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GreenBizz: Creating Your Corporate Style Guide

Part of the process of creating and selling your company's goods or services is the creation of a *visual identity* for your company. Creating a consistent, attractive and recognizable identity is an important part of marketing and advertising, as well as *branding* your company. Ultimately, your brand identity, uniformly applied, provides the visual, emotional, rational, and cultural image associated with your company.

In order to ensure that your brand is seen consistently by your customers and investors, your company will create a corporate style guide that will address your brand personality, logo versions and usage, typography, and the color palette for your company. Once created, the style guide will guide the development of your business plan, promotional materials, television commercials, presentation files and anything else you create for your company.

For your style guide you will address the following in a single InDesign file:

Brand Personality

Provide specific keywords to identify your brand. These words will help in the development of what follows. For example, Tivo uses approachable, friendly, simple, fun, clean, vibrant, and playful to describe their brand.

Color Palette

Display swatches of all colors you intend to use. These should include both main colors and accent colors and certainly should extend beyond the colors included in the logo. Provide RGB and CMYK values for all swatches except black and white.

Logo Versions and Usage

Provide the following versions of your logo:

- A four color version on white background and identify specific colors values in logo in both CMYK and RGB values. (Four color simply means full color for print processing -the four colors are, of course the printer colors CMYK)
- A black & white version, or a version with one color and white.
- Versions of the logo on different backgrounds from color palette.
- A version demonstrating the orientation of your logo and tagline when displayed together.

Typography

Identify typefaces for each of the following uses. For each of the typefaces you choose show the complete alphabet in caps and lowercase. Display the typeface between 18 and 24 points. Be sure to consider different styles within the same typeface for different uses. (Note that some typefaces may be used for multiple purposes.)

Provide typefaces for:

- Your Logo and Tagline.
- Business plan headings, subheadings, body text, captions and accents or callouts.
- Advertising headings, text and body copy and large display.

Business Plan Layout Samples

Using placeholder text and graphic placeholders where necessary, create several versions of potential pages of your business plan using the style choices listed above.