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step 4 hone in on a visual direction step 5 write your branding brief step 6 design your logo step 7 choose your color palette step 8 choose your typography step 9 design additional elements step 10 build your brand guidelines a brand style guide is a rule book for the brand s visual identity it determines the look and feel of the company the style guide is created by the originating designer and includes visual application rules around brand logo logo design and logo usage typography brand colors and color palettes illustrations imagery typesetting graphics brand guidelines are the set of assets and instructions that communicate your brand s identity and how it is displayed located in a style guide they detail all you need to consistently demonstrate what your company is does and stands for learn how to create effective brand guidelines with tips best practices examples and a free template implement and maintain your brand identity for success

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a brand style guide is a rule book for the brand s visual identity it determines the look and feel of the company the style guide is created by the originating designer and includes visual application rules around brand logo logo design and logo usage typography brand colors and color palettes illustrations imagery typesetting graphics

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