Brand Recognition enables growth because you stand for great things. Showing up consistently in your brand (logo use, fonts, color, photo and copy tone) gives you more room to build your story, year to year, with new events and opportunities to reach your audience.