

Style guide order form

Your details

Name _____ Date _____

Business name _____

Email address _____

Phone number _____

Sections

About the brand

Defining the brand. Who you are, what you stand for and where you came from.

- About us
Summary of business in terms of size, type, processes and goals.
- Our history
Key events and milestones that have shaped business growth. Projected future goals.
- Our values
Beliefs, philosophies and principles that drive your business.
- Our personality
Company DNA. Differentiation from competitors. What makes your business unique.

Voice and style

Guidance on how to communicate in a distinctive voice.

- Tone and voice
How you sound. How you communicate ideas. How you connect.
- Taglines
Capture and summarise brand promise, brand values and brand experience.
- Editorial style
Guide to grammar, spelling, punctuation and formatting.

Brand logo

The heart, soul and centre of your identity.

- The concept
Dissecting the meaning and purpose behind the logo design.
- Primary logo
The main logo used consistently across the brand.
- Alternative logos
Secondary variations of the logo. Enables flexibility for repurposing across diverse media.
- Mono variation
Single colour version of the logo.
- Logo size
Outlines minimum size for legibility.
- Clear space
Blank area that surrounds the logo. Ensures legibility. Helps the logo stand out.
- Background control
Placement of the logo against backgrounds.
- Common errors
What not to do. Avoid these errors to ensure the logo is always displayed correctly.

Returning your form

This form can be emailed to
enquiry@nikkingroup.com.au

Brand colours

Colour sets you apart and is key to brand recognition.

- Primary colour palette
Specified colour combinations. Vital for brand recognition.
- Secondary colour palette
Adds depth to the brand and compliments the primary palette.
- Using tints
Brand colour tint variations.
- Approved colour pairings
Achieve colour contrast and legibility.

Typography

Approved typefaces and guidance for use.

- Primary typeface
The most prominent typeface associated with the brand.
- Weights
Variations of the primary typeface in terms of width, spacing and style. Creates hierarchy.
- Secondary fonts
For cases where the primary typeface may not be available to use.
- Using type
Tips for usage. Build dynamic, interesting and on-brand compositions with type.
- Common errors
What not to do. Avoid these errors to ensure type is always used correctly.

Visual style

Ingredients for on-brand layouts and composition.

- Graphic elements
Shapes, patterns and textures. Increase brand recognition and flexibility.
- Basic photography
A brief outline of photographic style. May include tone, framing and composition.

Photography

Guidelines on photographic composition, content, tone and usage.

- Tone
The feeling of a photograph. Tips on lighting, colour and subject matter.
- Framing
Positioning and perspective. Guidelines to shooting angles and cropping photographs.
- Composition
Interaction between elements in the frame. How to arrange content to create interest.
- Examples
Bringing it all together. How it looks and feels across various subjects.

Brand collateral

Specifications for brand assets.

- Business cards
Design specifications for business cards. Composition, margins, text and imagery.
- Letterhead
Alignment, margins and paper stock.
- Signage
Design guidelines for business signage. Ensuring consistency across various formats.
- Merchandise/uniforms
Guidelines for using brand elements on apparel.
- Website
Branding specifications for the web.
- Social media
Mock-up of social media profiles. May include avatars and cover images.

For more information visit
nikkingroup.com.au/business/style-guides/