
Style Guide Composition

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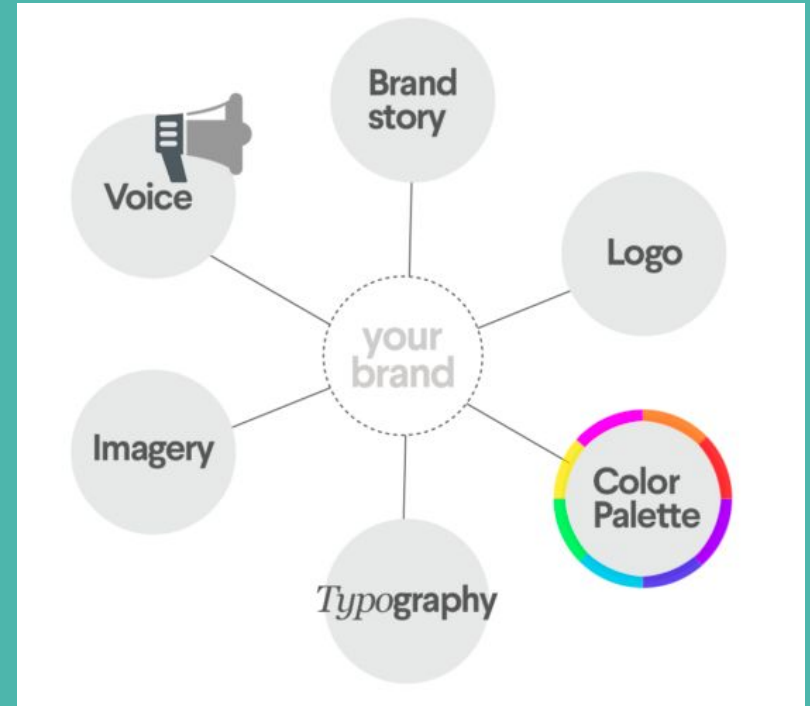
Goes back to branding...

What is branding and why is it so important?

What is a Style Guide?

- Communicating a brand through design
- Stylesheet Vs. style manual
- Graphic designers, marketers, web developers, community managers, and product packaging departments
- Branding and design philosophy
- The style guide is a way to show off all of the chosen design elements.
- It is a design itself.

6 Elements of a Style Guide



Brand Story

Introduce your brand to the world! Short summary of your brand to help others understand it.

- Vision

What do you hope to see for your company/brand?

- Mission

What is your goal for your company/brand?

- Audience

Who do you want to consume your brand?

- Personality

What are the characteristics of your brand? (3-5 adjectives)

- Values

What is important to your brand?

Example: WOLF CIRCUS brand story

THE BRAND

Fiona Morrison created Wolf Circus Jewelry in 2011 while attending University. She began the company after purchasing a wolf head ring and noticing the discussion and compliments a simple piece of jewelry could bring. Wolf Circus is based out of Vancouver, BC and is available at a number of boutiques across Canada.



THE PRODUCT

Each piece in the collection is inspired by the confidence it brings the wearer.

WOLF CIRCUS JEWELRY is intended for the bold, beautiful, brainy and badass. Each piece is handmade. They are simple, yet edgy and are meant to be a cause for compliments and as well as a conversation starter. The jewelry pieces are either silver or gold and some contain various gems for accents.



OUR MISSION

Each piece in the collection is inspired by the confidence it brings the wearer. Our aim is to spark imagination every time you slip them on.

WOLF CIRCUS JEWELRY is intended for the bold, beautiful, brainy and badass.



Logo

A symbol or design that is used to represent your brand/company

- A logo can be tweaked or repurposed
How would it look in different environments?
- Logo variations: Do's & Don'ts
Keep it simple, have it represent your brand and it's values
- Must consider: size, space, colour variations
When creating a logo, you must pay attention to the small details

Example: Skype logo

Seriously though, it should still look like a cloud... or at least, cloudish.

It's not that difficult, but in case you missed what we're getting at, we have some examples below of good clouds and, well, rubbish ones.

01 They don't get better than this. Clouds with a nice balance between big and small circles are ace.

02 Our logo is fine as it is. It doesn't need reinventing. If using a logo within a cloud, do not eliminate our logo cloud shape.

03 Cubist clouds? Unless they are part of the icon clouds shouldn't have straight edges.

04 We need clouds, not flowers. There's a fine line between what looks like a cloud (good) and flowers or sheep (bawd!).

05 / 06 We don't do uniform. Just because you have to use circles doesn't mean they have to all be the same size, you can mix it up.

01 ✓



03 ✗



05 ✗



02 ✗



04 ✗



06 ✗



Example: WOLF CIRCUS logo

LOGO VARIATIONS: DO'S

The logo is an integral part of the WOLF CIRCUS brand and should be used thoughtfully and consistently.

Most often the logo will be presented in all black, as displayed on the top left, but can also be adapted for use on a black background, to incorporate colour either in the text or as a background, or can be placed in combination with the brand's name, "WOLF CIRCUS JEWELRY" in all capital letters.

The logo should most often be displayed in black and should not exceed above 0.5 pt. or below 0.3 in line weight.



LOGO VARIATIONS: DON'TS

Refrain from using any bright colours for both the logo and background and ensure that when using the light coloured background the logo is placed in a dark neutral colour and when using the black background, the logo is placed in a light neutral colour in order for the text to be legible.

The logo should most often be displayed in black and should not exceed above 0.5 pt. or below 0.3 in line weight.

It's orientation should always be presented with the two triangles pointing upwards and the one triangle pointing downwards.



Colour Palette

- Every colour used
- Primary
- Secondary
- How it can be tweaked: shades, complements
- HEX colour codes

Example: WOLF CIRCUS

COLOUR PALETTE: PRIMARY

The primary colours are key indicators of the WOLF CIRCUS JEWELRY brand design. Black is most often used for typography while pastel pink, nude, and blue-grey act as supporting colours that can be used for backgrounds and design elements.

Additionally, the tone of each colour can be adjusted to create more depth within design elements and touch points.

Examples of uses: Business cards, letterheads, envelopes, print event invitations, online order cards etc.



PANTONE P 76-1 C

R: 242 C: 3%
G: 217 M: 16%
B: 228 Y: 2%
K: 0%



PANTONE P 71-9

R: 238 C: 3%
G: 219 M: 14%
B: 216 Y: 6%
K: 0%



PANTONE P 99-9 C

R: 234 C: 7%
G: 233 M: 6%
B: 243 Y: 1%
K: 0%

COLOUR PALETTE: SECONDARY

The secondary colours are used in combination with or separately from the primary colours. These are meant to add extra depth and interest to the designs.

Examples of uses: E-invites, supplemental touchpoints.



PANTONE 7753 UP

R: 213 C: 19%
G: 190 M: 19%
B: 49 Y: 96%
K: 0%



PANTONE 7417 UP

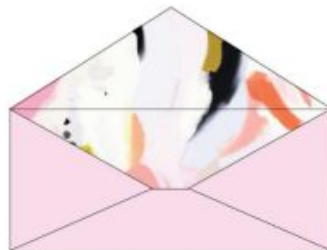
R: 242 C: 0%
G: 116 M: 68%
B: 76 Y: 75%
K: 0%



PANTONE P 169-3 C

R: 208 C: 18%
G: 202 M: 17%
B: 219 K: 0%

COLOUR PALETTE USAGE



Typography

Process of arranging and printing with type, fonts or typeface.

- Font size
- Type
- Weights

Heavy? LIGHT?

- Spacing

WIDE? Narrow?

- Primary, secondary serif and sans-serif
- CSS
- Google Fonts

An easily accessible website for a large variety of fonts

Example: WOLF CIRCUS type

TYPEFACE USAGE



TYPEFACE SYSTEM

Primary Sans Serif Font: Avenir Light

The primary sans serif font should be used for body text when a more minimalistic aesthetic is required. This font is clean, easy to read and reflective of the WOLF CIRCUS JEWELRY brand identity. The font should always be used in the thin variation and is primarily used for the company name in the logo but is not limited to this usage.

Aa
Avenir Light

Primary Serif Font: Baskerville

The primary serif font should be used for body text when a more classic aesthetic is required or when there is a large amount of text (i.e. lengthy corporate documents and letters).

This font is elegant, legible, and yet in keeping with the simple aesthetic of WOLF CIRCUS JEWELRY. The font should most frequently be used in the regular variation and semi-bold can be used for headings and titles to differentiate hierarchy.

Bb
Baskerville Regular

Bb
Baskerville Semibold

Bb
Baskerville Bold

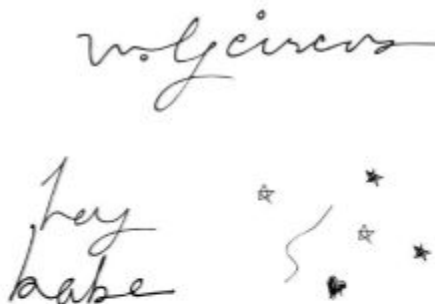
Imagery

- To create continuity
- What to use
- How to lay them out

IMAGERY

These two symbols and pattern are key graphics to be applied across WOLF CIRCUS JEWELRY touchpoints to create balance, continuity and interest. They should be used thoughtfully and only when needed. The handwritten name is most commonly placed as a signature at the bottom of the letterhead. The hand-drawn stars and other shapes are commonly placed on the event invitations for print and the composition and placement can be adjusted to compliment the given layout. These can be either black or white depending on the colour of background to which they are placed.

The graphic on the bottom is used to create cohesiveness among the touchpoints and fluidity within the colour palette. This is most commonly used masked on the back of the business cards, in the printed event invitations, on the on-line order cards, the stickers, jewelry tags as well as on the inside of the envelope.



IMAGERY USAGE



Voice

The language and expression that your brand uses, how you speak

- Best Practice

Figure out your best way of messaging and if it works well for you and your brand, continue using it

- Build on Personality

Use the adjectives that describe your brand to base the language you use for your brand

- Do's & Don'ts

Keep it simple, stupid. Keep words you like and word you clears do not to show what your brand voice is

Beyond the 6 essential

- Other elements change from brand to brand
- Depends what they need to be consistent
- Type of promotional content, advertisements
- Style Guides lay out all elements necessary to ensure continuity of a brand.
- Successful style guides incorporate all of the elements as an example of their vision of the brand.

Evolution

Over time styles change and style guides should be updated

Example: Apple logo



The original Apple logo featuring [Isaac Newton](#) under the fabled [apple tree](#).



The [rainbow](#) Apple logo, used from late 1976 to early 1998



The monochrome Apple logo, used from 1998 to late 2000, predominantly on hardware. Still appears on various products in various colors, such as [iLife](#) packaging.



Stylized Apple logo, used 2001 to around 2007 on Apple software.



Logo used from 2007 to present.

Quiz time!

Your Task

TASK 1

Your task is to make a short style guide for *either* Fuse Furniture or Quatro. Your style guide will include a colour palette, logo and typography.

FUSE FURNITURE

Fuse is a furniture store located in Toronto. They have been in business since 1970. However, over the years a great amount of competition has moved into the neighbourhood making business decline. Fuse knows they need to make a change and they decide to focus on modern, affordable apartment sized furniture. They are targeting young adults living in Toronto. Adjust their current logo and create a style guide that suites their needs.

QUATRO

Quatro is a designer menswear retailer. They only carry dress clothes such as suites, dress shirts, ties, dress shoes, etc. All of their materials are imported high-end Italian fabrics and leathers. They are targeting men 30 years old and older who value quality products. Their current logo does not represent the theme and mood of Quatro. Adjust their logo and create a style guide that suites their needs.

Your Task

COLOUR PALETTE

- Include every colour that would be used in the company's future designs, packaging, website, etc. Use Adobe CC to make your palettes.
- Include and label primary and secondary colours.
- Be sure to include HEX colour codes.

TYPOGRAPHY

- Include every font type that would be used in the company's future designs, packaging, website, etc. Be sure to label primary and secondary fonts.
- Font size(s)
- Font weight(s)
- Font spacing
- Show an example of the font types.
- CSS

LOGO

- Design a logo for the company using your the colour palette and typography you chose.
- **Bonus:** include a variation of the logo.

Remember, the design of your style guide should reflect the specific elements you've chosen in your style guide (for example: fonts, colours). Package the colours, typography and logo designs together as a style guide. *Post as an image on an html document labeled "Week 12 Presentation - Style Guide"*

Your Task

TASK 2

Create a style guide for your final web design assignment. The project outline states:

- You will definitely include examples of all possible types of typography that can appear; this may include different font types, font-sizes, weights, spacing, etc. CSS should accompany all fonts
- You will definitely include an extensive color palette. You will have an example of every color that appears in the site and if it is not immediately clear, please indicate where the color is being used using words or screenshots.
- The palette will also extend beyond this. The palette will suggest how it can be tweaked and repurposed. Include several shades, complements etc.
- Hex color codes required for each color shown.
- You may include variations of your layouts that did not make it.
- You may show how a logo can be tweaked or repurposed.

After completing your style guide, write a rationale at the bottom explaining your design philosophy and how you're reflecting it through your style guide.

Save as an image and post in the html document underneath task 1.

LET US KNOW IF YOU HAVE ANY QUESTIONS! 😊

Exercise Examples

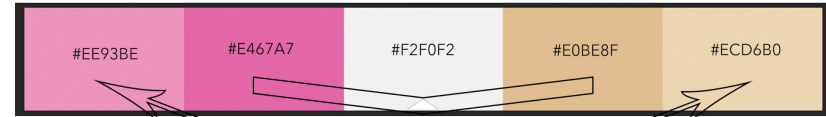
LOGO TWEAKING/REPURPOSING



Initial logo design (rejected) -- can be repurposed into a business card design.



Colour Palette



Primary Colours

Secondary Colours

Logo



Typography

Dolce Vita Bakery

PRIMARY FONT

SignPainter Font, Cursive
Font size 48, Medium weight, Narrow spacing

33 Bakers Lane, B4K 3R5

SECONDARY FONT

Bakersville, Serif
Font size 26, Light weight, Medium spacing

All Themes ▾



Väríteema 1 👁 0 👍 0 💬 0



Color Theme 2 👁 0 👍 0 💬 0



Color Theme 21 👁 0 👍 0 💬 0



Copy of Autism 👁 0 👍 0 💬 0



Architecture col... 👁 0 👍 0 💬 0



PATH 👁 0 👍 0 💬 0



Cópia de Meu te... 👁 0 👍 0 💬 0



Fênix Colors 👁 0 👍 0 💬 0



Color Theme 1 👁 0 👍 0 💬 0



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Architecture Col... 👁 0 👍 0 💬 0



Screen Shot 201... 👁 0 👍 0 💬 0



twotreesbrandc... 👁 0 👍 0 💬 0



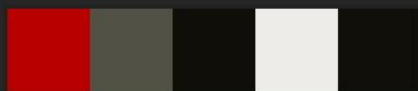
New Orleans 1 👁 0 👍 0 💬 0



Fpweb Colors 👁 0 👍 0 💬 0



cores psg 👁 0 👍 0 💬 0



Color Theme 1 👁 0 👍 0 💬 0



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Style Guide Rubric

	100%-80%	79%-70%	69%-60%	59%-50%	49%-under
Task 1 Logo (10 points)	Completes the logo properly reflecting company of choice and with good design elements. Goes beyond expectations.	Completes the logo properly reflecting company of choice.	Completes the logo but does not reflect the company of choice well.	Does not show an understanding of connecting the logo to the companies brand.	Does not show an understanding of connecting the logo to the companies brand and did not complete the logo.
Task 1 Style Guide (20 points)	Completes style guide properly reflecting company of choice and with good design elements. Goes beyond expectations.	Completes style guide properly reflecting company of choice and with good design elements.	Does not complete all required elements of the style guide. The elements that were completed are done well.	Does not complete all required elements of the style guide and style guide does not reflect the company.	Does not show an understanding of a style guide and work is incomplete.
Task 2 Style Guide (30 points)	Completes the style guide properly. Has all elements and incorporates it into the design. Goes beyond expectations.	Completes style guide properly. Has all elements and incorporates it into the design.	Incomplete style guide, but elements that were completed were done well.	Incomplete style guide and does not reflect the brand well.	Does not show an understanding of a style guide and work is incomplete.
Creativity (20 points)	Design elements are unique, visually appealing and go beyond expectations.	Design elements are unique and visually appealing.	Design elements are legible but not very appealing.	Design elements demonstrate lack of thought and creativity.	Design elements are incomplete and demonstrate lack of thought and creativity.
Rationale (20 points)	Rationale explains the reasoning clearly, and design reflects the rationale. Goes beyond expectations.	Rationale explains the reasoning clearly, and design reflects the rationale.	Rationale explanation could be more clear. Somewhat reflects their design.	Rationale explanation does not reflect their design.	Rationale explanation does not reflect design and individual does not grasp the point of a style guide.

Thank you!

Find all the documents
you need on Anesha

Premraj's repo
