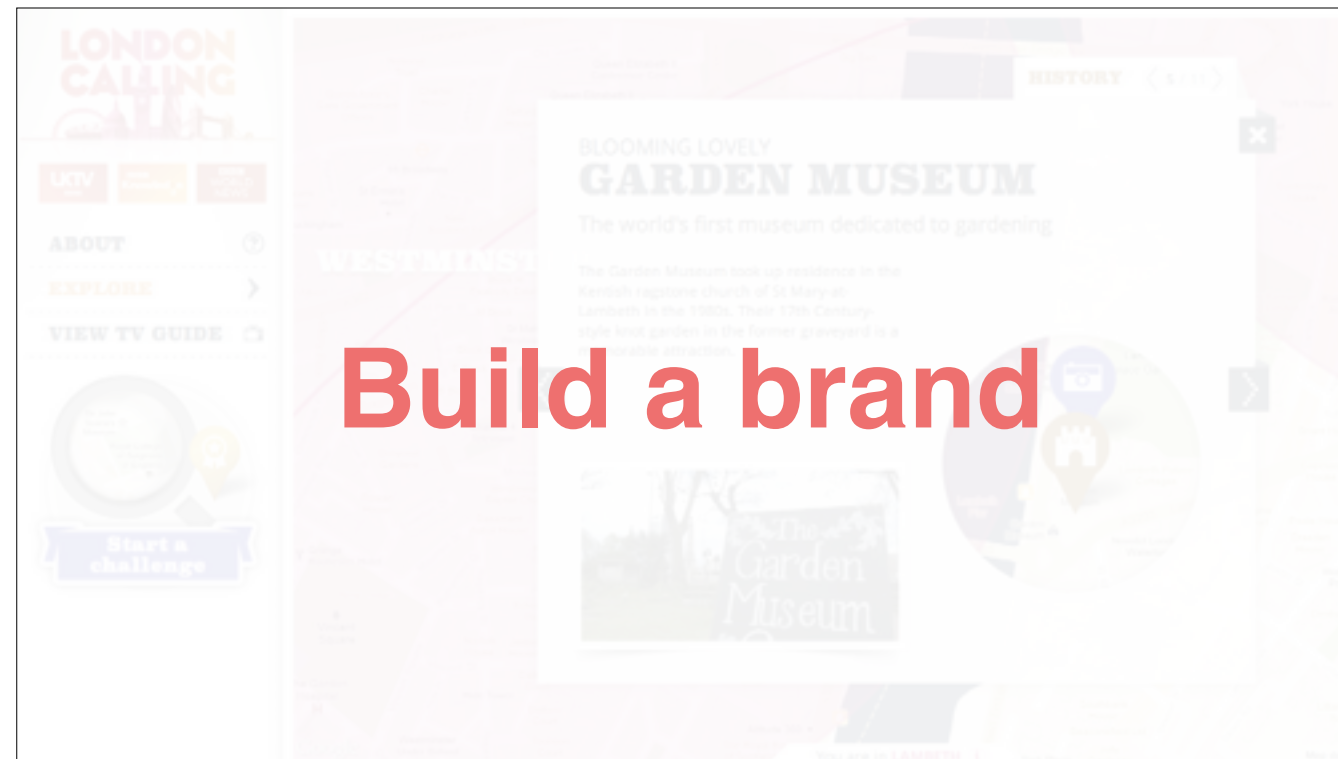
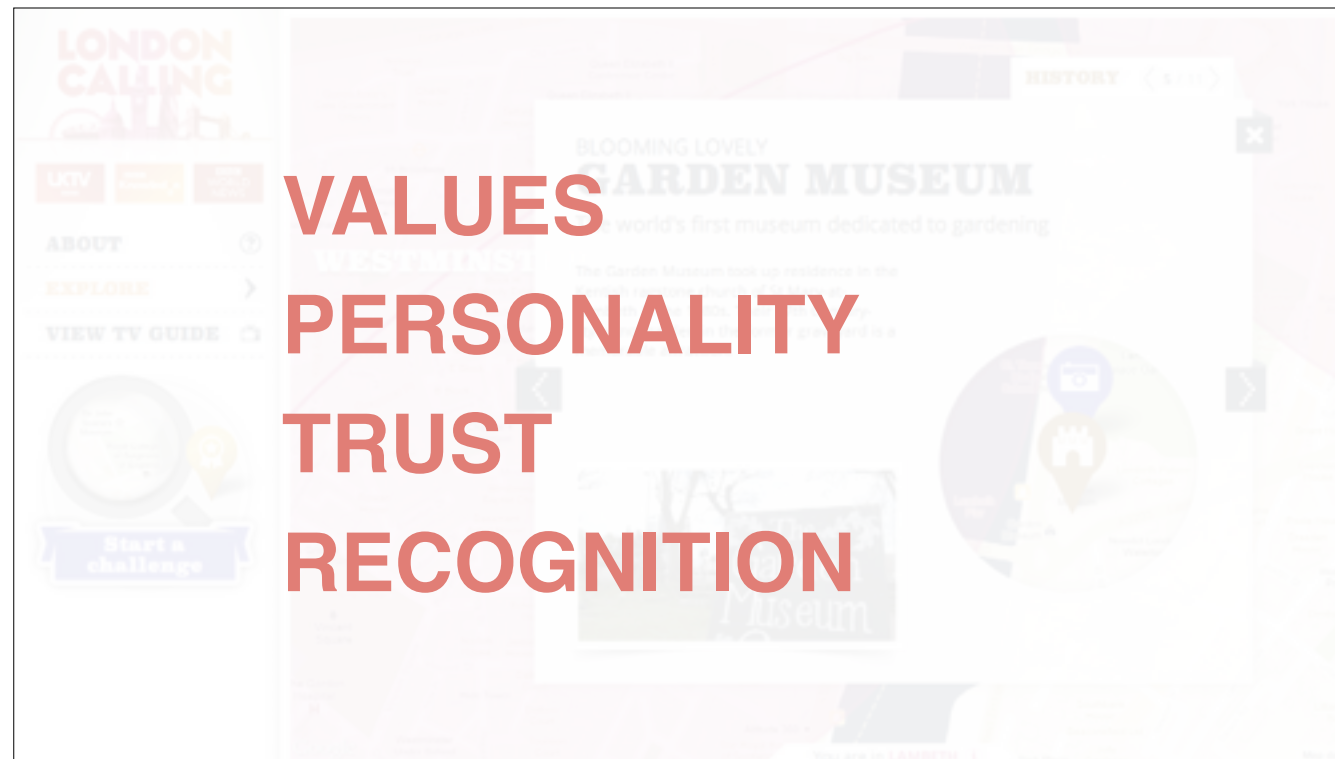


Branding + Style guides

Yukiko Ishida



Let's talk about a brand. Why is it important? What is conveyed by a brand?



Branding helps give customers and employees a sense of your company's...

Values: things like honesty, quality, speediness

Personality: hardcore tough mudder, crazy teen, tight-upper lip

Trust: Building a relationship with the customer.

Recognition: something to remember you by. It's the one with the...

You can use design to convey these concepts

Library (*Alpha*)

Welcome to Code for America's resource library, version 0.5. You'll find many videos, how-to guides, and other documents, categorized by topic. We'll be making everything prettier in late February and March.

Categories

- Big Data (4)
- BizFriendly (9)
- Brigades (35)
- Brigades, Fellowship
- Citizen Centered Design (12)
- Citizen Engagement (37)
- Collective Partnerships (15)
- Data Informed Decision Making (19)
- Digital Divide (6)
- Government Procurement (8)
- Innovation (10)
- Lean Startup (3)
- Local Government (47)
- Marketing Materials (38)
- Methodology
- Newsletters (16)
- Open Data

Tags

- Agile Development (3)
- Animal Rescue (2)
- Bike Lanes (2)
- Book Excerpt (25)
- Budget (8)
- Budgeting
- City Camp (3)
- Civic Hacking (22)
- communities
- Community Organizing (19)
- community organizing
- Composting
- Copyright
- Crime (2)
- Criminal Justice (20)
- Crisis Management (12)
- CRM

Typography



Color

[ARTICLES](#)[COLUMNS](#)[BLOG](#)[TOPICS](#)[WRITE FOR US](#)[2](#)

A LIST APART



Issue No
393

HARVEST

Design rules for
HARVEST, a beautifully
crafted time-traveling tool for
creative shops. Start a trial
before the year slips away.
[Get Harvest](#)

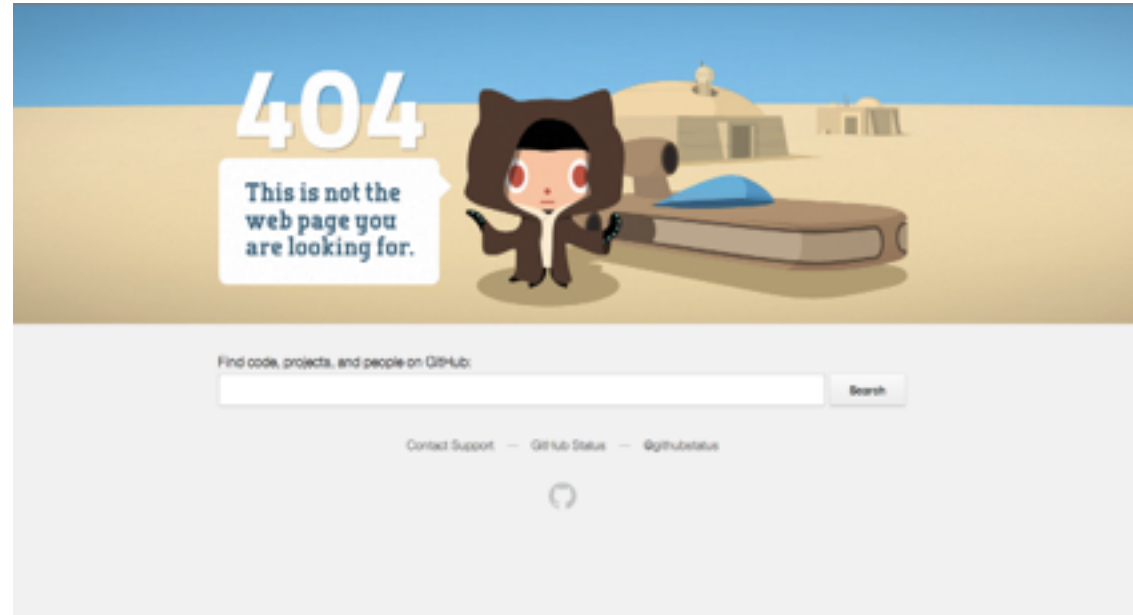
Creating Style Guides

by **SUSAN ROBERTSON** · April 08, 2014

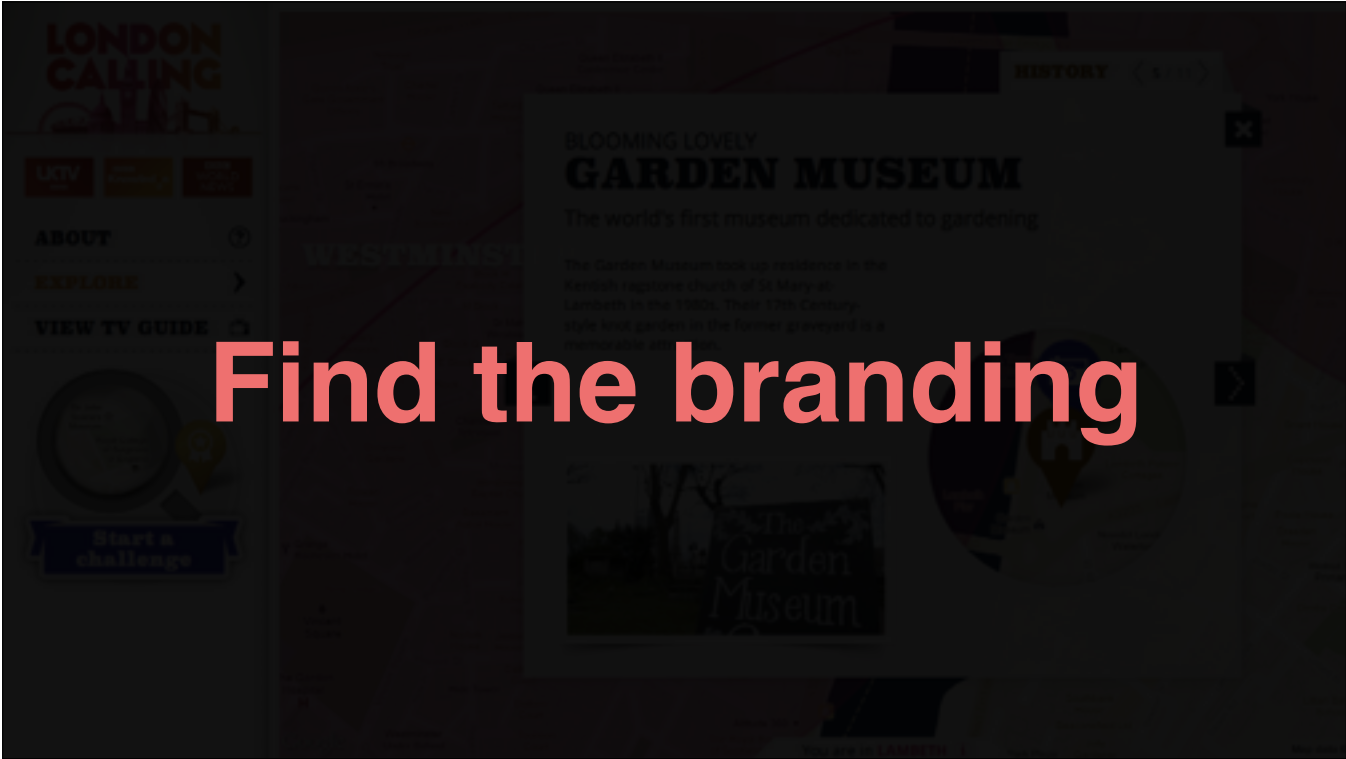
Published in Design, Graphic Design, Layout & Grids, Typography & Web Fonts · 18 Comments

Several years ago, I was working on a large, complex application. It was a bit of a legacy

imagery



Voice



The image is a screenshot of the Adobe Typekit website's main banner. The background is a blurred photograph of a modern interior space with white paper lanterns hanging from the ceiling. At the top, a dark navigation bar contains the Adobe Typekit logo on the left, and links for 'Fonts', 'Pricing', 'Blog', and 'Support' in the center. On the right side of the navigation bar are buttons for 'REGISTER' and 'SIGN IN', along with the Adobe logo. The main headline, 'Every font you need. EVERYWHERE you need it.', is centered at the top in a mix of yellow script and white serif fonts. Below the headline are three circular callouts. The first callout on the left shows a grid of font samples with the letter 'A' and the word 'Ag', with a yellow label 'Thousands of fonts' underneath. The middle callout shows a computer screen displaying the Adobe Typekit web interface, with a yellow label 'Delivered by Creative Cloud' underneath. The third callout on the right shows a hand holding a smartphone displaying a newspaper-style layout, with a yellow label 'Choose your medium' underneath. At the bottom center, a green box contains the text 'THE BEST ARE ON TYPEKIT' in white, followed by a smaller line of text: 'Never worry about the quality of typefaces, the sources, licenses, or the way they look on different devices.'

Adobe Typekit

Fonts Pricing Blog Support

REGISTER SIGN IN

Every font you need.
EVERYWHERE
you need it.

Thousands of fonts

Delivered by Creative Cloud

Choose your medium

THE BEST ARE ON
TYPEKIT

Never worry about the quality of
typefaces, the sources, licenses,
or the way they look on different
devices.

Adobe Typekit

RegisterSign in

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Find fonts

Proxima Nova by Mark Simonson Studio

Available for [Web use](#) [Desktop use](#)

Sign up

Included in the Portfolio plan and higher

About this font

Proxima Nova (2005) is a complete reworking of Proxima Sans (1994). The original six fonts (three weights with italics) have been expanded to 42 full-featured OpenType fonts. Proxima Nova straddles the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid combining humanistic proportions with a somewhat geometric appearance. [More about Proxima Nova...](#)

[Weights & Styles](#)[Specimens](#)[Type Tester](#)[Browser Samples](#)

Thin

The five boxing wizards jump c

Thin Italic

Brawny gods just flocked up to

Light

Waltz, bad nymph, for quick jig

Light Italic

Vamp fox held quartz duck jus

Regular

About this foundry

Mark Simonson founded his studio specializing in lettering and typography in 2000. He had started out as a graphic designer and illustrator in 1981 working as an art director on a number of magazines as well as Minnesota Public Radio. Mark started licensing fonts to FontBlox in 2004 and now has over 100 fonts on the market. [Foundry site / Typekit profile](#)

Classification

Sans Serif

Recommended For

Headings
Paragraphs

Properties

Standard caps
Low contrast
Uppercase numbers
Heavy weight
Light weight
Regular weight
Regular width



Foundries

Request a Typeface or Foundry

Is your favorite foundry or type designer not on Typekit? Is there a typeface from one of our foundry partners that you'd like to be on Typekit, that isn't in our library? [Send us a note](#) and let us know.

Foundries and Type Designers: Get Started with Typekit

Are you a type designer or foundry? We'd love to talk with you about making your fonts available on Typekit. Here's [how to get started](#), with details about our licensing models, what we're looking for, and the information we need from you.

A

- Abella
- Adobe
- Alexey Ryzikov
- Anatoletype
- Anton Kovit

B

- Berry Schwartz
- Ben Weiner
- Berotype
- Bigelow & Holmes
- Bitstream
- Blambot
- Blument Studio
- Bruno Destruct
- BV Fonts

C

- Carrois Type Design
- Cathy Davies
- César Puentes
- Chandler Van De Water
- Chank Co
- Cheapskate Fonts

D

- Data Studio
- Dalton Maag
- Daniel Migley
- Denton Studio
- Davel Fonts
- Dharma Type
- DazajDesign
- DSType

E

- EuropaType
- edgria Font Foundry

F

- Floodfont
- Font/Font
- Fonthead
- Fontpartners
- Fonts for Scholars
- FRETZe

G

- Google
- Google Android



Dashboard

Drafts

Create Campaign

Get started

Kirolin

Campaigns

Lists

Reports

Autoreponders

Search



Create and send a campaign

Campaigns are emails sent to subscribers in a list. Try your hand at email design by creating and sending a test campaign. [learn more](#)

Send A Campaign



Create a list

Lists are where you store your contacts (we call them subscribers). Create one master list, then use segments and groups to email select people. [learn more](#)

Create A List



Start building your audience

Signup forms let people subscribe to your list. When you create a list we'll automatically build a signup form to customize for your website, Facebook, iPad and more. [learn more](#)

Create A List

[Features](#)[Pricing](#)[Support](#)[Blog](#)[More](#)[Sign Up Free](#)[Log In](#)

Knowledge Base, Self-Service Support

Support

Have a question?



We encourage you to search our knowledge base for answers, but if you don't see what you're looking for, you'll find links to contact our support team after you search.

Getting Started

MailChimp basics, setting up an account, and sending campaigns

Campaigns

Working with templates, creating and sending campaigns

Lists and Forms

Building and managing opt-in lists, creating and sharing signup forms

Autoresponders

Scheduling automated emails for new readers, birthdays, and more

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Flexible design options for teams of all sizes

Add content and collaborate on campaigns that fit your brand, using MailChimp's [Email Designer](#). Want to build your own email? Check out our [email template reference](#).



MailChimp's collaboration options, like [multi-user accounts](#) and comments inside the editor, will speed up the design process and fit right into your workflow.

If you send transactional email, use MailChimp alongside

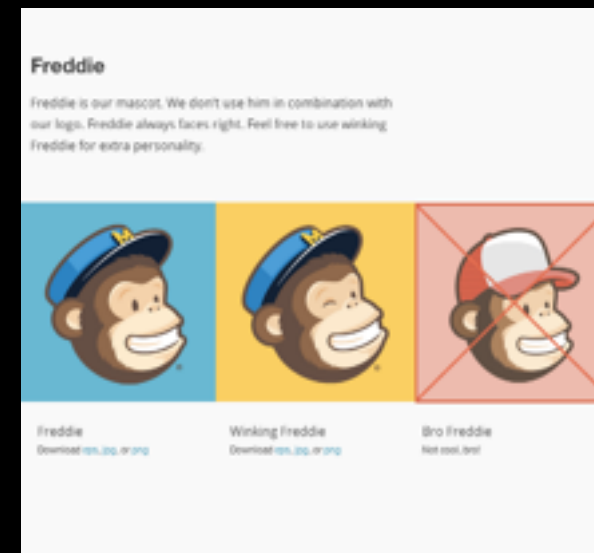
Style guide

Pattern Library

For designers. internal + external

<http://mailchimp.com/about/brand-assets/>

<https://ux.mailchimp.com/patterns/>



Styles guides are brand guidelines for both internal and external designers. Patterns libraries also help give examples of usage. It simplifies and keeps a consistent style especially when you have more than 1 designer.

What is your brand?