

## Five-Minute Design Style Guide

Consistent visual branding builds your recognition and reputation with your target audience. In our Five-Minute Design Style Guide, we focus on documenting your logo, typefaces and colors. Your graphic designer can provide a more comprehensive visual identity package and stylebook.

### 1. Logo

Your graphic designer can create a logo that fits your brand and differentiates you from competitors. If you're not ready for design costs, you can use your company name in a distinctive typeface.

Make a note of the typeface, color and any special effects used. Always give your logo plenty of space, and never change the width-to-height ratio. Respect your logo; don't use it as decoration.

Logo:

### Example Styles



Typeface: \_\_\_\_\_

Colors: \_\_\_\_\_

Effects: \_\_\_\_\_

### 2. Single-Color and Reverse Logo

From photocopies to T-shirts, you can limit your printing costs by using only black or another single color. How will your logo look? Does it lose a clever use of color, or does it lose all legibility?

Occasionally you'll need to print your logo on a dark background, so consider your reverse logo, too. Reversed italics are especially difficult to read.

Single-Color Logo:



Reversed Logo:

### 3. Headline Typeface

Sans serif typefaces are preferred for headlines because they're easy to read at a glance. Choose a common typeface like Arial (top) to avoid licensing fees, installation time and Web display problems.

If you do choose a specialty typeface, make sure it's easy to read and has a full character set.

#### Example Styles

Get Acme to Save Big Money!  
Get Acme to Save Big Money!  
Get Acme to Save Big Money!  
Get Acme to Save Big Money!

**Savings! 5% Off 3/9/11**  
**Savings 5 OFF 3911**

Headline Typeface: \_\_\_\_\_

### 4. Body Typeface

In large blocks of text, typefaces with serifs are easiest to read. Coordinate your body typeface with not only your brand but also your other typefaces.

Acme Your industry leader  
Acme Your industry leader  
Acme Your industry leader

Body Typeface: \_\_\_\_\_

### 5. Colors

Color selection and specification gets very complex very quickly, so we'll focus on documentation here. Your graphic designer and printer vendor can help you select the perfect color for each particular job.

Your Web colors are likely hex colors, which are a shorthand for the red, green, blue (RGB) system. Cyan, magenta, yellow and black (CMYK) are the four colors in four-color printing.

Hex: #0000FF  
RGB: 0, 0, 255  
CMYK: 100, 100, 0, 0



Hex: #CC99F  
RGB: 204, 153, 255  
CMYK: 20, 40, 0, 0



Main: \_\_\_\_\_ Hex: \_\_\_\_\_ RGB: \_\_\_\_\_ CMYK: \_\_\_\_\_

Accent: \_\_\_\_\_ Hex: \_\_\_\_\_ RGB: \_\_\_\_\_ CMYK: \_\_\_\_\_

Background: \_\_\_\_\_ Hex: \_\_\_\_\_ RGB: \_\_\_\_\_ CMYK: \_\_\_\_\_

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