

*Branding Style Guide*  
*Example*

*Provided by*



*Social Media Maiden*

ORGANIZE YOUR BUSINESS, PRIORITIZE YOUR MARKETING AND MONETIZE YOUR EXPERTISE.

*[www.socialmediamaiden.com](http://www.socialmediamaiden.com)*

## *Mission Statement*

Attach a copy of your mission statement to your branding guide. The mission statement is a compass for your guide. It should direct every marketing piece that is created for your brand. It ensures that each piece of content works toward the same goal.

## *Buyer Persona*

The buyer persona is a fictional representation of your ideal client. Details in the buyer persona include the customer's age range, their gender, the job title, and the professional challenges they face. This persona will help create content to meet your target market needs.

## *Color Palette*

This is the section that you will put the color codes for your company for easy reference. Be sure to include color swatches along with the RGB and Hex codes. These codes allow you to ensure that each color used in your content are consistent.

## *Fonts*

In this section, list all fonts that you use for your brand. Be sure to state how each font is used. What are the header fonts for your website? Are they the same for your social media graphics? Be specific and comprehensive.

## *Logo and Icons*

Here is where you list all variations of your logo and icons and how they are used in your marketing. This section also includes old logos that can no longer be used for marketing purposes. This is the yay or nay of how to use your logos and icons.