



The PlayBook

MEMBERSHIP

BRANDING | MODULE SIX

Creating Brand Guidelines

WHAT BRAND GUIDELINES ARE USED FOR
WHAT NEEDS TO BE INCLUDED
HOW TO PRESENT TO YOUR CLIENT

What Brand Guidelines Are used For

SUCH AN IMPORTANT DOCUMENT!

Brand Guidelines are created AFTER your Brand Strategy.

Strategy & Design call —→ Strategy Build —→ Creative Direction —→ Brand Guidelines

Extras: Photoshoot direction & launch strategy

What brand guidelines actually are

Brand guidelines are the rules for how a brand shows up, visually and verbally.

They explain:

- How the brand should look
- How it should sound
- How it should be used across platforms

Think of them as the instruction manual for a brand.

Why brand guidelines matter

Without guidelines:

- Branding becomes inconsistent
- Content looks messy
- Different people interpret the brand differently

With guidelines:

- Everything looks aligned
- Content feels intentional
- The brand is recognisable everywhere

Why they're so important

Brand guidelines:

- Keep visuals consistent across all platforms (no just social)
- Help teams, clients, and collaborators stay aligned
- Build trust through repetition

Consistency is what makes brands feel professional.

What To Include

YOUR ULTIMATE CHECKLIST

Your ultimate checklist

Brand Foundations (*light* version)

- Brand name
- Brand mission / purpose
- Brand values
- Brand personality (3–5 words)

Colour Palette

- Primary brand colours
- Secondary / accent colours
- Hex / RGB / CMYK values
- Colour usage examples

Brand Voice & Tone

- Brand tone (how it sounds)
- Words to use
- Words to avoid
- Writing style (short, friendly, bold, etc.)
- Emojis: yes / no / how

Logo Usage

- Primary logo
- Secondary / alternate logos
- Clear space rules
- Minimum size
- What NOT to do with the logo

Typography

- Primary font
- Secondary font
- Font hierarchy (headings, body, captions)
- Font usage rules

Imagery & Visual Style

- Image style (light, dark, clean, bold, etc.)
- Photography guidelines
- Filters or editing style
- Graphic elements (shapes, lines, textures)

Your ultimate checklist...Continued

Social Media Guidelines

- Feed aesthetic examples
- Post layout examples
- Use of templates
- Story style (fonts, stickers, spacing)

Applications (How It's Used)

- Website examples
- Social media examples
- Marketing / Stationery materials
- Email design examples
- Packaging materials

File Access & Handover

- Where files are stored
- How to access them
- File naming rules
- Editable vs non-editable files

How to present it to your Client

LET'S BREAK IT DOWN

First thing to clear up...

Should you design the brand guidelines
in your branding OR your clients
branding?



Client's Branding

How to present your Brand Guidelines

Logo Usage

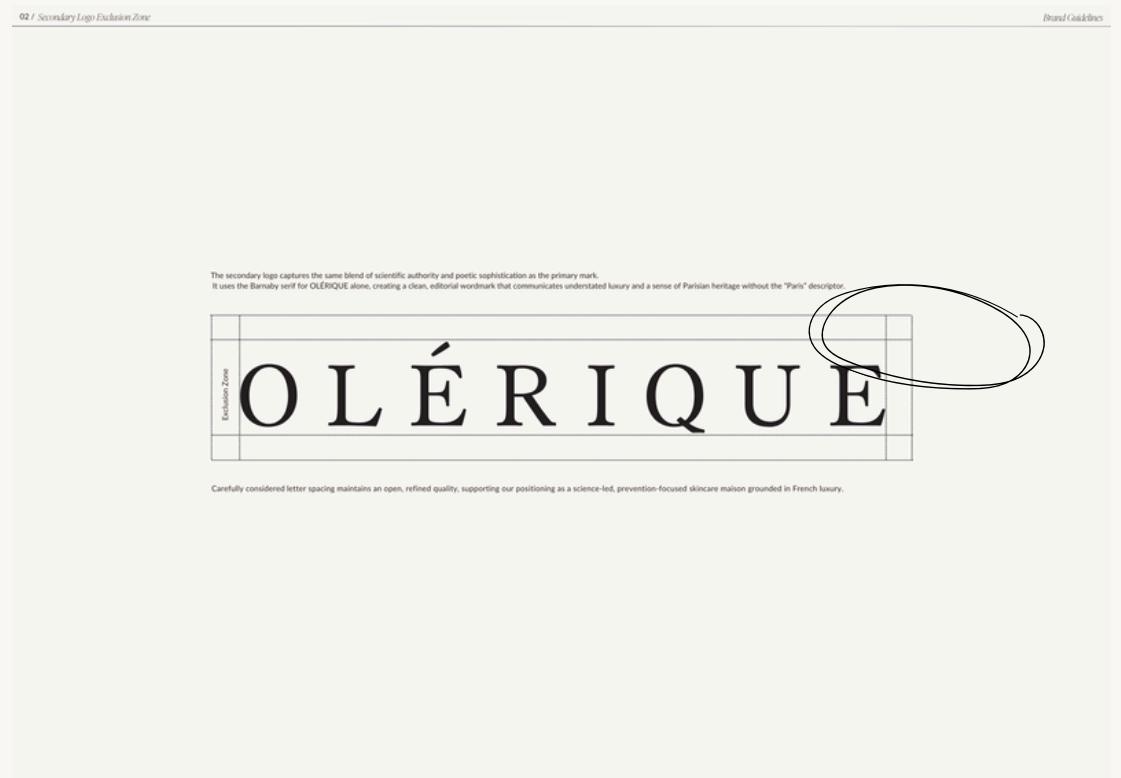
- Primary logo
- Secondary / alternate logos
- Clear space rules
- Minimum size
- What NOT to do with the logo

Information

- Shows how much space to leave around the logo so the design doesn't get effected.

Information

- Describes the design and how it aligns with the brand.
- Where to use it
- The minimum sizing



How to present your Brand Guidelines

Colour Palette

- Primary brand colours
- Secondary / accent colours
- Hex / RGB / CMYK values
- Colour usage examples

Information

- Describes what's a primary, secondary, and accent colour
- Where to use the colours

03 / Use of Colour

Veil / Primary Colour
This primary colour provides the lightest foundation of the brand's visual identity. Its soft, luminous tones embody purity and quiet luxury, serving as a base for various applications.

Mist / Secondary Colour
This secondary colour adds grounded depth and natural elegance to the palette. Its muted plum hue brings a quiet richness and subtle sophistication when used sparingly.

Bark / Secondary Colour
This primary colour anchors the palette with timeless strength and clarity. It provides maximum legibility and contrast, reinforcing OLERIQUE's precision and modern luxury.

Fig / Secondary Colour
This secondary colour adds sophisticated shadow and editorial depth. Its muted plum undertone conveys refinement and works beautifully in layered compositions.

Black / Primary Colour
This primary colour anchors the palette with timeless strength and clarity. It provides maximum legibility and contrast, reinforcing OLERIQUE's precision and modern luxury.

Information

Recommended Usage

- Veil / Primary Colour**
- Mist / Secondary Colour**
- Bark / Secondary Colour**
- Fig / Secondary Colour**
- Black / Primary Colour**

Buttons **Call to Actions** **Accent Text** **Social Media Graphics**

Infographics **Secondary Text** **Document Covers** **Graphic Elements**

Primary Text **Icons** **Brand Merchandise**

Headings **Textures** **Patterns** **Graphic Elements**

Information

- Shows colour pairing/usage and the feel it gives off. (Text colour on background colour).

03 / Use of Colour

This colour combination of Veil background + Mist text conveys feelings of quiet luxury and intimate depth, adding a touch of poetic drama that elevates hero messaging and premium campaigns.

02 / Colour Gids

Veil
PANTONE: 11-0401 TCX
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Mist
PANTONE: 11-0401 TCX
CMYK: 0, 0, 0, 0
RGB: 241, 232, 249
HEX: #F1E8F9

Bark
PANTONE: 431 C
CMYK: 14%, 0%, 29%, 79%
RGB: 44, 52, 34
HEX: #2A3224

Fig
PANTONE: 431 C
CMYK: 0%, 54%, 34%, 86%
RGB: 243, 249, 245
HEX: #E9F0F5

Black
PANTONE: 431 C
CMYK: 0, 0, 0, 100%
RGB: 0, 0, 0
HEX: #000000

Information

Recommended Usage

- Veil**
- Mist**
- Bark**
- Fig**
- Black**

Information

Recommended Usage

- Veil**
- Mist**
- Bark**
- Fig**
- Black**

02 / Colour Gids

BRAND COLOUR PALETTE OVERVIEW

Our colour palette is a methodically composed system that expresses OLERIQUE's quiet luxury and poetic sophistication. Each shade, from luminous neutrals to deep, sensual accents, has been chosen to convey elegance, trust, and timeless refinement, shaping the mood and perception of every visual touchpoint. The palette is designed to work together as a distinctive visual language that evokes calm, confidence, and understated strength. Consistent, precise application across print, digital, and packaging ensures instant recognition and reinforces our identity in a competitive skincare landscape.

PRINT APPLICATION

For print materials, we utilize Pantone colours as the preferred standard for printing designs, ensuring the highest level of consistency and vibrancy. In situations where Pantone colours cannot be used, we have established optimised CMYK values to maintain colour integrity.

DIGITAL APPLICATION

When it comes to digital platforms, it's important to note that not all RGB colours render identically across devices. Therefore, we recommend using hexadecimal colours for screen applications to accurately represent our brand colours online. This approach guarantees that our visual identity remains cohesive, whether in print or digital formats.

Veil
PANTONE: 11-0401 TCX
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Mist
PANTONE: 11-0401 TCX
CMYK: 0, 0, 0, 0
RGB: 241, 232, 249
HEX: #F1E8F9

Bark
PANTONE: 431 C
CMYK: 14%, 0%, 29%, 79%
RGB: 44, 52, 34
HEX: #2A3224

Fig
PANTONE: 431 C
CMYK: 0%, 54%, 34%, 86%
RGB: 243, 249, 245
HEX: #E9F0F5

How to present your Brand Guidelines

Typography

- Primary font
- Secondary font
- Font hierarchy (headings, body, captions)
- Font usage rules

Information

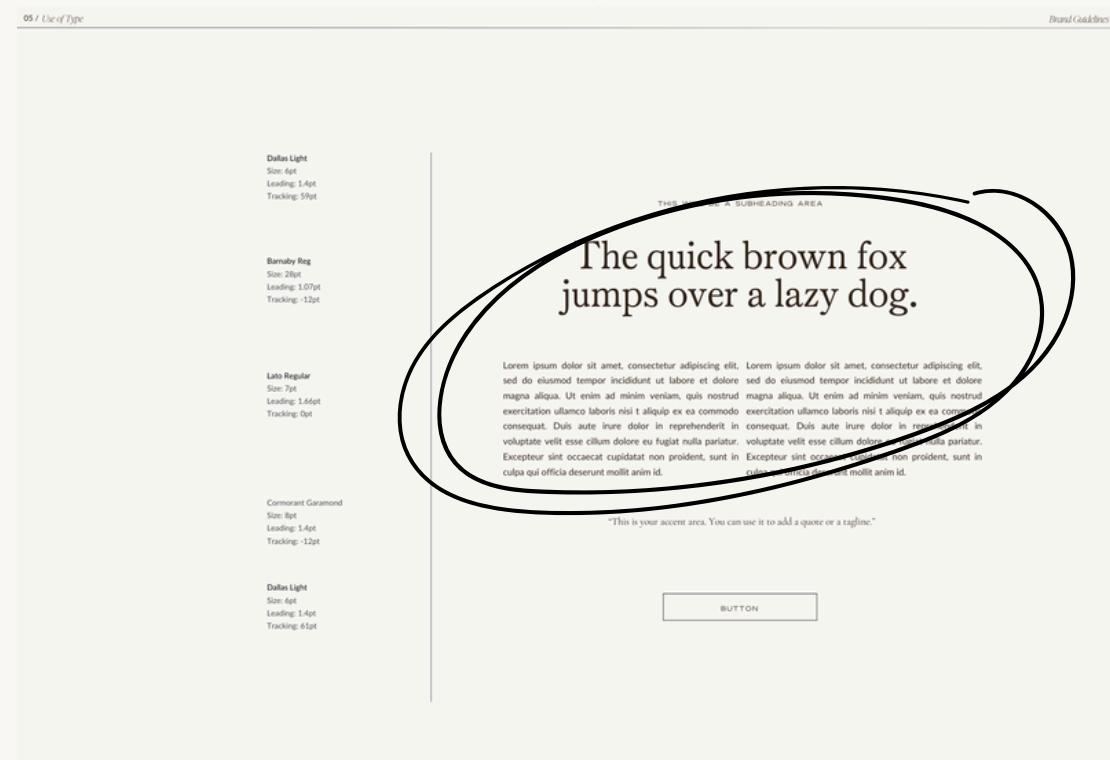
- Describes why the font works with the brand (feeling it gives off).
- Where it should be used
- Minimum sizing



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyz

Information

- Shows all fonts alongside each other and their hierarchy



The quick brown fox jumps over a lazy dog.

"This is your accent area. You can use it to add a quote or a tagline."

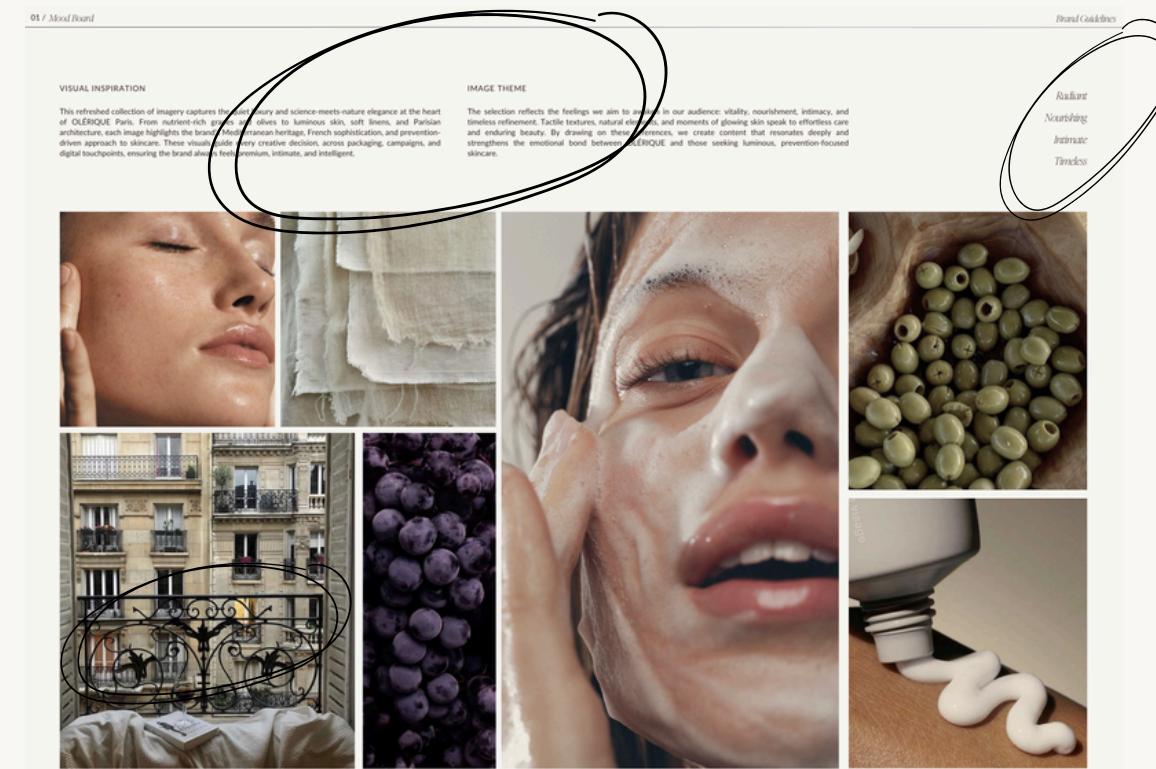
How to present your Brand Guidelines

Imagery & Visual Style

- Image style (light, dark, clean, bold, etc.)
- Photography guidelines
- Filters or editing style
- Graphic elements (shapes, lines, textures)

Information

- The visual inspiration
- Image theme
- Descriptive words of look & feel



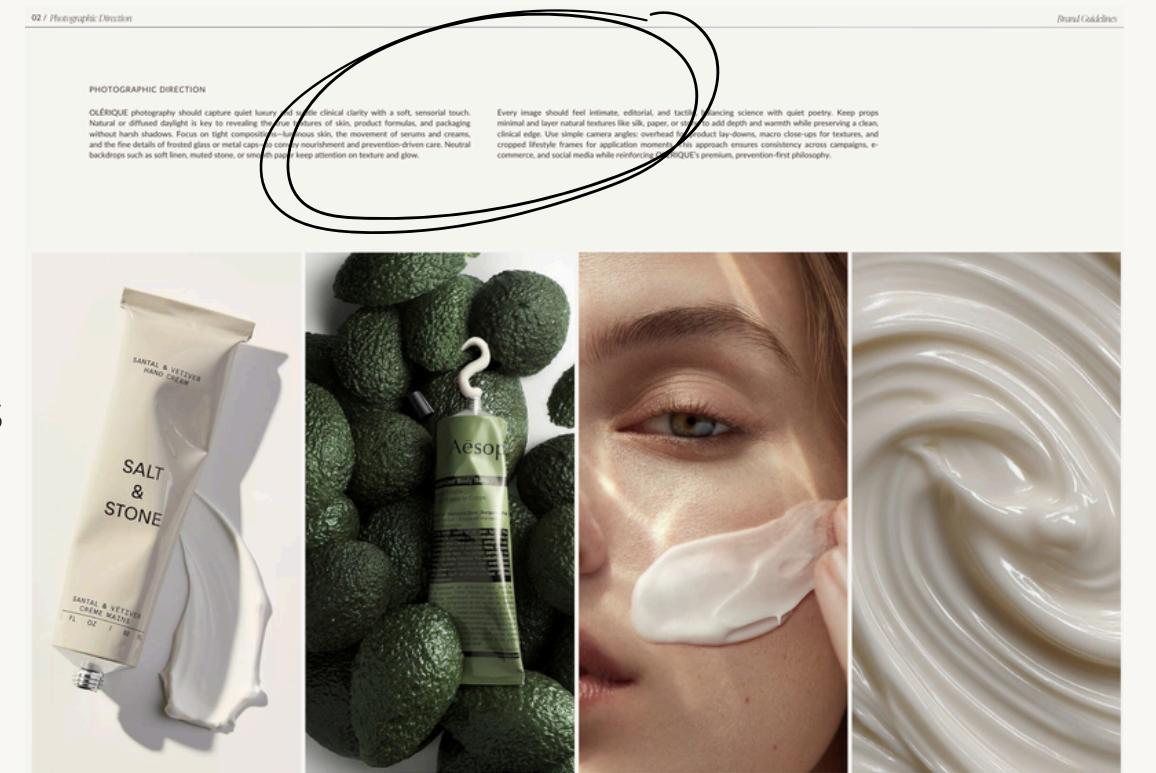
Information

- Abstract marks that align with the brand & how they align
- How to use
- Where to use



Information

- Photography guidelines (models, vs product vs texture).
- Filters/Lighting



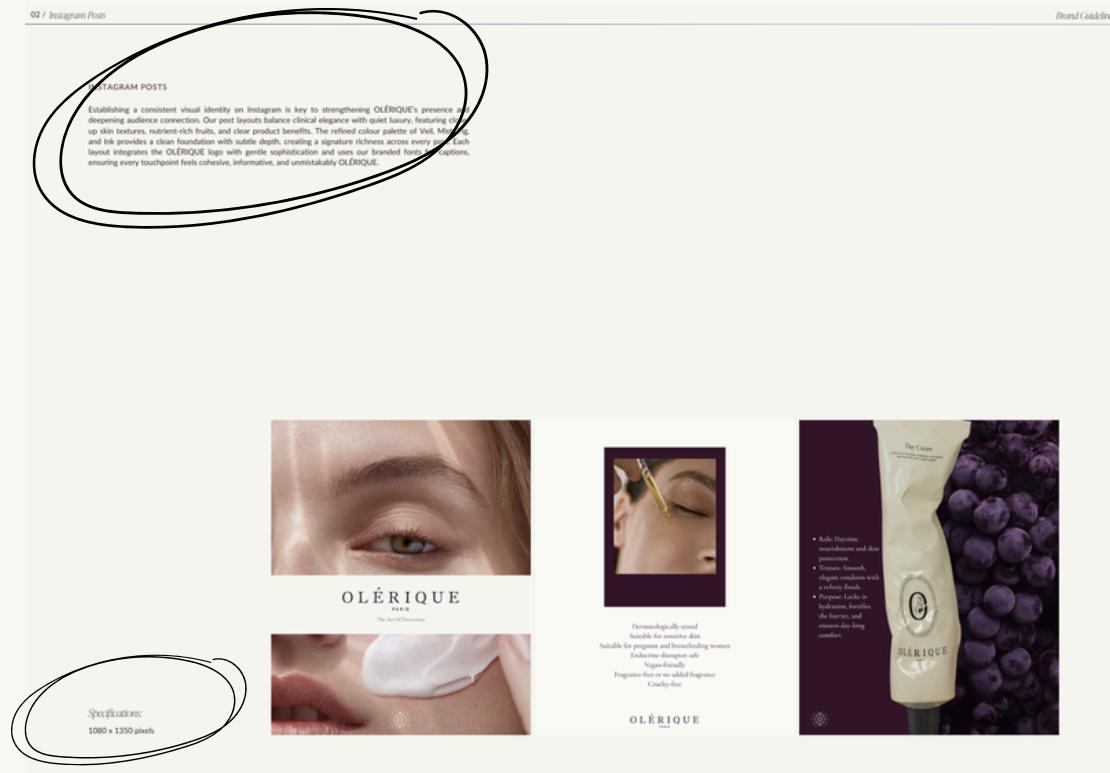
How to present your Brand Guidelines

Social Media Guidelines

- Feed aesthetic examples
- Post layout examples
- Use of templates
- Story style (fonts, stickers, spacing)

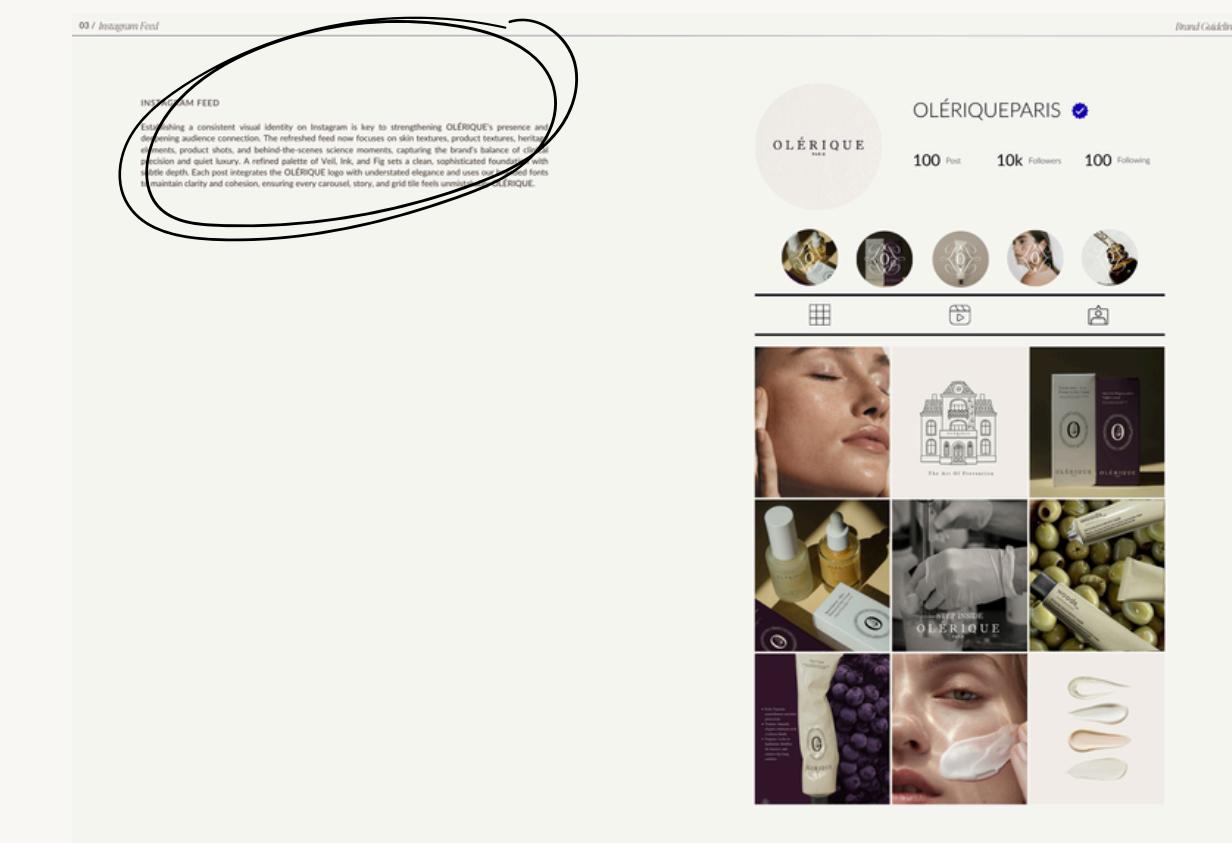
Information

- Describe static content look & feel, and how it aligns with the brand
- Give sizing guidelines



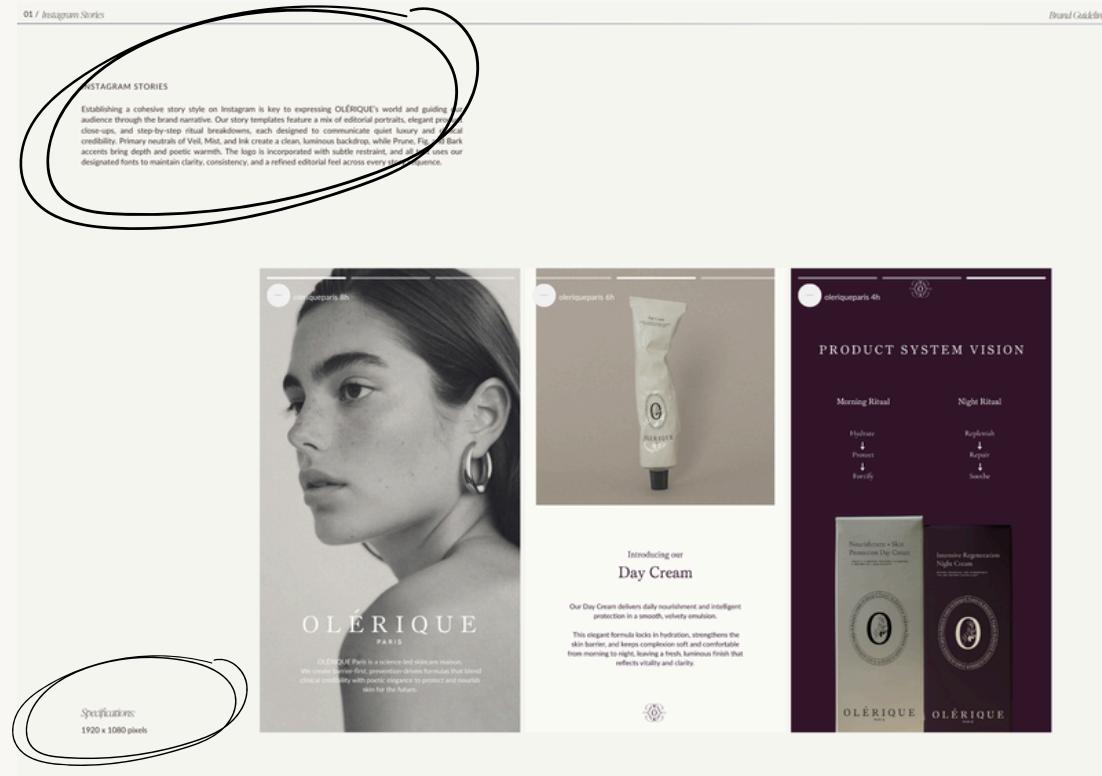
Information

- Explain the look & feel of the overall aesthetic (colours, fonts, design elements)



Information

- Describe story content look & feel, and how it aligns with the brand
- Give sizing guidelines



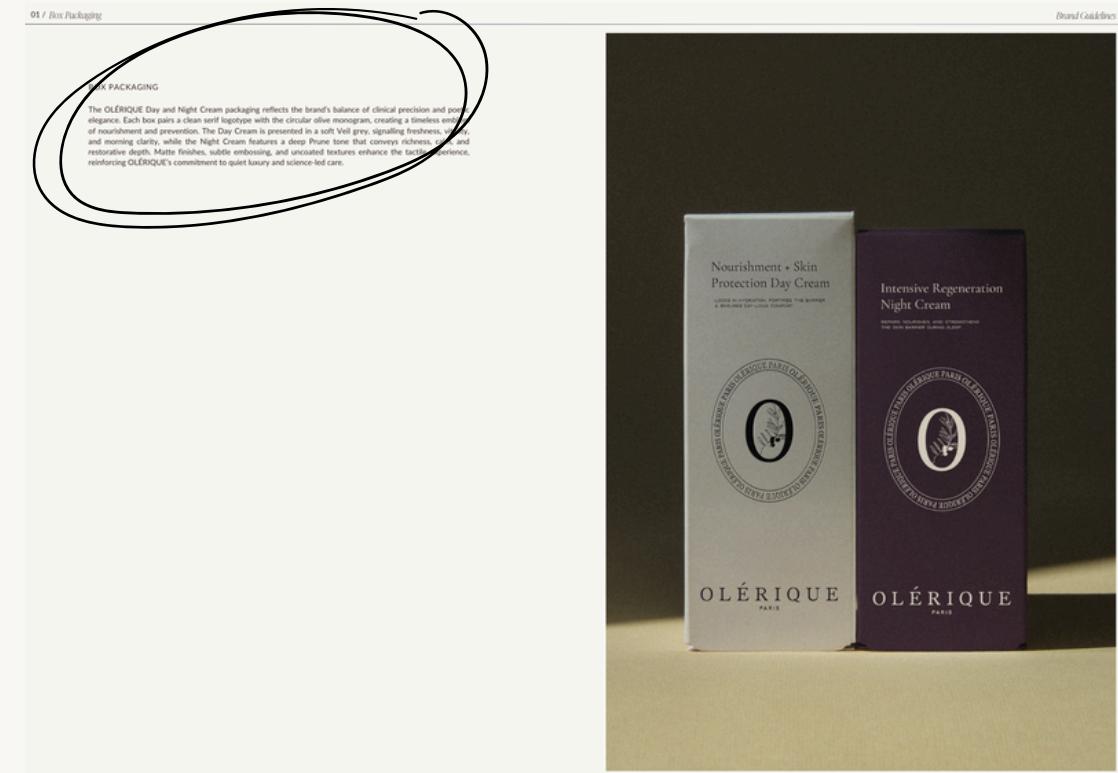
How to present your Brand Guidelines

Applications (How It's Used)

- Website examples
- Social media examples
- Marketing / Stationery materials
- Email design examples
- Packaging materials

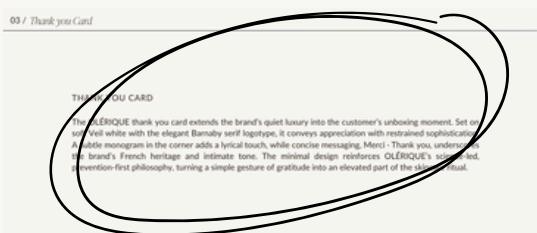
Information

- Explain the look and feel of the packaging design. Fonts used, colours, logos, text placement etc
- Explain why it aligns with the brand overall



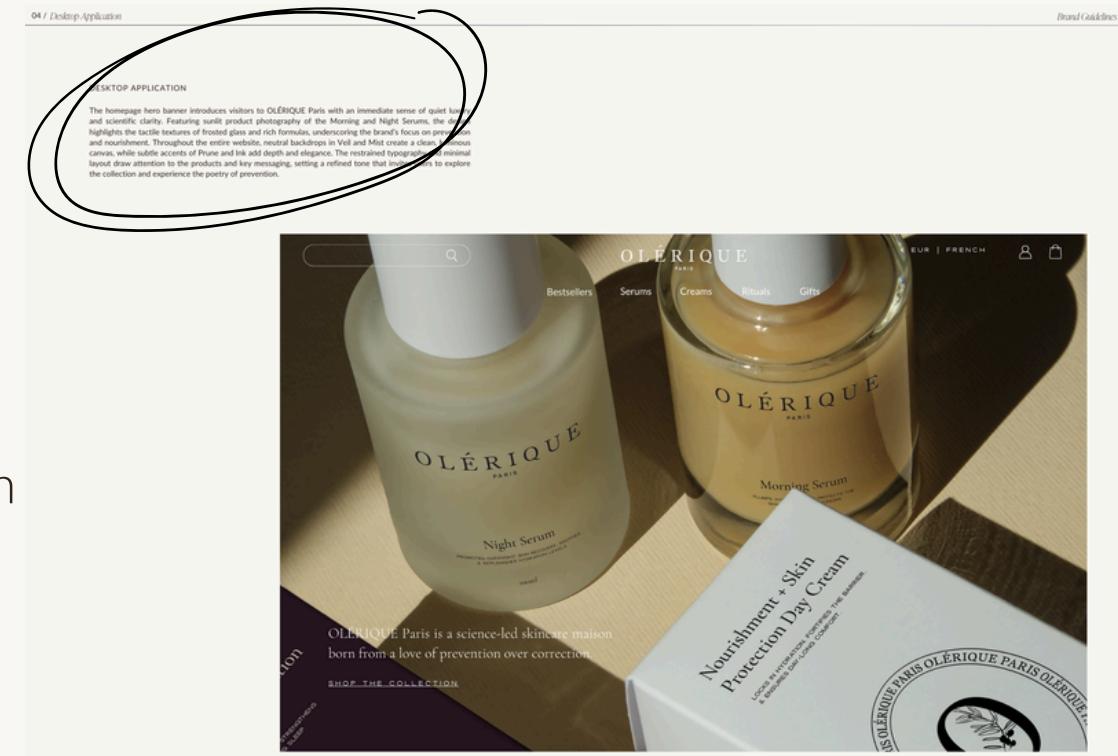
Information

- Explain the look and feel of the stationery design. Fonts used, colours, logos, etc
- Explain why it aligns with the brand overall



Information

- Explain the look and feel of the digital design (website). Fonts used, colours, logos, text placement, images etc
- Explain why it aligns with the brand overall



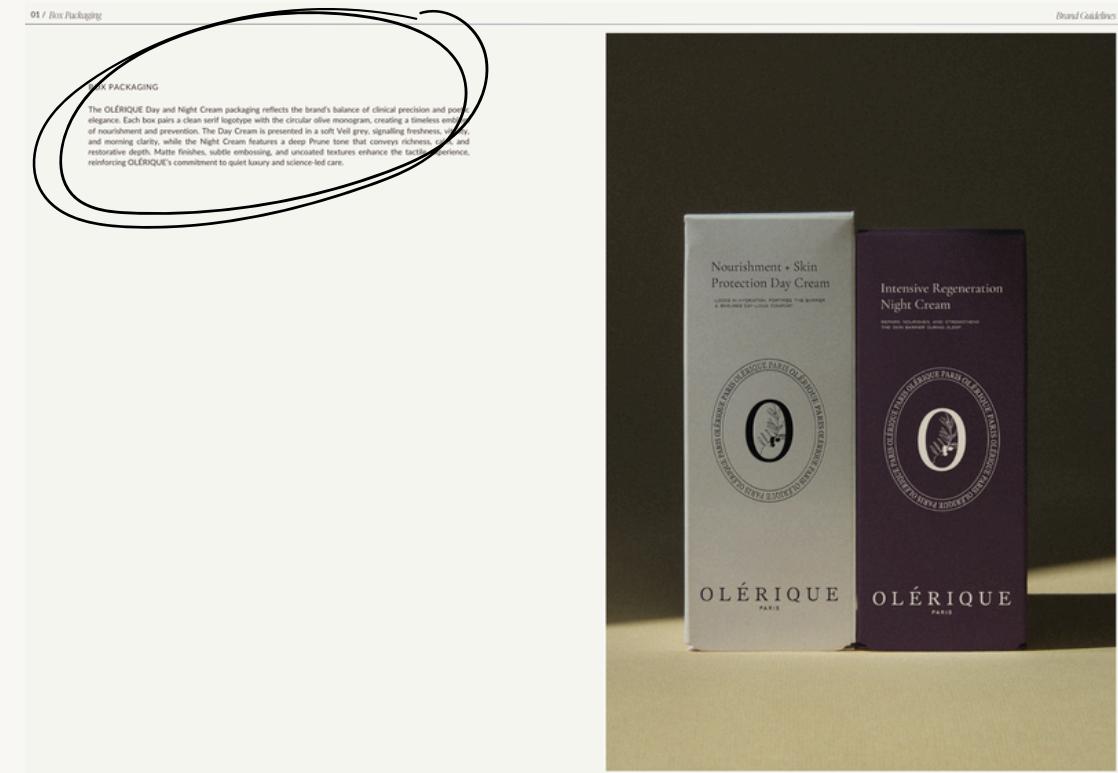
How to present your Brand Guidelines

Applications (How It's Used)

- Website examples
- Social media examples
- Marketing / Stationery materials
- Email design examples
- Packaging materials

Information

- Explain the look and feel of the packaging design. Fonts used, colours, logos, text placement etc
- Explain why it aligns with the brand overall



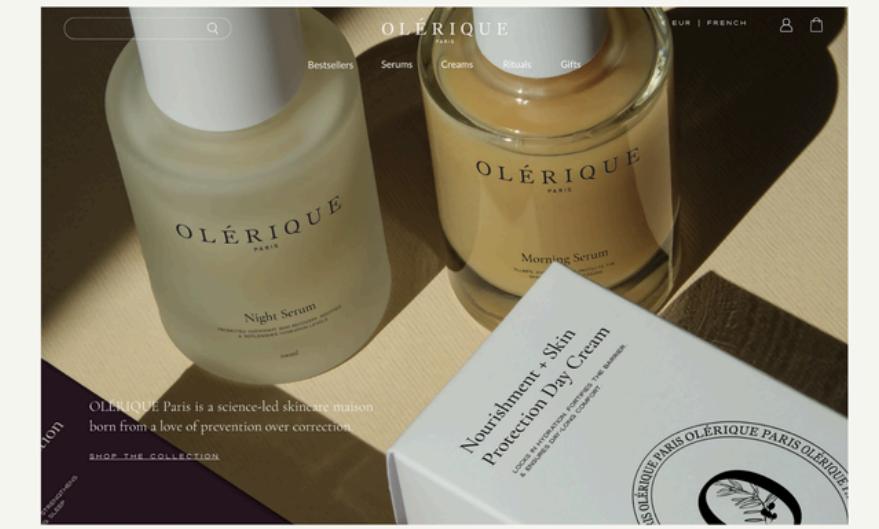
Information

- Explain the look and feel of the stationery design. Fonts used, colours, logos, etc
- Explain why it aligns with the brand overall



Information

- Explain the look and feel of the digital design (website). Fonts used, colours, logos, text placement, images etc
- Explain why it aligns with the brand overall



How to present your Brand Guidelines

File Access & Handover

- Where files are stored
- How to access them
- File naming rules
- Editable vs non-editable files

Information

- Explain the different file types so they know what logos to use where

02 / File Type Guide

FILE TYPES

In the world of design, you will come across a variety of file types that are essential for different projects and purposes. Here are some of the most common file formats you may encounter while working with design files. Each of these formats serves a unique role in the design process, so understanding them can greatly enhance your workflow. If you have any questions or need further clarification about these file types, please don't hesitate to reach out to us.

FILE TYPE	DESCRIPTION	RECOMMENDED USAGE	NOTES
JPEG / PNG	JPEGs are a type of image file that you'll often see on websites. They are frequently used online due to their small, compressed size, which helps websites load faster. However, this compression reduces image quality, making JPEGs less suitable for large-scale viewing or printing.	<input checked="" type="checkbox"/> USE FOR WEB <input checked="" type="checkbox"/> USE FOR PRINT (CMYK) <input checked="" type="checkbox"/> TRANSPARENCY SUPPORTED	<input checked="" type="checkbox"/> SCALE TO ANY SIZE <input checked="" type="checkbox"/> USE FOR PRINT
PNG / PDF	PNGs are a type of image file often found on the internet, especially when the image has a "transparent" background. However, PNGs can't use the CMYK colour system, which is commonly used for printing. So, PNGs aren't the best choice if you need to print the image.	<input checked="" type="checkbox"/> USE FOR WEB <input checked="" type="checkbox"/> USE FOR PRINT	<input checked="" type="checkbox"/> SCALE TO ANY SIZE <input checked="" type="checkbox"/> TRANSPARENCY SUPPORTED
PDF	PDFs are often used for sharing larger documents and are also ideal for printing. Usually, you can only read a PDF and not change its contents. But, some PDFs, like forms, can be edited. This means you can open these PDFs and fill out the information right on the document itself.	<input checked="" type="checkbox"/> USE FOR WEB <input checked="" type="checkbox"/> USE FOR PRINT	<input checked="" type="checkbox"/> SCALE TO ANY SIZE <input checked="" type="checkbox"/> TRANSPARENCY SUPPORTED
EPS / Vector	EPS files are made for printing in high quality. It's a versatile type of file that can be used by designers and printers, and it's compatible with many design programs. It's also capable of working with CMYK colours, used widely in printing, and it can handle images with transparent areas.	<input checked="" type="checkbox"/> USE FOR WEB <input checked="" type="checkbox"/> USE FOR PRINT (CMYK)	<input checked="" type="checkbox"/> SCALE TO ANY SIZE <input checked="" type="checkbox"/> TRANSPARENCY SUPPORTED
SVG	SVG files are excellent for digital use and can be resized without losing quality, because they don't rely on pixels. You can upload an SVG file to a design tool like Canva, and freely change its colours and size while still keeping the image sharp and clear.	<input checked="" type="checkbox"/> USE FOR WEB <input checked="" type="checkbox"/> USE FOR PRINT	<input checked="" type="checkbox"/> SCALE TO ANY SIZE <input checked="" type="checkbox"/> TRANSPARENCY SUPPORTED

01 / File Setup

BRAND NAME

BRAND ASSETS

BRAND GUIDELINES

BRAND FONTS

LOGO SUITE

SECONDARY ELEMENTS

PRINT LOGOS

WEB LOGOS

Brand Guide	Headings	Mockups	Patterns	Primary Logo
Font Lists	Subheadings	Image	Icons	Secondary Logo
Offboarding Guide	Paragraphs	3	Illustration	Submark
Accrue Test			Graphics	Wordmark

Your Brand Guidelines document should do 2 things.

- 1.Explain how it aligns with the brand
- 2.Teach the client how to use the brand identity correctly

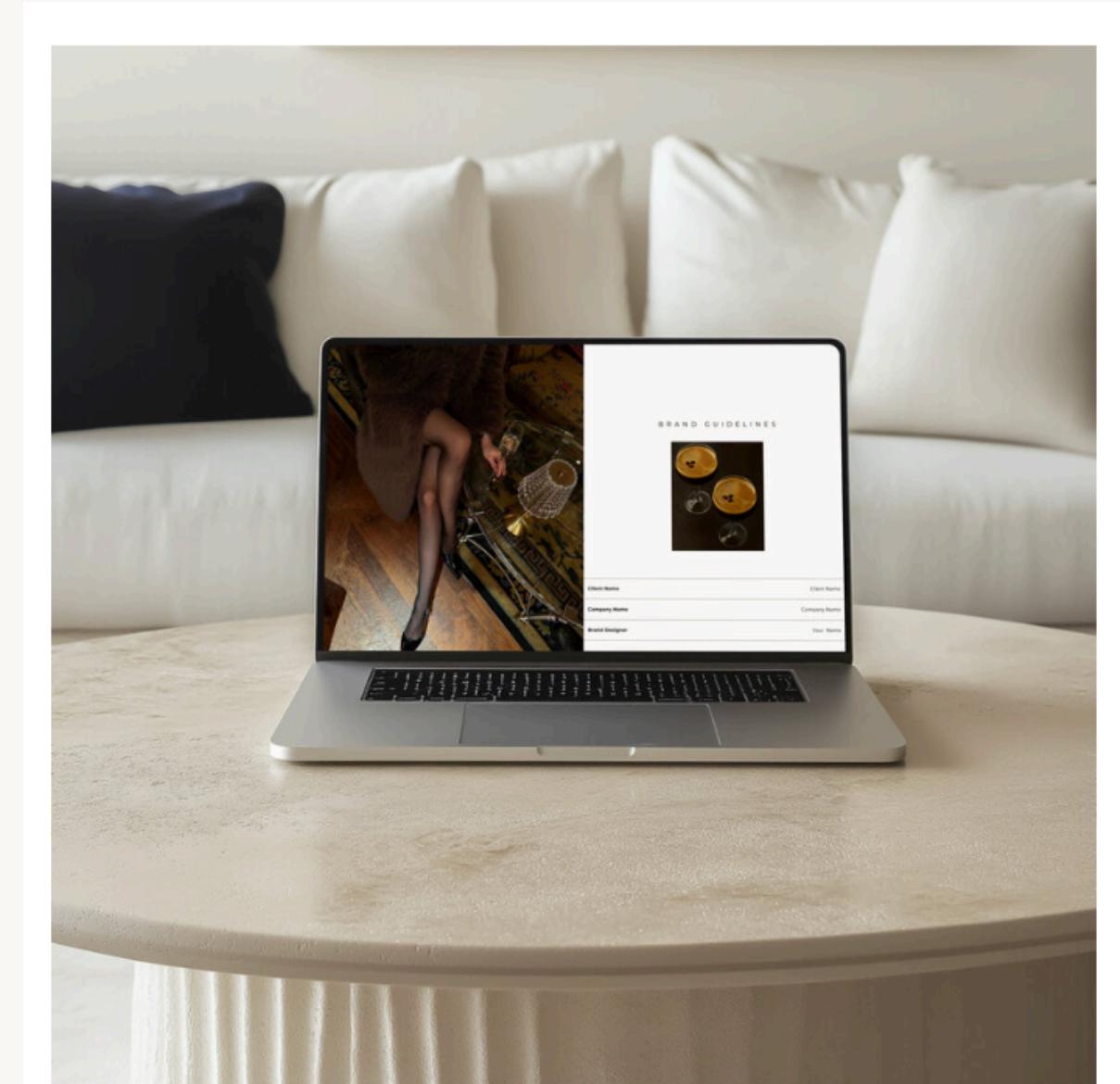
Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10-15 minutes:

1. Head over to the Template Vault & download the Brand Guidelines template.
2. Redesign to suit your branding.
3. Add any missing elements you think it will need to suit your branding services.



BRAND GUIDELINES TEMPLATE





Turn the Page
AND FOLLOW THE PLAYBOOK

NEXT UP: UNDERSTANDING FILE TYPES (SVG, PNG, EPS, PDF, JPG)