



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

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)

Logo Usage

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

Colour Palette

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

Typography

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

Brand Voice & Tone

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

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?



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

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



Information

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



How to present your Brand Guidelines

Colour Palette

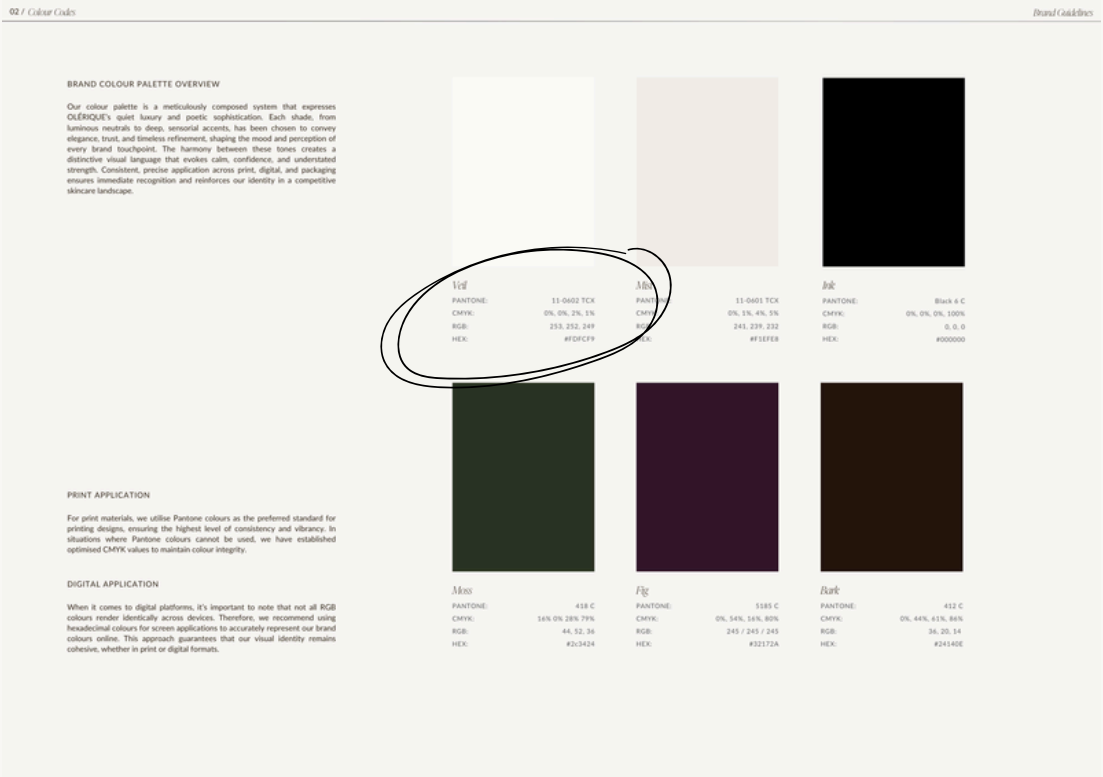
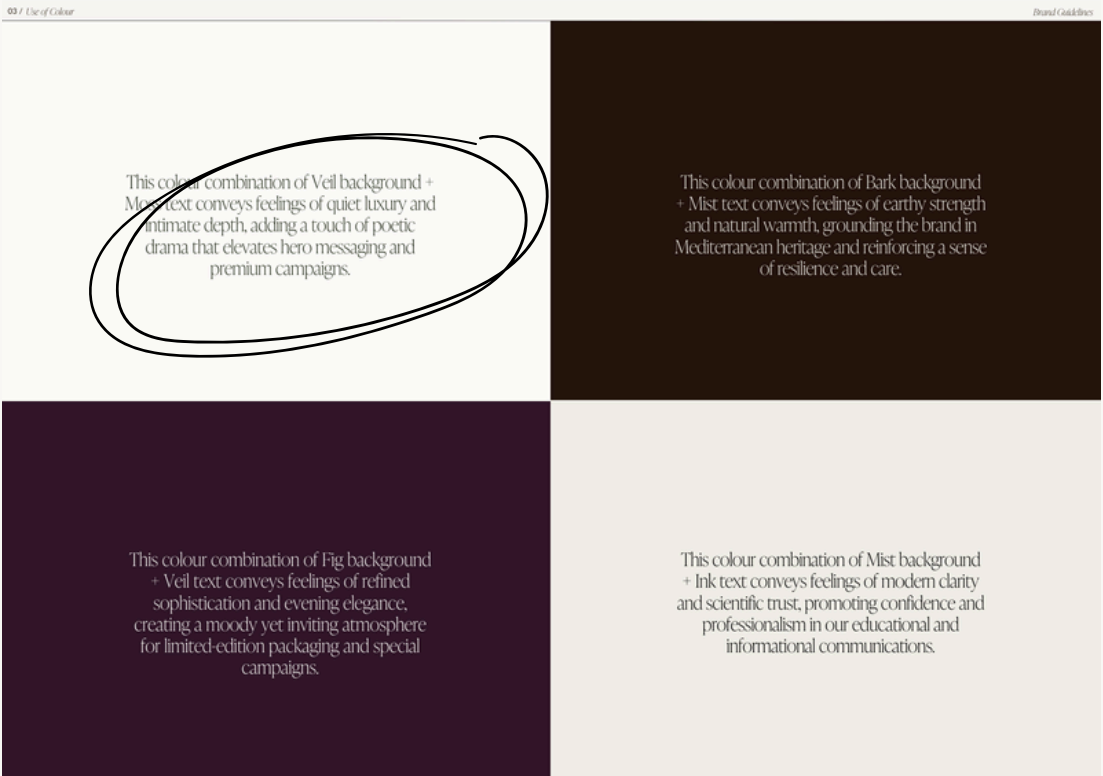
- Primary brand colours
- Secondary / accent colours
- Hex / RGB / CMYK values
- Colour usage examples

Information

- Describes whats a primary, secondary, and accent colour
- Where to use the colours

Information

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



How to present your Brand Guidelines

Typography

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

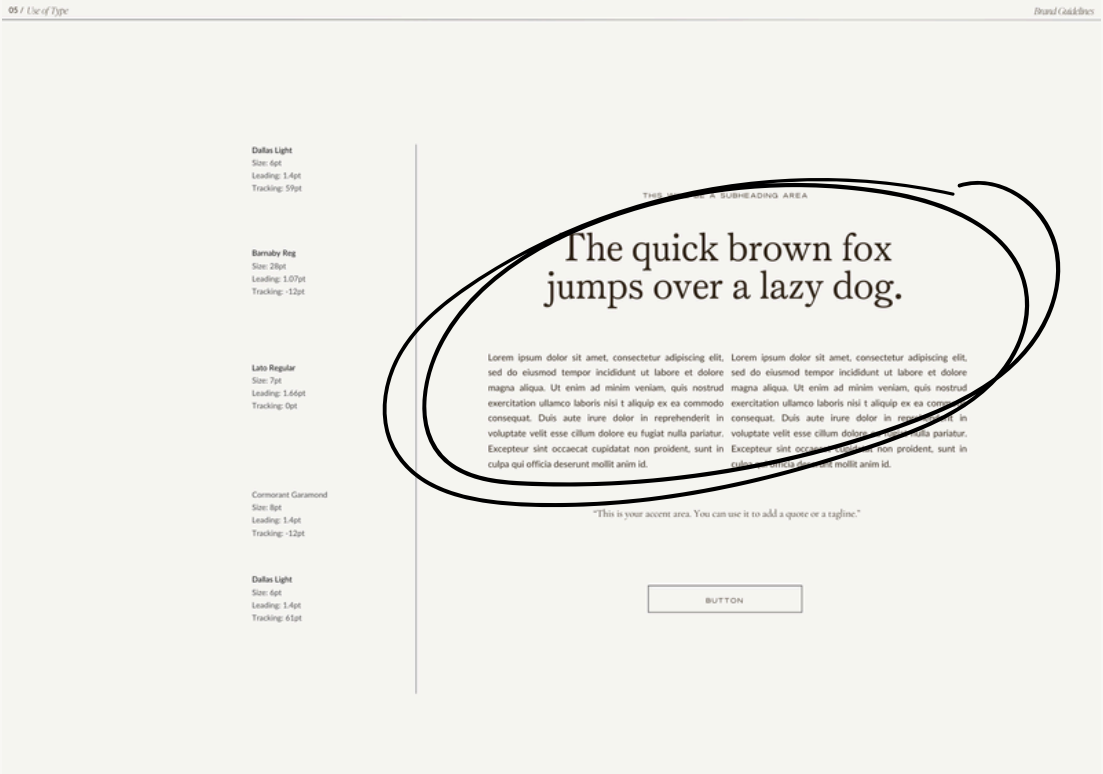
Information

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



Information

- Shows all fonts alongside each other and their hierarchy



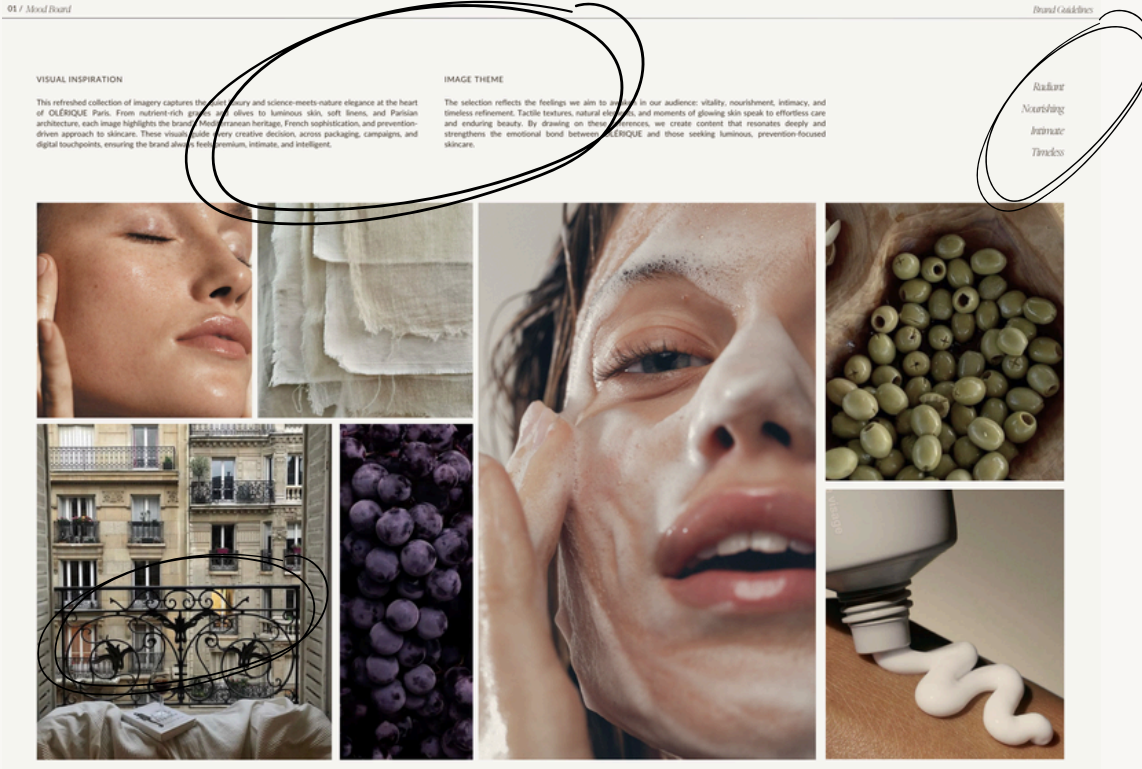
How to present your Brand Guidelines

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- Photography guidelines
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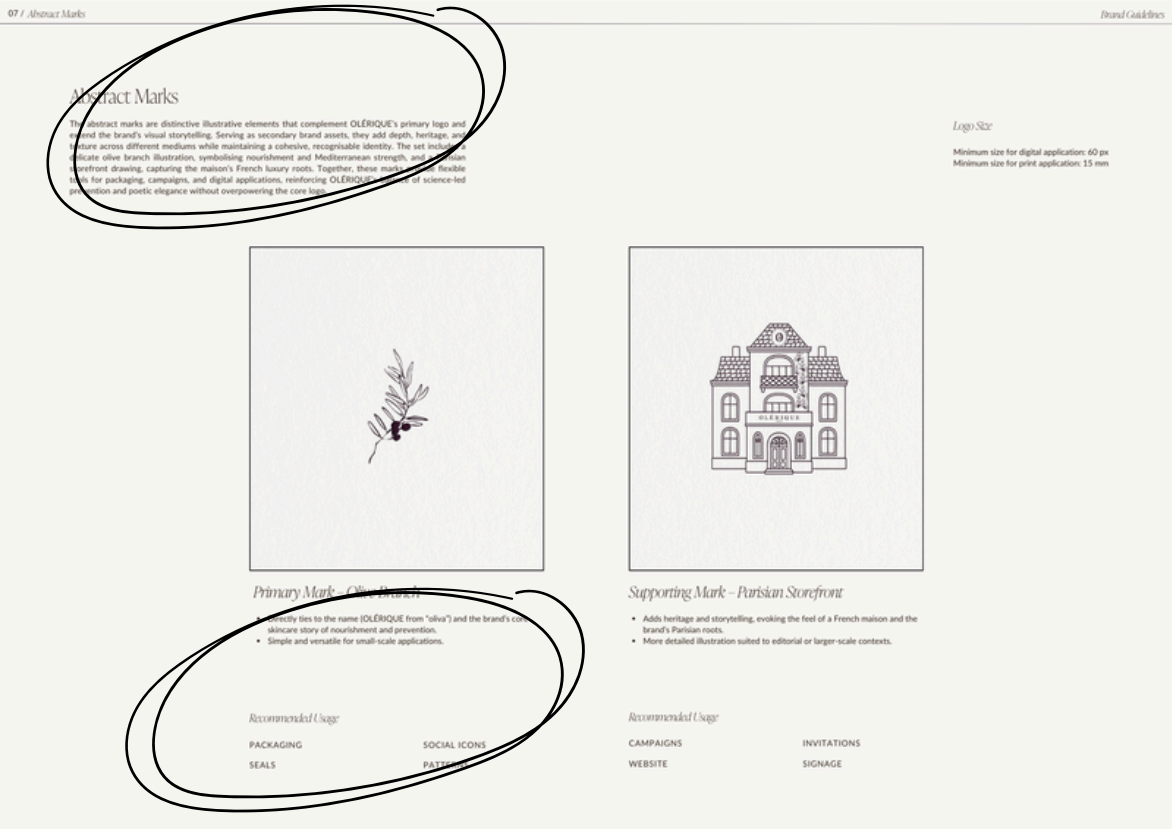
Information

- 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



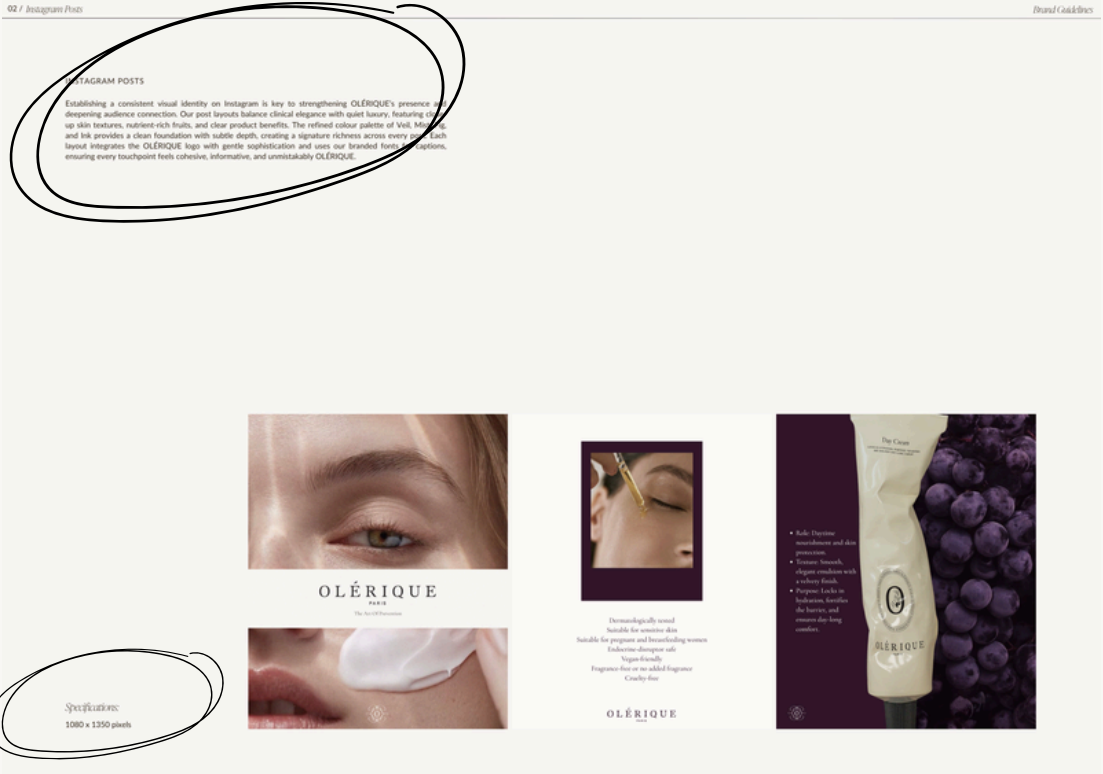
How to present your Brand Guidelines

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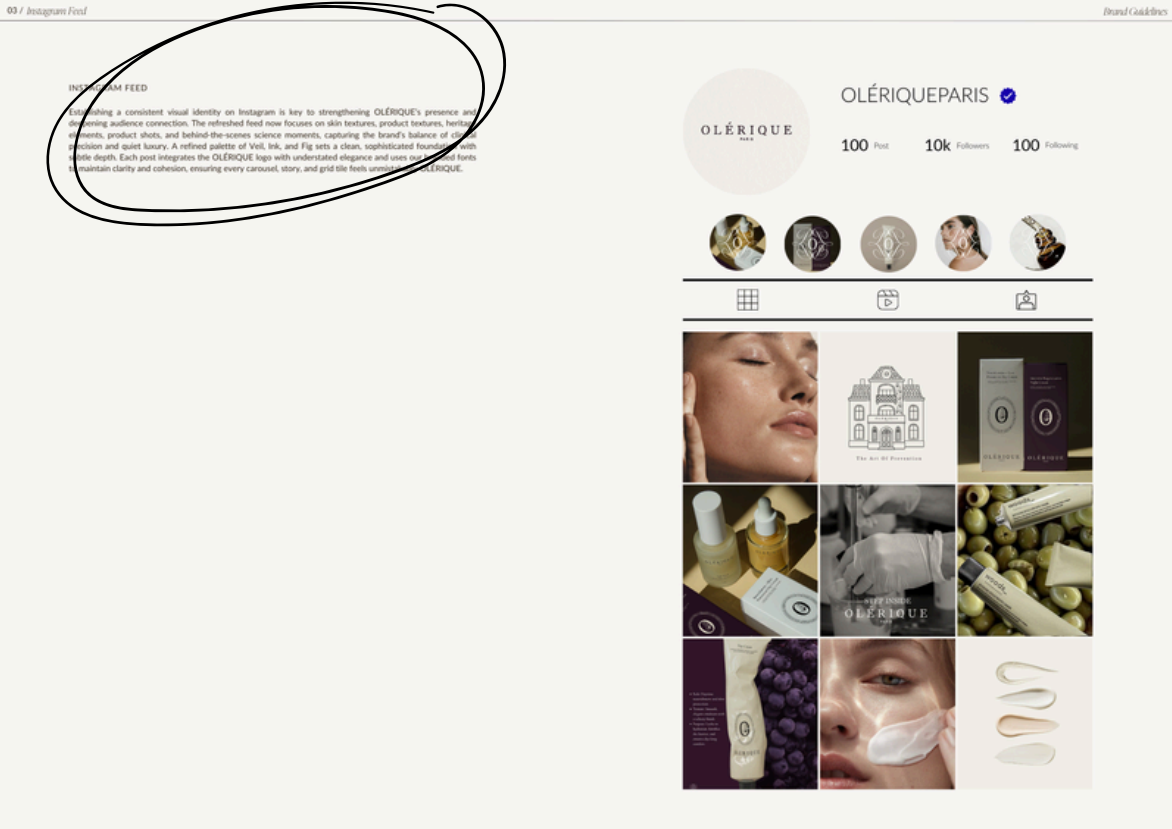
Information

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



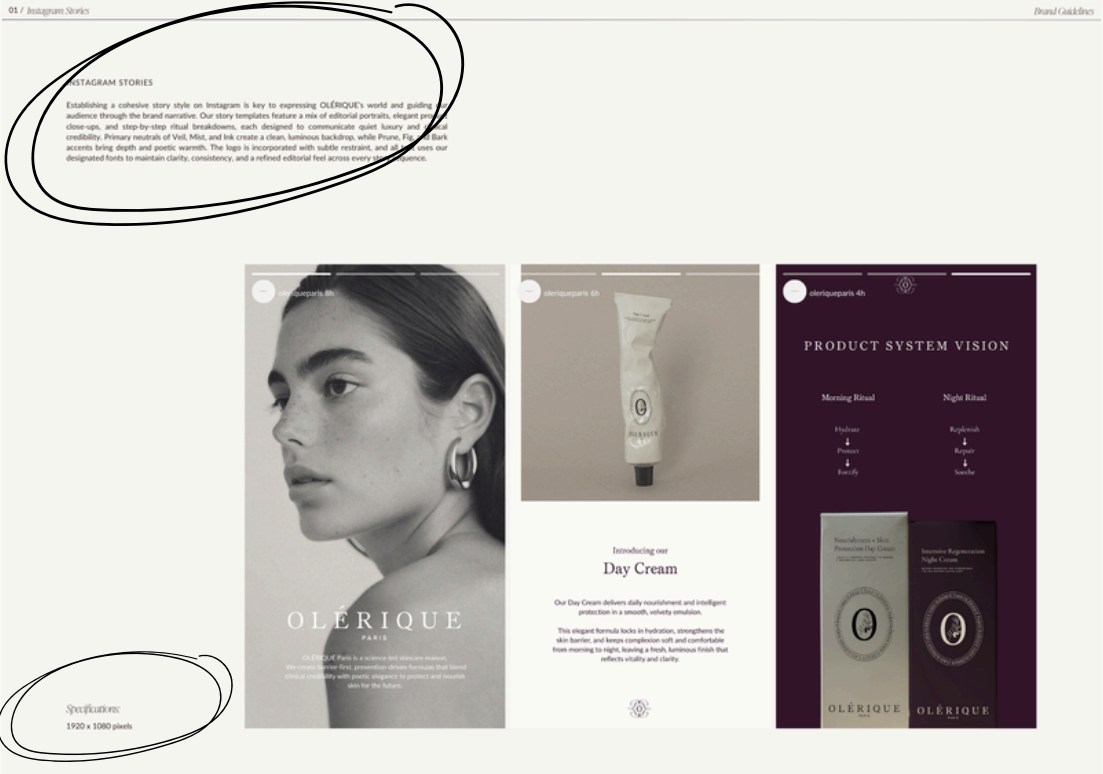
Information

- 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

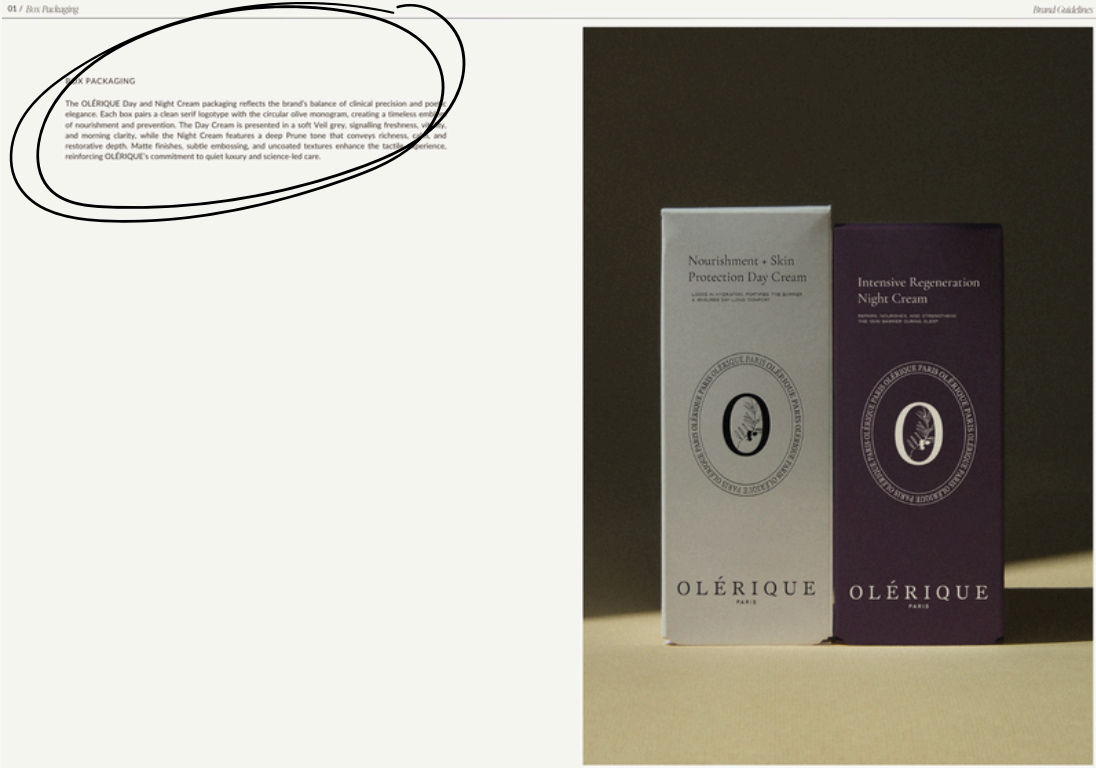
Information

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



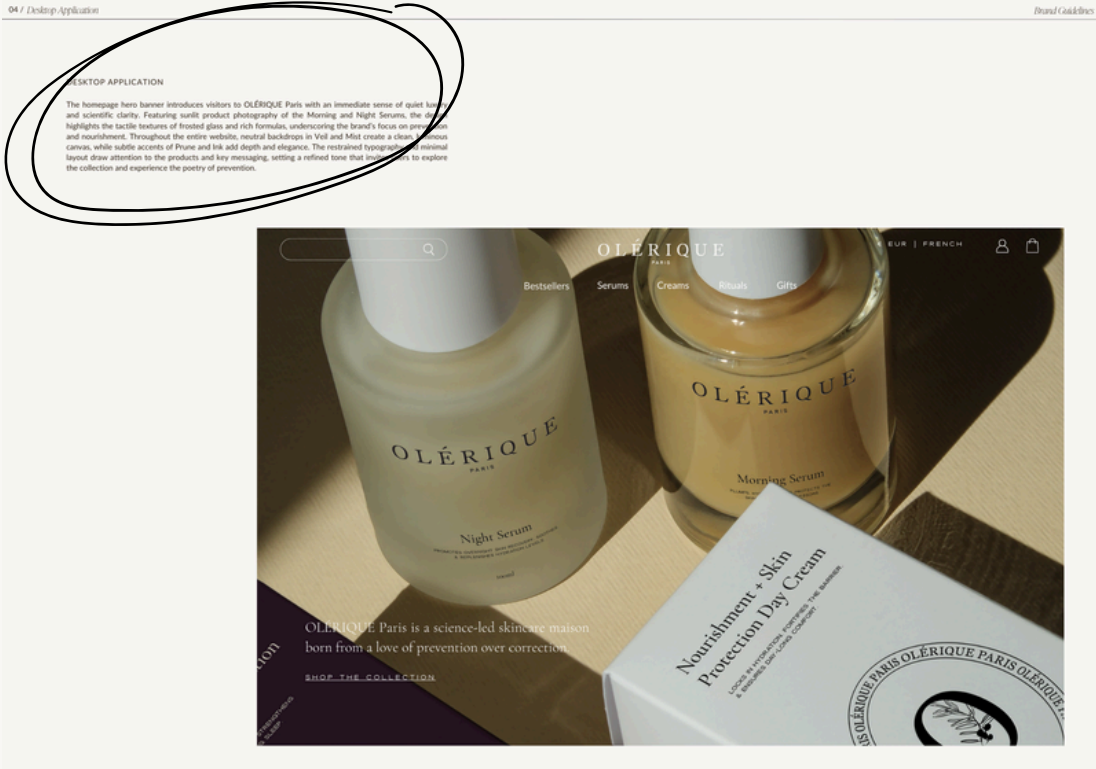
Information

- 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 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

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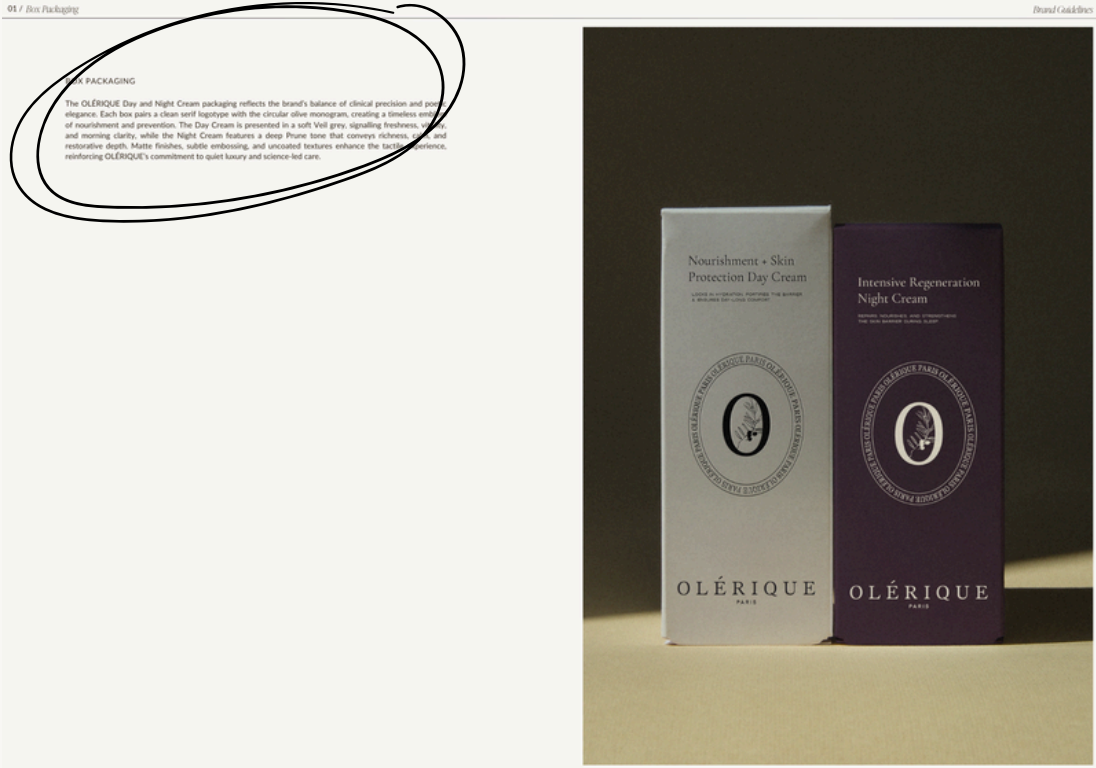
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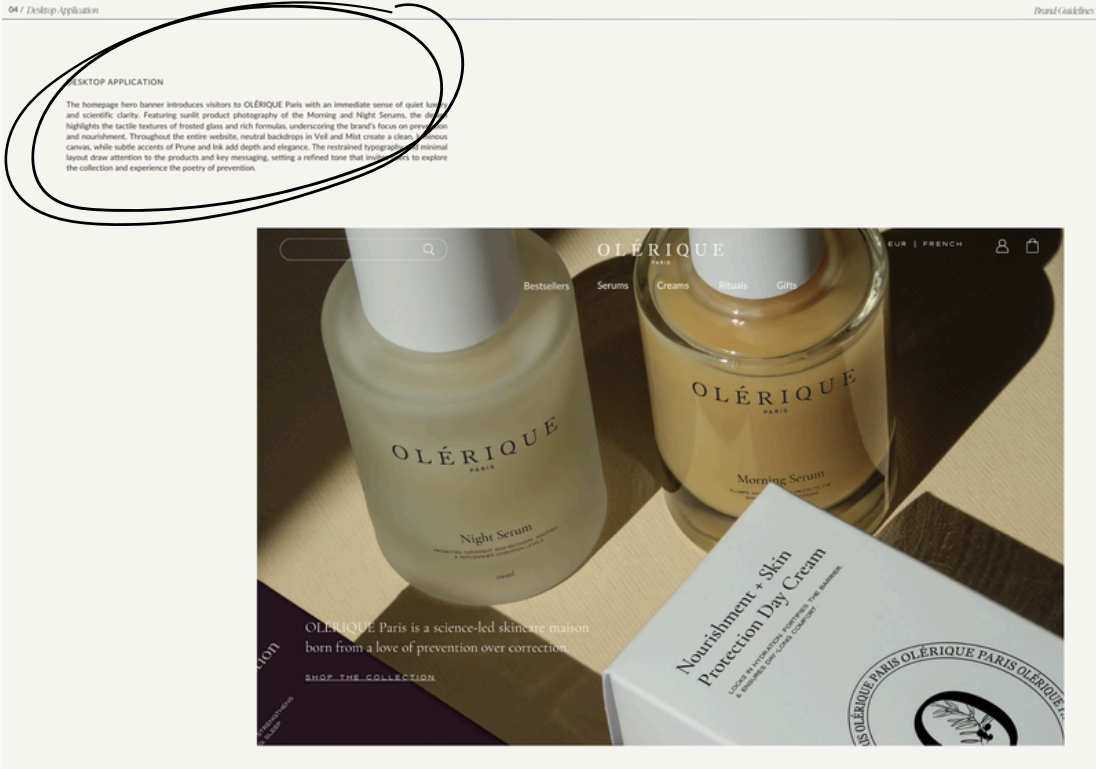
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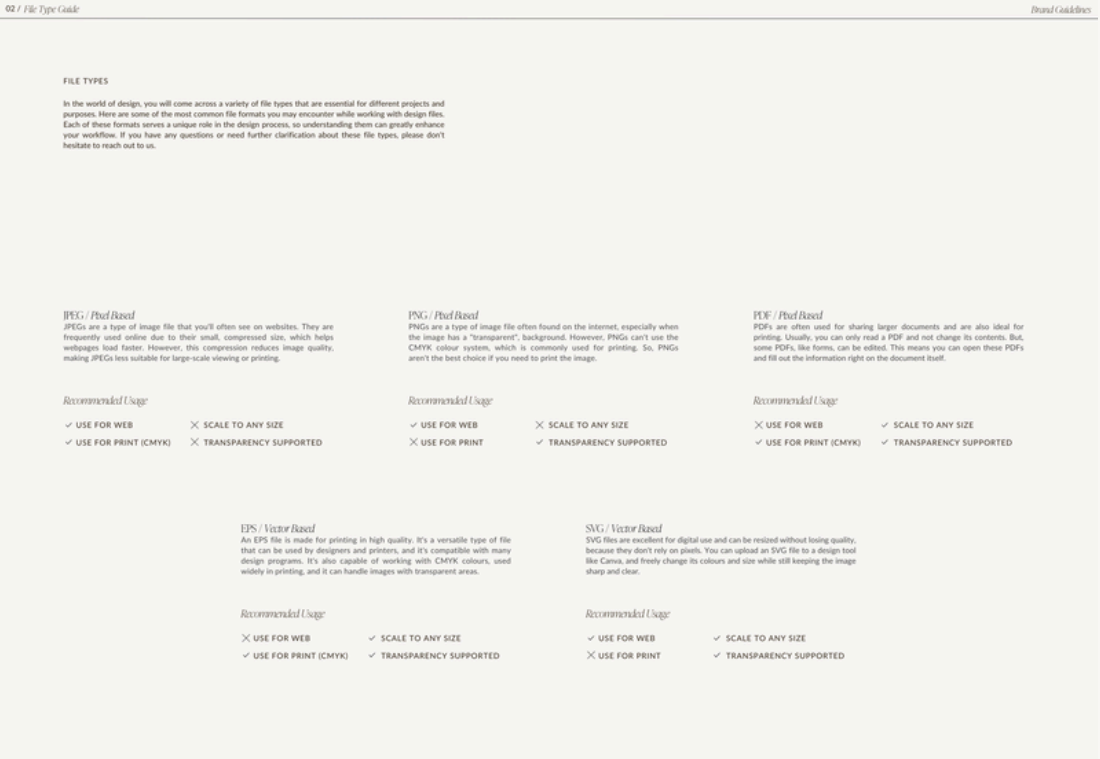
How to present your Brand Guidelines

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- How to access them
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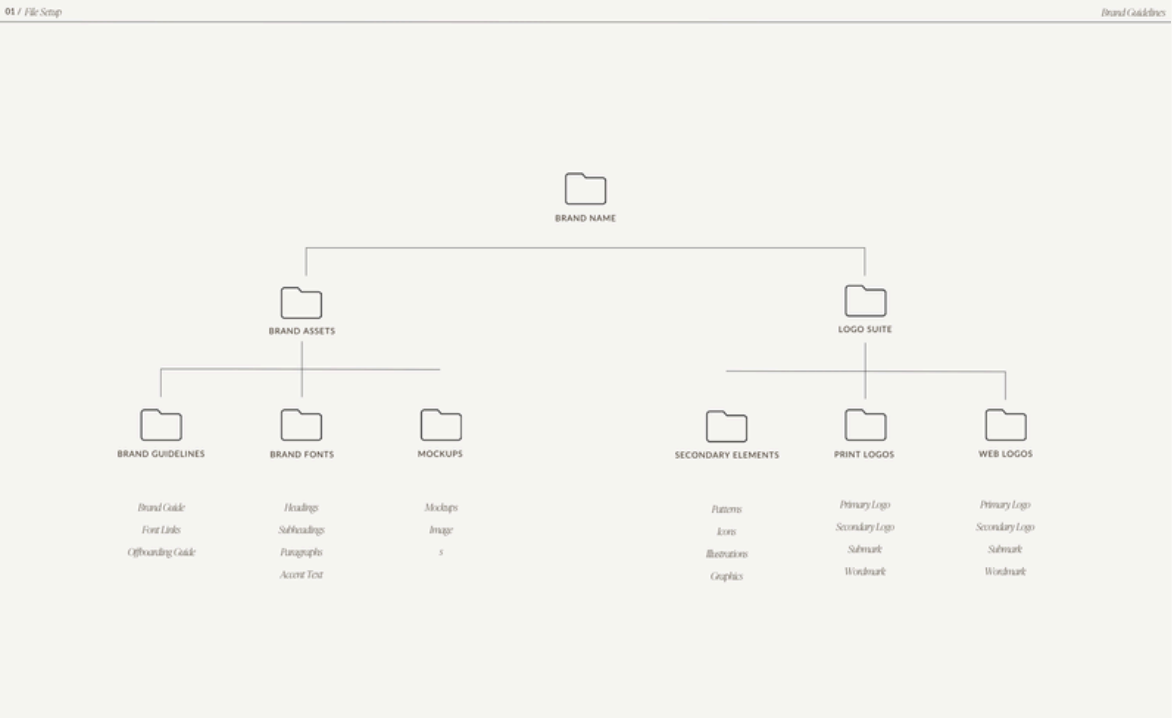
Information

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



Information

- Explain all the different folders available to them and what they can find in each folder



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

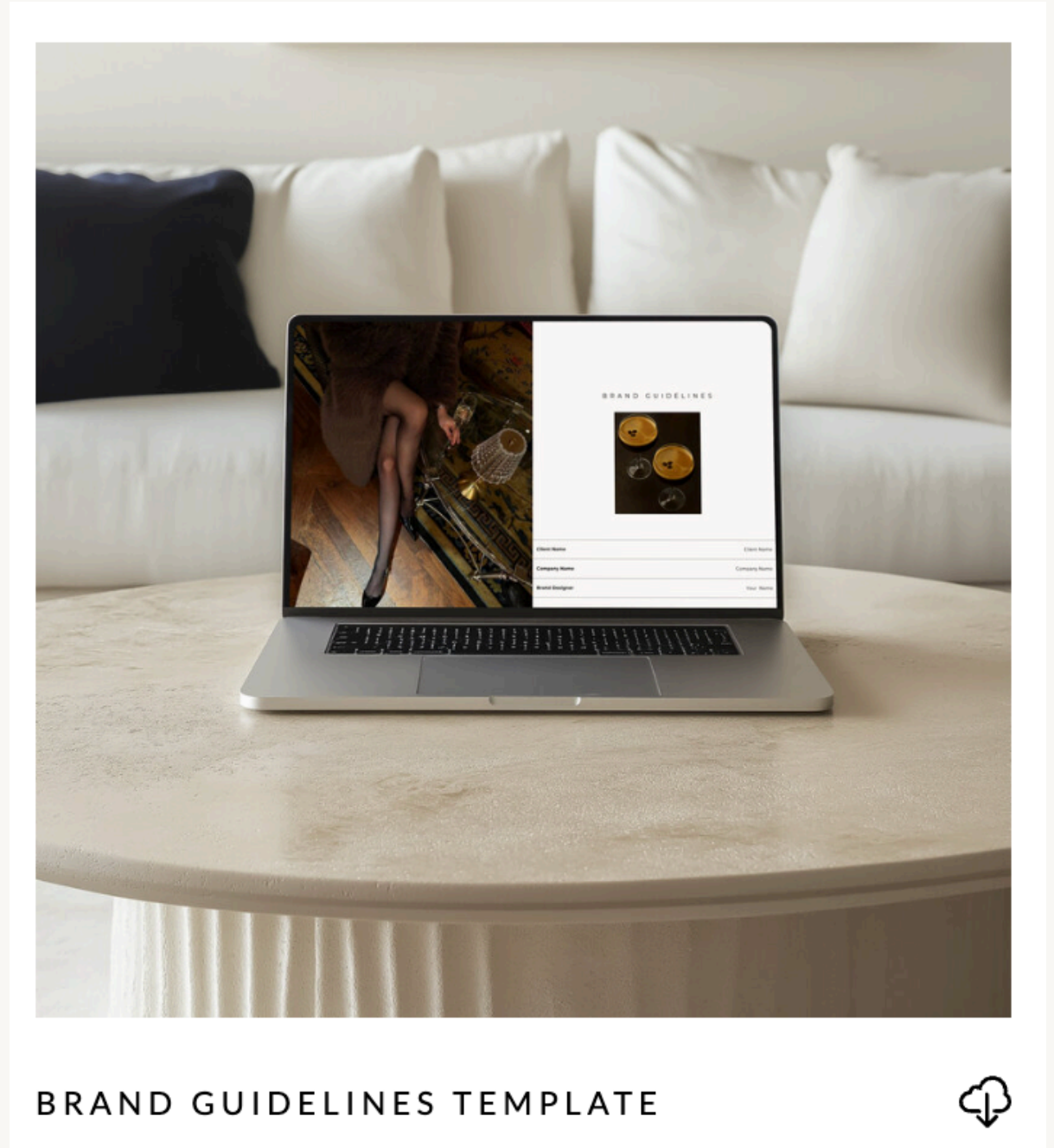
Your PlayBook Practice

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 Paige

AND FOLLOW THE PLAYBOOK

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