Brand Style Guide Workbook

Create a Professional, Consistent Brand That Builds Trust and Authority

---

Section 1 – Brand Foundations

(Fill-in-the-blank)

- My professional focus is: _____
- The audience I serve is: _____
- What I want to be known for: _____
- Core values that guide my work: _____

Section 2 – Color Palette

- Primary Color (Hex Code): _____
- Secondary Color (Hex Code): _____
- Neutral/Accent Colors (Hex Codes): _____

💡 *Tip: Limit your palette to 2–3 main colors and 1–2 neutrals for a clean, professional look.*

Section 3 – Typography

- Heading Font: _____
- Body Font: _____
- Accent Font (if any): _____

📌 Include style notes: Bold / Italic / Regular

Section 4 – Logo Guidelines

- Full Logo (where to use): _____
- Icon/Favicon (where to use): _____
- Minimum size requirements: _____
- Clear space rules: _____

Section 5 – Tone & Voice

Describe your communication style in 2–3 bullet points:

- _____
- _____
- _____

Add Do's and Don'ts if helpful:

- ✅ Do: Use plain, clear language
- ❌ Don't: Use jargon or overly casual slang

Section 6 – Imagery & Graphics

- Preferred photo style: _____
- Visual "feel" (e.g., natural light, modern, neutral): _____
- Elements to avoid (e.g., cartoon clip art, stocky poses): _____

Section 7 – Extras (Optional)

- Tagline or Elevator Pitch: _____
- Signature Icon/Graphic Element: _____
- Template examples (slide deck, letterhead, etc.): _____

Checklist: Is My Style Guide Complete?

- ☐ Colors defined with hex codes
- ☐ Fonts selected and documented
- ☐ Logo usage rules included
- ☐ Tone and voice clarified
- ☐ Photo and graphic style guidelines set
- ☐ Optional extras noted (tagline, templates, etc.)

Final Page: Call to Action

"Your style guide is the foundation of your professional credibility. If you'd like help turning your draft into a polished, brand-ready guide — or designing a website that reflects it — I'd be glad to assist."

Patrick Hennessey
Professional Presence Web Design Agency

📧 patrick@professionalpresence.agency

🌐 https://professionalpresence.agency

📅 https://professionalpresence.agency/#CTA